

Old Promise Fulfilled By Industry: The South Really Is Rising Again

By SID MOODY

Associated Press Writer
As warm to the heart of Dixie as the old browned Confederate daguerreotype in the parlor is its defiant battle cry: the South will rise again. Now, at long last, it is.

This is not the rising of the straggling marches or the slow paper revolution of the ballot box. This rising is an industrial revolution whose effects, often indistinct, may change the Southland in the long run as much or more than protest, or the courts.

Dixie is no longer the land of cotton and kinfolk. Industry, the lifeblood of the nation, is making a quiet invasion of this once agrarian countryside. It has become a lever randomly prying loose the old Southern society, a lever that augmented demands for better education, has wrenched at the grip of the stand-pat politicians of the backwoods, has spread a notion that skill, not skin, is the criterion for jobs, and that what is good for business is good and what isn't, isn't.

INDUSTRY WELCOME

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DAILY CROSSWORD

ACROSS 1. Gopher's warning call. 5. Greek letter. 9. Seraglio. 10. Manacles. 12. Roman poet. 13. Rub with oil. 14. Garden tool. 15. Two-wheeled vehicles. 16. Hesitation sound. 17. City: Fla. 19. Cebine monkey. 20. Owns. 21. Juicy part of fruit. 22. Chirp. 25. Conjecture. 26. Injure. 27. Early Greek letter. 28. Postal abbreviation. 29. Siren. 33. French article. 34. Presently. 35. Grass cured for fodder. 36. Heretofore. 38. Signal system. 39. To make merry. 40. Fertile spots in deserts. 41. Scotch river: poss.

DOWN 1. Privilege. 2. Type of bay window. 3. Colorful nickname. 4. Print measure. 5. Game of chance. 6. Aphrodite's son. 7. Biblical name. 8. Heats, as glass. 9. Exclamation. 11. Narrow pieces of cloth. 13. Helps. 15. Small fly. 18. Affected cough. 19. Go to court. 21. Plays on words. 22. Former German silver coin. 23. Fluctuated. 24. Before glass. 25. Win. 27. Display fabrics. 30. Plural of "that". 31. Dips out, as liquid. 32. Ogles. 34. Large knife. 37. Poetic time. 38. Bounder. 40. Hawaiian bird.

Yesterday's Answer

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
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from industry alone. Not all the changes are welcome. But industry is.

"Industry has been our salvation," said Sidney Smyer Sr., a leading Birmingham businessman. Gov. George C. Wallace, as proud of his success in industrializing Alabama as he is of his stand on segregation, says:

"I don't care if an industry comes in and hires 100 per cent Negroes and has a Negro president. I want jobs."

Ironically, industry and segregation in the long run may prove incompatible. "Industry," said a native Atlantan, "wants order. In the past segregation represented order. After a couple of riots, businessmen switched to a moderation that would restore order."

Dixie today is a land of boosters, and the voice of the Chamber of Commerce is heard throughout the land.

STEEL WEBS

By any standards the growth has been remarkable.

The rising steel webs of the Atlanta skyline change so rapidly the Chamber of Commerce has taken eight different photographs of it in the last six months to keep current, invariably with Braves Stadium in the foreground.

Around the courthouse squares of the county seats, big-overalled farmers still lounge and chat and spit tobacco. But on the outskirts there likely is a new plant or the arm of a crane unloading dull red steel girders. In Marietta, Ga. they sold wagons in the square as late as 1940. The town now numbers 100,000 people and has one of the South's largest single employes in Lockheed.

Town, county and state development officials chart the pace in full color booklets and with reams of tables. South Carolina, for instance, ranked fifth in the nation in gain of new manufacturing jobs from 1957-66. It was first in relation of the gain to its population. Non-agricultural employment

increased 4.5 per cent in the United States last year. The gain was 11.8 per cent in Mississippi.

TAR HEEL GROWTH

In the last 10 years industry last year in Mississippi totaled \$2.77 billion in North Carolina, creating 1,814 new plants and 278,000 new jobs.

New and expanded industry last year in Mississippi totaled \$520 million, creating 19,000 new jobs. South Carolina exceeded \$600 million, and it was \$623 million in Alabama, tops in the South.

In Atlanta 70 new office buildings have gone up or been announced in the last five years. Unemployment in several Southern states is appreciably below the national average. Atlanta has a labor shortage. And so it goes.

The post-Civil War years were hard for the South. The Country expanded dramatically — but westward. A group of Atlanta businessmen, hoping to attract Northern industry, invited William Tecumseh Sherman to revisit the city he had singled 20 years earlier. But industry decided it had business elsewhere, and many Southerners thought it just as well.

Northern industrialists had their own prejudices about the South. "They long thought the Southern countryman was uneducated. Vance, a sociologist at the University of North Carolina said, "They said he had been competing with the Negro and hadn't learned much more than he had."

But a change came gradually. During World War II laborers from the South moved North and West and proved their mettle in the defense factories. In the post-war boom industry looked for new markets, for areas with ample room and water and labor for new plants. Land and water the South had always had.

Now it had labor. The small farmer with his team of mules and 40 acres found it increasingly difficult to make a living. King Cotton had abdicated for the vast mechanized farms of West Texas, New Mexico and California. Southern college graduates and former sharecroppers were moving North where the jobs were. The Deep South faced deeper poverty.

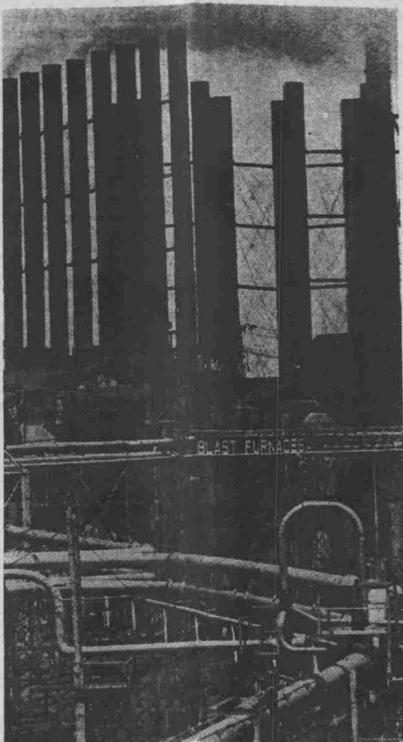
MIGRATION TURNS

Then the migration turned. First came the textile plants, relocating from 19th century New England mill towns. Land corporations established fabricating and distribution centers, particularly in Atlanta, to serve a relatively untapped southeastern market. Whatever their reason, they came.

Some came, said Maynard Smith, an Atlanta labor relations lawyer, "because of mistakes they made in the North that made them highly unionized. Unions sell management mistakes — and that's all they sell."

In general, however, the larger firms pay wages comparable to the rest of the nation. In Alabama in 1964, for instance, state figures indicate non-union scales topped union rates.

Not that management isn't aware that most Southern states have right-to-work laws and mean to keep them. In part this is due to the desire to attract industry, in part because, as Vance says, the Southern farmer is independent and unused to unions and sees no reason to pay dues if



NEW HORIZON IN ALABAMA—While dedicating a new plant similar to this one in Birmingham, Ala., recently, U. S. Steel president Roger Blough warned that the social revolution that had been occurring there might offset some of the other advantages of capital investment in Dixie. The south is clearly undergoing a drastic change.

he feels he is acceptably paid. All this makes unions organizing "tough work," says North Carolina AFL-CIO official John Williams Jr. His state's workers are only 6.7 per cent unionized, the lowest in the nation.

But visions of union-free labor are not the only attractions for South-bound management. State management boards from Dixie have turned carpetbaggers in reverse, wooing Northern industry with tax benefits, sales talks and facts, facts, facts.

"There was a time when we courted industry with wine, women and song," said Walter Harper, director of the South Carolina Development Board. "Now we use research experts and computers." Tell the computer what you want and the computer will tell you the best place for your plant.

DEVELOPMENT BOARD

State development boards are armed with all conceivable information from the chemical composition of the water to whether a town has an adult theater group. They advertise widely. They scan trade journals to learn of expansion plans. They send field representatives calling across the country.

Wallace, while campaigning in the 1964 presidential primaries, made a call in Ohio to persuade a company not to move its Birmingham plant to Georgia. Mayor Evan Allen of Atlanta will, they say, "pack his ditty bag and go anywhere to sell Georgia."

Charges that they are pirating industry from the rest of the country rankles the Southern talent scouts. "Plants follow markets and we have the markets," said Moffit Kendrick of the Greenville, S. C. Chamber of Commerce. "They say we stole industry. Hell, they still have their head-



Shows Not To Miss

The following shows are especially recommended for your television entertainment Wednesday and Thursday nights.

LOST IN SPACE — Channel 11, 7:30 p.m. — The episode entitled "Forbidden Planet." The hapless Robinsons crash land on an unknown, fog-bound planet. Their space ship sustains damage that will take weeks to repair.

BATMAN — Channel 5, 7:30 p.m. — Ma Parker and her criminal brood have invaded Gotham. Shelley Winters guest stars as "the greatest mother of them all." This is part one of a two-part serial.

PROFILES IN COURAGE — Channel 4, 8 p.m. — Sen. Robert A. Taft (R-Ohio) risks political suicide by taking a public stand against the Nuremberg Trials.

MONROES — Channel 5, 8 p.m. — The Monroe twins find a big, white shaggy dog who has been hurt. The dog, it seems, is known throughout the area as a livestock killer.

Thus the drama.

IN MY OPINION — Channel 4, 9 p.m. — Rep. Howard W. Smith (D-Va.), chairman of the House Rules Committee is interviewed at his Virginia farm. Smith is an avowed opponent of civil rights legislation and the War On Poverty.

MAN WHO NEVER WAS — Channel 5, 9 p.m. — Our hero enters a Commie country to save a priest, who has been denied asylum in the American Embassy.

YOUR DOLLAR'S WORTH — Channel 4, 9:30 p.m. — A must for fat people. Pills and candies are discussed by doctors and dieticians in the "Calorie Counters" series.

ABC STAGE 67 — Channel 5, 10 p.m. — Jack Parr narrates this hour-long look at the fast-

paced humor of the late President John F. Kennedy. This is one of the most commendable efforts of the new fall tv schedule.

I SPY — Channel 11, 10 p.m. — Kelly faces a court-martial at the hands of a family in the Italian countryside who thinks he has murdered their son in Korea. If you don't have two TV sets, skip this and watch Channel 5 (above) at 10 o'clock.

THURSDAY

MOVIE — Channel 11, 9 p.m. — "Breakfast at Tiffany's." Truman Capote's story about a writer who falls in love with the outrageously vivacious Holly Golightly, who makes her living extorting tips from dates and smuggling messages out of Sing Sing. This is the one "Moon River" by Mancini comes from.

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WELL, HERE'S THE LIST OF ALL THE THINGS YOU LOST IN THE FIRE

ALL THE CARPETING WAS RUINED, OF COURSE, AND THE POOL TABLE IS SHOT. YOUR WHOLE LIBRARY IS GONE, AND YOUR VAN GOES IS DESTROYED...

ACTUALLY, SNOOPY, EVERYTHING IS GONE!

EVEN MY PINKING SHEARS?!

YOUR ANDY DID VERY WELL AT THE RACES TODAY, FLO

HEY! YOU! I WANT SOME OF THAT—WE'VE GOT BILLS TO PAY!

BEHIND EVERY SUCCESSFUL MAN THERE'S A WOMAN!