

GENERAL

### THE LUXURY OF SEGREGATION

The late Dr. James E. Shepard of North Carolina College, once told the North Carolina legislature when its members complained about what they considered an exorbitant amount he had asked for his school that "the price of segregation comes high, gentlemen." What Dr. Shepard was saying to the members of the legislature was if you want the luxury of segregation, dig down in your pockets and pay for it. Possessing more wisdom than most men, Dr. Shepard was a pastmaster at maneuvering our so-called smart white folks into positions from which they could not escape without paying off.

grown to proportions far beyond the size of their parent. Segregation produces hatred, isolation and disunity which this country cannot afford. Segregation produces an automatic block to advance for the oppressor as well as the oppressed. Discrimination circumscribes the right to earn a living. It works an unfair hardship on countless individuals who have little recourse. It denies men and women of opportunity to employ their skills, thereby robbing them and the country of the fruits of their labor and ability.

The distinguished president of the Cleveland Electric Illuminating Company then goes on to ask the question: "Just what is the price Americans pay for prejudice? Why can't we afford it?" He then answers the two questions by saying: "First, we can't afford prejudice because it so greatly decreases the productivity of 10 per cent of the nation's people. Least of all can we afford it right now. If the free world is to win the drawn-out battle with International Communism, we will have to do a 100-per-cent production job on all fronts. We can't afford unwittingly to strengthen the

hand of the enemy by failing to utilize effectively 10 per cent of our national effort."

These two views, while approaching the subject of segregation from somewhat different angles, arrive at the same conclusion that the cost is prohibitive and damaging to our national as well as southern economy and above all our moral strength. Here, then, is something for our southern leaders to think about, if they are capable of thinking at all, on the matter of segregation. For sooner or later, we must come face to face with the tremendous drain in money, energy, time and labor that the luxury of segregation is making on the South. Sooner or later, we are sure to arrive at the point when sensible men, even in the South, will recoil from the upkeep of this unholy practice that is threatening our national safety.

We think the time has come when an interracial conference should be called here in the South with the idea in mind of facing courageously, prayerfully and thoughtfully ways and means of putting an end to the monster of segregation before we have to face it unprepared.

GENERAL

### BON VOYAGE, NEW COLLEGE STUDENTS

There came into the office of the CAROLINA TIMES a few days ago a middle-aged father who had come to Durham from a nearby town to put his only son on a train to journey to another state where he would enter college for the first time. Only parents who have experienced the going away of a son or daughter to college for the first time can know the conflicting emotions that stir in the breast of a parent on such an occasion.

There is joy mingled with sadness, hope mingled with fear, and a faith into which there lurks in the background the shadow of doubt. For the parents know better than the child can know his or her underlying weaknesses, traits and tantrums that have often been tolerated in the home that will receive little or no consideration in college if the parents have been to college themselves, they also know the awful shock that comes to a student when he discovers that the college professor he has heard or read so much about is not in reality a super-duper human who is a candidate for angelic realms but only flesh, bone and blood, with all the shortcomings as well as the attributes that attend other humans.

So there was no wonder that the father, who came in-

to our office after seeing his son off to college, though restrained, was somewhat wrought up over the fact. He told us how he had given his son \$375 plus his railroad fare, the initial amount he would need on entering college, and that he had told him it was exactly \$350 more than he had when he went off to Howard University around 25 years ago. He had previously told us how he, with little or no financial help from relatives or friends, had spent night after night in the Union Railway station in Washington because he did not have the necessary amount for room rent. He had told us what a joy had come to his soul when at last he received his degree, finally passed the state bar examination and opened up his office for the practice of law.

While we sat there talking to that father many thoughts ran through my mind. For him we had the highest amount of respect. The courage, determination and fortitude which stood him in good stead during his years in college were products of poverty and not of ease, the ease that comes as a result of successful parents, swank homes, automobiles and other luxuries of life. Hardships had wrung out of him the stuff out of which strong men

are made, and had fortified him with a strength that can only come by struggling and wrestling with life's problems. He has what it takes.

Ralph Waldo Emerson once said: "He who aims high must tread an easy home—if there is any great and good thing in store for you, it will not come at the first or the second call, nor in the shape of fashion, ease and city drawing rooms."

So, this devoted father, wishing to make it easy for his son, has in all probability made it hard for him by overloading him with so much ease that the lessons of self-reliance and resourcefulness that he himself learned while struggling to stay in college may never be learned by his son.

It is our sincere hope that this boy and all other new students entering college during these days of plenty may be able to escape the awful price which the ease that comes with prosperity always demands of those who lay their heads in her lap. May your journey through college at least be tough enough to wring out of you some of the ruggedness that made your parents strong men and women and this country great. Bon voyage, new college students.

DURHAM

### THE COMPLACENCY OF NEGRO LABOR LEADERS IN DURHAM

Negro labor leaders in Durham who read the article appearing in the daily newspaper last Monday morning were probably surprised to know that they are being left behind on the matter of upgrading, equal wages and the employment of Negroes in areas and on levels where they have not heretofore been considered.

The article which appeared in the daily press concerned mainly a recent study of the National Planning Association on the employment of Negroes in the three Southern plants of the International Harvester Company. It showed that Negroes are being worked in these plants at the same wage level and have been upgraded to semi-skilled and skilled jobs, "despite the

fact that the prevailing pattern of Negro utilization in each of these communities is directly contrary to that of the firm."

In Durham, Negro labor leaders are among the most complacent in America when it comes to contending for the right to be upgraded, equal salaries and other benefits that should be derived as the result of being members of organized labor. In fact, a majority of them appear to be more concerned about the personal safety of their own jobs than they are about the overall welfare of their fellow workers.

From the results of the study made by Dr. John Hope, director of industrial relations at Fisk University, it now appears that Negro labor

leaders in Durham are about 50 years behind. A casual glance at the roster of our labor leaders in this city will disclose that not a single one of them now in power is worthy of the name. As a result Negroes in Durham tobacco plants are hog-tied to the same old jobs they have been holding for the past 40 years or more. Only in rare instances are they ever promoted to semi-skilled or skilled jobs.

Either Negro labor leaders in Durham need to inform themselves on what is taking place in the field of labor or they should resign their posts and let others take over who are able to tune in on the new wave of freedom now sweeping the earth.

### DEEP SOUTH SPEAKS

BY ROBERT DURR

(For Calvin News Service)

Our Public Relations Need Some years ago, in conjunction with my editorial activities, I took on the responsibility of serving as Public Relations Counselor to the president of a great insurance company to the end that the concern might present its offerings to the general public in the most attractive and effective manner.

The company, to begin with, had the three essentials for success—1) know how, 2) capital, 3) organization and there was a crying need for its progressive offerings.

My initial effort was to descriptively spell out the company's offerings in an easy to remember five-word phrase and offer suggestions on the importance of building our sales approach on what we have to offer in terms of how our offerings were designed to give the purchaser MORE FOR LESS. The president tells me the company has grown tremendously.

In the course of my public relations activities, I had discovered in the most progressive concerns and organizations that public relations is generally regarded as an indispensable facet of top management, because good public relations creates and maintains a good public atmosphere in which to sell one's products or services. Another way of saying it: "If John Q. Public approves of you and yours, you can go to town. If he disapproves, it just is a question of time before the undertaker will move in."

One of the larger concerns in the Deep South found that its president received so many invitations to appear before many organizations which, if he accepted them all, would leave him little time to rightly perform his chief executive duties.

The problem was solved by his hiring the director of public relations of the local Chamber of Commerce.

All big organizations and concerns in the Deep South, as well

as else where, have a political, racial, social and employment policy to support. Acceptance of that policy by John Q. Public is very necessary to their success. And the more widely their policy is sold and accepted, then it follows that the basis of their operations is broadened and heightened.

So you will find many well versed, capable and adaptable public relations men not only presenting what their employers have to offer but also their political, social, racial and economic philosophies before various types of conventions, civic clubs, and on a face-to-face, man-to-man basis in a relaxed atmosphere in the offices of men in strategic positions.

In the south, white newspaper editors and columnists are today among the Old and New South's public relations men. They go forth to all parts of the nation, selling the Old and New South, not only in their editorials and new columns, but wherever they are invited to speak.

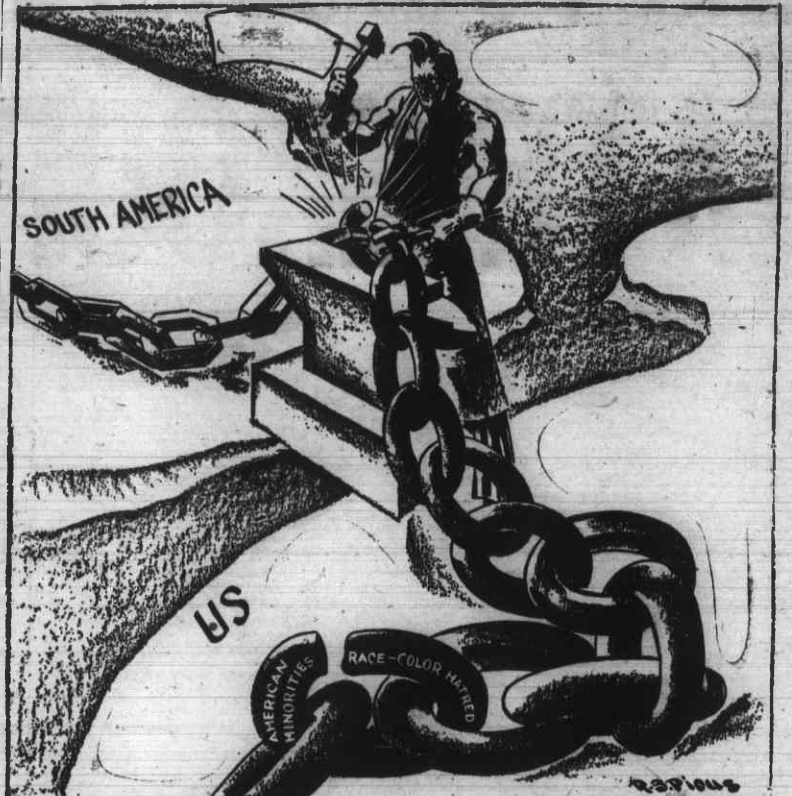
Public relations for the Negro in the Deep South has for the most part been in the hands of those who had to beg to keep alive themselves or to keep alive some religious or educational institutions.

We need all over America, organizations and enterprises who recognize the great need for interracial public relations and employ capable social minded men and women to do a dual job, one for his employer and another for the Negro.

Our opportunity to progress as a people depends upon how well we sell ourselves to other Americans.

We have to, by good public relations, make possible more and more opportunities to sell ourselves and our potentialities that most people will want to do what ought to be done in spite of what anti-Negro public relations guys and gals are doing against our ever-evolving development into responsible first class citizens.

### 'Will He Over Look The Weakest Link In The Chain?'



by Alfred Andersen

### Within and Among

Dear fellow seekers. Last week we discussed the need for developing sensitive taste in food as the basic criterion in our eating, cooking, and agricultural practices. We recognized also the need for educating this taste in the best sense. We can no longer depend on primitive taste neither in food or art or politics. Self-conscious and self-determining man may lapse into primitive irresponsibility, but he is no longer at home there; he no longer has the primitive tastes and judgements required to become integrated on that level. Therefore it is not a return to primitive uninhibited existence that we are advocating. But it is a return to the heart of reality itself, to familiarity with and harmony with the undergirding and sustaining ground of all life, in which all life "lives, moves, and has its being."

**Moral Sense Needed**  
In developing our feel for things about us, including the living soil and its multitudinous offspring, we need to apply what primitive man could largely do without, our self-conscious intelligence; but above all (and this is what is lacking in modern science whether nutrition or sociology) we need to apply that strange and incalculable thing variously referred to as "conscience," "moral sense," "sense of right," etc. There is hardly a lack of intelligence of the "clever" type in operation today. But intelligence with a

conscience—that is another thing!

Intelligence per se is a power which can be used ruthlessly; we have seen examples of this in the activities of almost all the modern national states. Intelligence without conscience thinks in terms of conquering its environment. Intelligence with conscience seeks to harmonize and cooperate with its environment. This means that as we approach the soil with a reverence for its part in the mysterious life processes and come to harmonize with it; as we come to think of the products of the soil, whether plant or animal, with awesome reverence, as we in preparing these products as food think reverently of that which has made them possible and of the particular human life which they will serve as sustenance; as we learn to meditate on all this while chewing the food and putting it through the predigestion process in the mouth...

**Good Taste An Art**  
This means that good taste in food, as in all areas of life, is an art! But the contention here is that the greatest boon to such art development is to accept one's moral sense as guide in one's life. This do and all else "will be added unto you." This

has been the theme in this column from the start. What we have tried to do at this time is to show its application to the whole process of feeding the human body in a truly satisfying and healthful way.

This position differs significantly from that of "purely scientific" nutrition which is almost exclusively homo-sapien centered, all else be damned! Such an approach to nutrition has no concern for the soil as such, or the plants and animals that feed on it as such, nor with the whole ethical and esthetic picture involved in man seeking and taking sustenance. Yet this is in keeping with man's essential interest in seeking only to "save his life." It is only as he comes to suspect that in "gaining the whole world and losing his own soul" his very life and basic satisfactions are threatened... it is only then that he is likely to inspect his ways and his motives.

But this is what modern man is generally doing, and this is the encouraging note in it all. As Ernest Hocking had said, "Modern man is sick of himself." And I believe he is mostly sick of his moral callousness whereby he has estranged himself from his fellows. This much is quite readily accepted; What is not so readily accepted is that man has also a moral tie with all levels of life and that he can not be truly human until he sees himself humbly as the servant of his Kingdom.

### LETTER TO THE EDITOR

Open Letter to the People of Durham, c/o Carolina Times

Dear Folks: I have been thinking of you for a long time and have wanted to let you know it. I've missed you very very much since I moved to Brooklyn, N. Y. and have kept up with a little of the goings on in Durham through the CAROLINA TIMES which I get each week.

I am delighted with the progress many of you are making in business and in your private lives. I am pleased with the number of boys and girls, young men and women, who are making good in school, whether it be elementary high or college level. I have gone through the lists of graduates from different schools to find the names of boys

and girls who were once in my grade or whom I used to teach in Sunday School. I have found many and it has made me very happy to read of their accomplishments.

Fifty-five years of my life went into the lives of boys and girls from the old district or county schools to the Public Schools of the City of Durham. My last work in the Durham City Schools was from September 1908 to June 5, 1946, covering 38 years of service.

It was a joy to me to teach your boys and girls and to see them as they went from me to open up and develop into fine men and women, and to finish school and take their places in the work of the world. (Please turn to Page Seven)

### WASHINGTON AND "SMALL BUSINESS" BY C. WILSON HASTER

It's been a long time since Washington has been so intrigued with an official as it currently is with Edward Howrey, new Federal Trade Commission chairman.

Some claim he is a modern Nero, siddling while economy burns.

Others claim he reminds them of the policeman at the time of an armed bank robbery who asked, "Which way did the gunman go?" He was told "C.W. Haster." He had headed north. "In that case," he replied, "I will rush south and head them off."

But regardless of opinions, he has set up another committee, "Committee on Cost Justification." This group is to find out distribution costs.

For years FTC has maintained an economic section headed by eminent cost accounting authorities. FTC cost accounting studies are among the finest work the Government has produced.

But their work often comes to naught because no action is taken to stop abuses found.

Here is an analogy. Does a fire department, on receiving a report of a fire, send trucks to fight it, or does it hire more people to study the neighborhood to report that there is indeed a mighty blaze going?

Many see a planned stall.

Several months ago, the FTC made one of its most important rulings in history, setting up a ceiling on the maximum quantity purchase required of any dealer to enjoy the fullest dis-

count given by the manufacturer. However, the ruling has never been enforced.

While the order applied to tires, it could also be applied to many other commodities such as printing papers and fabrics.

Howrey opposed FTC ruling as legal counsel for one of Big Tire Four and one most active in operating company stores.

In his announcement on the matter, obscure intentions appear. He hopes his new committee will be able to devise a system by which, he says, "business firms could keep their costs in a form which would enable them most readily to prepare the data required to show price differences reflect no more than "due allowances" for cost differences."

Many interpret this passage to mean "we would like to figure out some way that monopoly manufacturers can justify soaking independent buyers, while selling to company owned stores, and favored outlets at prices which merely returns fair profit."

Obviously, monopoly minded firms using pricing structures to evade anti-trust laws, with their own legal staffs and facilities taking advantage of every loophole, need little, if any, help from a government agency.

But if the FTC can be influenced to modify its rulings to favor these practices, a hard blow can be dealt independent business.

Howrey's appointment was confirmed with much misgivings by Congress to begin with. And economy minded Congressmen are going to be hard to convince that the government needs more committees duplicating work already being done.



### Spiritual Insight

By Reverend Harold Roland  
PASTOR, MT. GILEAD BAPTIST CHURCH

"LOVE: A TEACHER'S NEED"  
"If I have no love I count for nothing" I Cor. 13:2

Millions of children—our most precious possessions—go back to school this season. Some go joyously and others go reluctantly. Hundred of thousands of teachers await these returning children behind their desks. What about this subtle interplay of mysterious forces between pupil and teacher? Love, the greatest spiritual virtue, is an essential in this interplay of interpersonal forces between teacher and pupil. We are rather fairly well prepared in terms of buildings, equipment and material. We have an abundance of scholastic and academic preparedness. There is no lack of degrees and certificates. But these things—dresses, suits, coats, shoes, books, pencils, desks, seats, paste, machines, stoves and laboratory equipment—are only so many means toward a worthy goal.

May I ask, are we prepared spiritually in our mad rush back to school? Do we stand behind

our desks with the heart-warming glow to create an atmosphere of human and divine love. This is needed now as never before!

Love and its spiritual fruits are a need of every teacher. It is essential in the spiritual preparedness of a teacher. Why? Because love is the key of spiritual virtues or resources. This is one of the fundamental truths of life: "If I have no love I count for nothing." There is no substitute for this. Buildings, equipment and degrees cannot take the place of love in a classroom. There are soul hungers that things cannot satisfy. Jesus was right: "Man does not live by bread alone." Every teacher needs the spiritual warmth and glow of love. Love creates the best atmosphere wherein men and women can grow best.

Teachers, you have a sacred trust! What a sacred obligation the citizens have entrusted to you. You are a co-laborer with God and the parents in the making of men and women. Yes, it is a sacred obligation to be per-

mitted to fashion the delicate powers of human personality. Just think of your sacred obligation—you are entrusted with 30 children for five days a week for nine months. Thus you ought radiate love and create an atmosphere to warm the hearts of your pupils.

The child—your sacred trust has more than a body. You have a delicate, pliable and impressionable mind. They are subject to the subtle impact of your influences. That child has a spirit and a soul. You have the total child at your disposal for thirty-five hours a week. Are you worthy of this Holy place you are privileged to stand? Thus it is evident that a spiritual preparedness is needed by every teacher. Are you spiritually prepared for your sacred task of teaching a child?

You are ready if you bring to your class room the warmth and fellowship of love. "If I have no love I count for nothing..."

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