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(AN EDITORIAL)

WILL NORTH CAROLINA UNDOCTOR McDONALD JUNE 6?

I THINK SO.

Like a funnel-shaped cloud on the fair horizon of North Carolina looms the McDonald Menace.

Can the people of the State afford to face this sinister wind—are they safe in risking this dangerous EXPERIMENT whose certain failure must mean for the farmer, TRAGEDY, for the schools a serious and irreparable CRIPPLING, for industries with their thousands of employed, paralysis and DESTRUCTION.

What About It, Mr. Farmer?

The Roosevelt administration with its Triple A program struck from agriculture the shackles of a century of oppression and injustice. Does agriculture want McDonaldism to forge its chains again?

The Democratic government of North Carolina that McDonald calls "the machine," did its part to restore the farmer to his ancient birthright of freedom and prosperity by removing forever the 15-cent levy on the farmer's land. Will the farmer swap his freedom again for this McDonald MESS of pottage?

Why? Because all intelligent people know that if McDonald fails to find his billion dollars of untaxed wealth in the State that the only recourse under Heaven will be to fall back on farm lands and real estate to fill the McDonald hole. Only ad valorem can produce 17 millions of taxes and this "production" will spell RUIN.

The Schools and the Roads—What Will Become Of Them?

When the greatest depression in history struck North Carolina, the people had been crying "take the taxes off land."

Business was largely at a standstill. State's revenues were at a low ebb. But the schools had to run on, and the tax was removed from land. How could it be done?

Only by levying a general sales tax. Now the roads and the schools of North Carolina, the finest in America, are maintained without a cent levied on land.

McDonald says he will REPEAL the sales tax. This would mean a loss of 10 millions in revenue. He says he will do other great things to cost 10 million more. If he fails, the loss will be paid by the farm lands if they can be sold for the money.

The Industries

The life blood of the State is pumped by the great industries—you know that. The great tobacco factories, the cotton mills, the lumber plants, the many vital industries that buy our raw products and manufacture them, employing thousands of men and women. These concerns furnish the payrolls that make the cities and towns prosperous, and supply the farmers cash to carry on.

McDonald's Program aims at our industries. Already they are taxed to the constitutional limit, but McDonald says "Hell, repeal the constitution. Let me get at them in the higher brackets."

Sensible and conservative men in North Carolina welcome and nourish our great factories and mills, already taxed higher than in any other State in the union. How many of them are making a reasonable profit on their tremendous investments?

The professor from Illinois says "Bleed them, bleed them, for the benefit of the poor man." The legislative record says he voted for a sales tax on the poor man's meals in the cafes and restaurants. Is he sincere in his gestures to the poor man?

What If McDonald Wins?

Let the professor become Governor, and let him surround himself with a council of State of his same type. Will it be TOO BAD for legitimate industry which already is bearing its taxes to the constitutional limit?

Will other plants invest in North Carolina with a Talmadge or a Townsend in the capitol? Can our stable industries then resist the invitation which other States offer them to come and locate among them?

The Occupational Tax and Again the Farmer

The McDonald Program includes what he calls the "occupational tax." He proposed it in the last legislature, but there were sensible members enough in that body to kill it. It proposes to put a tax of \$5 on every \$1,000 products sold from the farms, \$10 on every \$2,000 sold, etc. The "occupational tax" would also lay a tax on every vocation, man or woman, who makes as much as \$83.33 a month. Do you want this vicious tax?

What Is McDonald's Record on White Supremacy?

Some of us wonder if the McDonald Program will invite the negro back to the ballot? What is his record? Election officers of South Third Ward in Winston-Salem declare that he tried to force them to register negroes and was infuriated at their refusal.

The two races of North Carolina are living in peace and harmony. Do we want to raise again the prejudices and the dangers incident to colored suffrage in North Carolina? Is the gentleman professor from Illinois going to teach us to forget our principles of white supremacy in North Carolina, and bring in Chicago standards of political philosophy and social equality in our eastern counties where the white are heavily outnumbered?

McDonald Strategy

The Doctor goes on his unruffled way serene as a Pasquotank mosquito. He promises everything and when caught, denies. His temper is never disturbed. His strategy is the soft answer that turneth away wrath and swells the straw vote. Makes no difference what you prove on him, he trusts to his loyal and unthinking friends to give it the dam lie. The Bowmar Gray episode in which his veracity was hanged and quartered only increased his percentages. His sales tax vote on the poor man's bread and meat was dismissed with "I never done it," altho the House Journal says he did. The attempted registration of colored voters in South Third Ward was passed up as an invention of the foul Democratic machine, notwithstanding the registrar and other Winston-Salem election officers are standing by their statement. While there is no record that he ever paid his own taxes or even voted a Democratic ticket until he wanted to run for Governor, such paltry incidents should not tarnish the luster of his shining anti-sales tax armor.

Who Is For McDonald?

There are many intelligent and patriotic people for Dr. McDonald. I honestly believe these people are mistaken in their judgment, and captivated in their good hearts by his promises of Utopia here on earth.

The professor will get scores of votes from dry goods clerks who whoopee for McDonald and cuss the sales tax the live-long day. They are too innocent to notice that the boss is winking the other eye as he passes the tax on to his customers and makes a profit.

In every county there is a bloc of sorebacks. These are fellows who have been thwarted in their political ambitions. Invariably you find them scrapping the regular ticket. Invariably you will find them in the Illinois camp. They affect "progressive" reasons, but the regular crowd knows it is revenge. Also you sometimes find newspapers on the disgruntled side, and these, while professing neutrality, are helping the good doctor all they can by boosting his straw vote.

But the biggest support for the Illinois philosopher will come from the thousands of shifting, irresponsible citizens who never paid a cent of tax in their lives until the sales tax came along and now are compelled to help in the universal support of government. These are the guys who are assisting to hold the levy off land—much against their will. And these are the guys who so joyously lend a hand to expand the straw bladder.

Let Him Go By

The farmers of North Carolina, now on the upgrade from poverty and bankruptcy; the men and women who hold jobs in the stores, offices, mills and factories; the home-owner who has been given a chance to achieve for himself and family; the steady conservative citizen who does not want to get into a State-mess like Georgia and Kentucky and Louisiana are experiencing, had best let this smooth-tongued stranger go by and not fall for his wild, impossible PROGRAM which means danger to the State. "Beware of the Greeks who come bearing gifts," and beware of an inexperienced, impractical and visionary youth who promises things which he cannot do.

Cashing In On the Ether

The most able disinterested fiscal authorities say the Dr.'s Program, while costing \$20,000,000, can possibly only produce \$3,000,000, even allowing him to levy occupational taxes on farmers and laboring classes and his new privilege tax to be laid on the merchants. How he will be able to raise \$17,000,000 more can possibly be explained at the Muscle Shoals nitrate factory where fertilizer is said to be manufactured from the air.

Can North Carolina Afford To Elect Him Governor?

I do not think so. The signs indicate already that he is slipping. There is a whole world of difference in a loose straw vote participated in by many Republicans, and a sober serious responsibility to be assumed at the ballot boxes by the Democratic yeomanry of a great State.

In my humble opinion it would be the religious duty of the electorate to catch this political comet and skyrocket him back to that opaque obscurity from which he emerged so luminously when he began paying taxes and voting the Democratic ticket in North Carolina preparatory to his gubernatorial quest.

I do not believe that North Carolina with its splendid past can afford Dr. McDonald. The glory of other days, our immortal traditions, our sacred ideals, our regard for the safety of the future citizenship as well as the present, these I believe will deter us on June 6 from Dr. McDonald.