

Phone Company's Retort

Continuing under the guise of a company wronged by the utilities commission, Carolina Telephone and Telegraph Co. sent out its version of the news on the commission's ruling. The ruling last week granted the phone company only a \$1½ million increase in rates.

The phone company "news release" states, "Company spokesmen expressed disappointment in the action of the commission and stipulated that its ability to attract capital in the competitive market might be materially affected . . ."

The news release also included these words, "The Commission also questioned the advertising expenses of the company, a major portion of which is incurred for newspaper advertising, in these words: 'There seems to be very little need for advertisement of its services on the part of a company holding 7,400 applications for service.'"

In view of the fact that the above release was probably provided all newspapers in Carolina Telephone's territory, this statement is undoubtedly intended to scare newspapers into getting off the phone company's back; the veiled threat being that the telephone company is not going to advertise any more because the utilities company questions its advertising expenditure.

The fact that the utilities commission even questions the newspaper advertising

expenditure is a comment on the strange thinking in which the utilities commission indulges.

Could it be possible that the telephone company now has 7,400 applications on hand because it HAS advertised in newspapers in its territory?

Could it be possible that the phone company knows that advertising brings applications for more service, meaning more business, and thus giving it a point on which to argue before the utilities commission?

Any business that has a product for which the public has a use knows that advertising that product wisely, brings in more business. Any company in a monopoly position, as is the Carolina Telephone Co., backs itself into a corner if it does not advertise those services. Advertising expenses, too, are income tax deductible as a cost of doing business.

In national publications, phone systems advertise their services — for example, the advantage of using long distance, the advantages of having several phone extensions in a home. Should an independent phone company, as do a lot of independent merchants we know, ride free on the coat-tails of the persons, or firms, who do advertise?

If the phone company thinks that withdrawing newspaper advertising will solve its many problems, then the phone company management is even worse than we thought.

Same Old Stuff

It started with Daisy . . . the same misinformation blared forth north and south of here relative to the damage done on the Carolina coast due to the hurricane.

Persons in Jersey City called relatives here. And they were surprised to be able to complete the call. They said that news flashes reported all telephone lines down in this area. They placed the call just on an off chance that they could get through. Another set of relatives at Anderson, S. C., reported similar announcements of extremely high tides and flooding in the Morehead City area.

Not only is this news distressing to relatives, it is damaging publicity.

We don't know where the news services get their information. Certainly no news service queried The News-Times during Daisy's approach and demise. Probably they don't get the kind of answers they want.

On one occasion two years ago when an upstate wire service office phoned here for information on "the hurricane", the caller undoubtedly thought we were handing him a lot of baloney because we said, "No, the wind isn't blowing very hard. The branches of the trees are moving but nothing unusual."

"No, the tide isn't flooding any waterfront streets. It's about a foot higher than usual, but nothing alarming."

Since then, we haven't been contacted.

It depends a lot on the manner in which a question is asked as to kind of answer that will be obtained. Persons not accustomed to dealing with news gathering agencies are often led to say things they don't exactly mean and in the second place, they're usually so flattered that they are being regarded as a source of information, that they want to "make it sound good".

For example, the inquirer asks, "I guess the wind's blowing pretty hard down there?"

Informer: "It sure is, it's a-blowin' a gale." (The inquirer, not knowing that "blowing a gale" is a common expression here for almost anything more than a brisk breeze, immediately checks his wind chart and sees that "gale" velocity is 39 to 54 miles an hour. He prefers the 54 figure, uses that in the bulletin he sends out over the wire, describing what he imagines happens when the wind blows 54 miles an hour.)

Other examples could be cited, but that's just one way a lot of misinformation gets out about our "hurricanes". Continual inaccurate publicity about storms along this coast is damaging to real estate values and almost every other phase of business.

As for the relatives who may get upset over inaccurate news reports, the best thing to do is warn them in August that they should downgrade every "hurricane" report about this area by 75 to 100 per cent. If, by some twist of fate the "terrible damage" reports should match the actual thing, there's nothing relatives several hundred miles from here could do about it anyhow.

Along the Way

Life is like a road — a road that is always going around corners. When we are quite young, we expect to find something new and delightful around every turn.

But the road gets harder as we get farther along, and often there are rocks in the path, and unpleasant surprises meet us when we turn corners. And it isn't always easy to be calm and kind and honest.

Lines and wrinkles come, but if the lines come from thoughtfulness, and the wrinkles come from laughing at ourselves, then there is no need of trying to hide them with paint and powder.

— Sunshine Magazine

ONE PLACE IT DOESN'T REDUCE FRICTION



The Readers Write

Sept. 6, 1958

To the Editor:

I have read with interest your "Second Annual Football Section" of Friday, Sept. 5, 1958. I wish all the teams and every player a successful football season.

I must admit my interest was aroused not only by the review of football prospects, but by an aspect of this issue that is of profound importance to Carteret County, to North Carolina, and to the nation. This issue raises a series of questions that warrant some consideration; namely:

a. Has scholar, or any group of scholars in the Carteret school system, ever received the recognition, the publicity and the prestige accorded these athletes?

b. Has the Carteret News-Times ever given equivalent acknowledgment to the endeavors and accomplishments of any students for their scholastic efforts?

c. Have any local commercial establishments ever supported the scholars of our schools in any manner comparable to the enthusiastic support accorded these athletes?

d. Has any teacher, or group of teachers, ever received the acclaim extended to the football coaches mentioned in this issue?

Form my observation the answers to these questions are unanimously "No"; not only in Carteret

County, but in almost every school district in our nation. I believe this reflects an extremely serious lack of balance and misdirected emphasis. I wonder if others do not share this feeling.

Is there an appreciation of the critical need for trained minds if we are to meet the Russian challenge that has been so vividly demonstrated by the Sputniks? Is it recognized that the Russia school system no longer challenges, but has actually surpassed our system?

I am not a scholar or a teacher, but a retired businessman. I feel that it is deplorable that we habitually elevate the football hero to a pedestal on one hand and scoff at the serious student as an "egg-head" on the other. Which one will have the most important effects on the progress of our nation in this age of technology?

I have no objection to the publicity in support of the football program (although I do feel that we excessively overemphasize the sport). Shouldn't we provide at least equal encouragement to the school activity that is critically needed today—the training of able minds?

Yours truly
W. S. Kidd
RFD 1, Box 318
Morehead City, N. C.

Security for You...

By W. W. THOMAS
New Bern

The Social Security Amendments of 1958 will provide increased monthly payments beginning with the checks which are due early in February 1959. The amount of the increase will be about 7 per cent, although the increase in some checks will be slightly more than 7 per cent and it will be slightly less than 7 per cent in some others.

People who are already getting social security payments do not need to apply for the increase. It will be automatically added to the checks for January, which will be mailed out early in February.

Under other changes made by the new law, social security benefits will become payable to a number of people not previously eligible for payments. They must, however, apply to their social security offices before payments can start. Among the groups now eligible because of the amendments are:

1. Dependents of people who are 50 or over who are now getting disability insurance benefits (children under 18 or disabled; a wife of any age who has a child in her care who is entitled to benefits; a wife 62 or over; or a dependent husband 65 or over).
2. Disabled people 50 or over who could not qualify for benefits under the old law because they did not have as much as 1½ years of work in the 3 years before they were disabled. However, a total of at least 5 years of work under the law is still required.
3. Dependent parents whose son or daughter died after 1939 and who could not qualify for benefits under the old law because the son or daughter left a widow, widower, or child.
4. Adopted children whose adopting parent began receiving retirement benefits less than 3 years after adoption. In many cases this provision will also make possible payments to the mother of the adopted child.
5. A person receiving benefits who marries another person also receiving benefits can continue to receive monthly checks, or can become eligible as a dependent of the new husband or wife without waiting 3 years.

Some people in situations similar to those mentioned above may have applied for benefits in the past and been notified that they

did not qualify for payments. These people should get in touch with their social security district offices promptly about filing new applications, Mr. Thomas noted.

Disabled workers whose social security disability benefits were reduced or were not payable because they received workmen's compensation or other Federal disability payments will begin to receive the full amount of their social security disability payments. And these people do not have to file new applications. Their social security checks will be started automatically with checks mailed out early in September.

There is a slight change in the rules on how much a social security beneficiary may earn and still get social security benefit payments. Under a new provision a person's social security benefit will not be withheld for any month in which he neither worked in his own business nor earned over \$100 in wages.

Beginning Jan. 1, 1959, the social security tax rate for employees and employers will be 2½ per cent each. The rate for self-employed people will be 3½ per cent. Starting with 1959 the first \$4,800 of earnings in a year will be taxed for social security and will count toward social security benefits.

The New Bern social security district office is at 305 Pollock St. It is open from Monday through Friday, from 9 a. m. to 5 p. m.

It is not necessary for people already receiving monthly payments to apply for the automatic increase. It will be added to the January checks, which will be delivered early in February.

Inquiries about the automatic increase will slow down our effort to start payments promptly to the people who can now get payments for the first time.

(Mr. Thomas is substituting this week for Ray Henry, Associated Press columnist, whose column will be back next week.—The Editor).

Smile a While

Perhaps you've heard the story about the two janitors in a large city office building: They were broomraters; they even swept together; in fact, they were dust inseparable.

Comment . . . J. Kellum

Writing Sensibly

Authors suffer from a temptation peculiar to the intangible arts: a tendency to go on writing accompanied by adequate reason or not. This is excepting Dame Edith Sitwell's "Facade" and other such literary amusements.

It is deceptively easy for some people to string words into phrases. Poets in particular may become infatuated with sound to the exclusion of sense. For example, Joseph Auslander begins "Thanksgiving, 1945" with this contradictory verse:

"How shall we thank Thee, Lord,
Who art

The searcher of the human heart?
Or by what means to Thee reveal
A title of all we think and feel?"

More complicated is shortsightedness underlying whole theories which may be presented in a very convincing manner. This is true of such theories as Norman Vincent Peal's Positive Thinking which tends to curvy pride and ego—I shall make up my mind to be Somebody and therefore I shall be Somebody.

The biggest weakness of that attitude is that it is presented in the name of Him who pointed out to us that we cannot add one cubit to our stature and instructed us that "whosoever exalteth himself shall be abased; and he that humbleth himself shall be exalted." Perhaps Dr. Peale himself realizes the fallacy of oversimplification. After all, a half-truth is also a half-untruth.

Blindness on the writer's part can proceed very interestingly as when Kahlil Gibran gives advice he himself does not take—in "The Prophet", he says, "You too should rest in reason and move in passion." More careful and less unreasonably passionate, writing than Gibran's would be hard to find. He goes to great pains to say what he means and even complains that, "thought is a bird of space, that in a cage of words may indeed unfold its wings but cannot fly."

Caged even in his careful words what truth he may have discovered about passion has failed to fly into our field of vision. Perhaps he almost made it.

Literally, a miss is really as good as a mile. Or worse. When the author has failed to get his idea across, he may, instead have gotten across an idea which he never intended and which he himself may possibly abhor. An author possessing a gift for words, who fails to say pretty nearly what he means, may have made an error at the beginning; namely, that he did not have a complete idea to start with.

We wonder if John Dewey realized exactly what he was saying when he said, "Ours is the responsibility of conserving, transmitting, rectifying and expanding the heritage of values we have received that those who come after us may receive it more solid and more secure, more widely accessible and more generously shared than we have received it. Here are all the elements for a religious faith . . ." ("A Common Faith", Yale U. Press).

He seems to have missed the Japanese success in exactly that field. They call it Shinto.

Who Else?

This one is about Cary Middlecoff, who was just getting ready to start a round at Augusta, and a youngster who had been employed as his caddy.

"What's your name," Cary asked the youth.

"Po," the boy answered.

"Po' what," said Middlecoff.

"Poe," replied the boy. "P-o-e."

"Oh," Middlecoff laughed. "Are you, by any chance, related to the famous Edgar Allan Poe?"

The boy looked up at Middlecoff with big, sincere, baffled eyes.

"I," he said, "is Edgar Allan Poe."

— John Crittenden

Louise Spivey

Words of Inspiration

GUESTS IN GOD'S HOUSE

It would be well for all of us to remember when we enter the sanctuary of the church of our choice, that we are guests in God's house. It is a place where reverence is in order. This idea is beautifully expressed in an inscription from a 12th century church in Holdre, England.

"Friend, you enter this church not as a stranger, but as a guest of God. He is your Heavenly Father. Come then with joy in your heart and thanks on your lips into His presence, offering Him your love and service. Be grateful to the strong and loyal men who, in the name of Jesus Christ, builded this place of worship, and to all who beautified it and hallowed it with their prayers and praises. Beseech His blessings on those who love this home of faith as the inspiration of their labor, rejoicing in the power of the Holy Spirit, and may that blessing rest on you, both on your going out and on your coming in."

WHERE A DOGWOOD STOOD

Today while I was walking in the wood
I stopped short where a dogwood stood,
Arrayed in its fragile white lace,
In a lovely, springtime-painted place.
So stirred was I by the beauty there
That I joined the dogwood in prayer,
Realizing that no one else but God
Could lift snowy blooms from the sod.
And, as we prayed, an Unseen Power
Pervaded the enchanted green bower;
No longer were there just the tree and I
But the Holy Spirit, too, with Heaven high.
Never shall I forget meeting God in the wood
When I stopped and prayed where a dogwood stood!

— Earl J. Grant

BEHAVIOR AT AND IN GOD'S HOUSE

"These things I write unto thee . . . that thou mayest know how thou oughtest to behave thyself in the house of God." (1 Timothy 3:14-15).

This verse could mean the following:

Come at the appointed hour, not late. Deacons, committees, all. Don't chew gum. Refrain from conversation. Offer a prayer for the people, the minister, and for yourself. Join in the singing. Give the minister the encouragement of your earnest attention. Keep in mind the offering is an act of worship. If possible, never leave the service until after the benediction. Don't walk down the aisle when God's word is being read. Don't stand outside after the service has begun; children wonder why. — Selected

If you must whisper, whisper a prayer.

Blaise Pascal says, "There are three means of believing — by inspiration, by reason, and by custom. Christianity which is the only rational institution, does not yet admit any of its sons who do not believe by inspiration."

WHAT IS CHRISTIANITY?

In the home it is kindness; in business it is honesty; in society it is helpfulness; in work it is fairness; to the unfortunate, it is the helpful hand; toward the weak it is burden bearing; toward the wicked it is evangelism; toward the strong it is trust; toward the penitent it is forgiveness; toward the fortunate it is joy; toward ourselves it is self-control; toward God it is reverence, worship and love. And the foundation stone, the undergirding motive in all these motives, is the spirit of Christ.

If absence makes the heart grow fonder, how some people must love the church.

Some people who give the Lord credit are reluctant to give him cash.
— Jack Herbert

Free Wheeling

By BILL CROWELL
Motor Vehicles Department

LEARNING . . . Nearly every week night, somewhere in the state, lights go on and a strangely similar group assembles for study. Textbooks are opened, pencils brought out and sharpened, and a teacher arises to say, "Tonight we take up rules of the road."

And with that another driver improvement clinic gets under way. Administered by the State Department of Motor Vehicles, errant drivers for the next couple of hours will be exposed to the hard facts that traffic violations and costly — physically sometimes, financially nearly always.

What's behind the clinics, most of which have been turning out graduates since early spring?

"A basically new approach to the multiple traffic offender," motor vehicles commissioner Edward Scheidt explains. "Any driver incurring an unusual number of violations within, say, a relatively short period of time needs help. We suspect that a wrong attitude, or an air of indifference, is to blame in most cases. Our principle concern through the clinics is to get these drivers 'back on the beam' so to speak."

A violator isn't forced to attend a clinic, despite a dirty traffic record. Most applicants now enrolled in the 33 such schools currently operating are there because of a sincere desire to have experienced personnel point out what's wrong with their behind-the-wheel behavior.

"And most of the time," says

Scheidt, "the cure involves nothing more than a tactful uprooting of the 'me first' attitude so prevalent among drivers today. That plus a thorough re-indoctrination into traffic laws, highway safety and the general safe handling of a motor vehicle."

The clinics welcome applicants from local courtrooms, in some cases. Others are enrolled from the files of the Motor Vehicles Department itself. Chronic bad drivers seldom escape the attention of licensing authorities. An invitation to attend a clinic usually follows. All in all, some 450 Tar Heel drivers are attending the one-a-week sessions.

And a majority, after the first couple of meetings, profess a genuine regard for the instruction. The happy result, of course, is that a great percentage of the "students" returns to the roads far better drivers than they were before.

The clinics are under the direction of Wallace Hyde, a department division head, professional school master and presently candidate for a doctor's degree. Working directly under Hyde is the teaching staff—three trained instructors for each of the 33 clinics. General supervision of each clinic is in the hands of a department driver education representative, assisted by members of the driver licensing division and the State Highway Patrol.

SUDDEN THAWT . . . A modern teen-ager is one who thinks more of passing the car ahead than he does of passing an examination.

From the Bookshelf

Abandon Ship! Death of the USS Indianapolis. By Richard F. Newcomb. Holt. \$3.95.

In the first 15 minutes after midnight Monday, July 29, 1945, the heavy cruiser Indianapolis took three torpedoes and sank. They were delivered by the I-58, one of the last big Japanese submarines, in the fitful light of a last-quarter moon as the war was drawing to a close—the Indianapolis was out there in fact on a top-secret job of transporting uranium and the I-58, just before it struck, had heard radio reports of some fresh catastrophe at Hiroshima.

It happened half way between Guam and Leyte. One of our older ships, it had no sonic sub-detection devices, it was denied an escort and its communication wires centered hazardedly in one spot.

Of 32 officers, 15 survived; of a compliment of 1,196 men, 800 died. It was the last major vessel we lost in the war and our all-time worst naval disaster, says Newcomb.

Though the Japanese action di-

rectly cost some lives, most of the deaths were due to the fact that the ship was "lost;" the Navy just forgot to count noses.

It was only by blessed chance that a plane discovered the wretched men afloat in the sea or on rafts three and a half entire days after the sinking, with first rescues four days after.

The charitable explanation, Newcomb suggests, is a calamitous combination of unlikely coincidences. But he also points out that the Navy tried, as if maybe it had something on its conscience, to duck responsibility for the neglect of the vessel and that, finally, nagged on by the victims' families, it picked on four scapegoats and reprimanded them with a lot of publicity only to withdraw the reprimands later in a very still small voice.

Newcomb is a first-rate sleuth—he is also an Associated Press editor—and he has worked some gripping drama into this book. I hope Navy brass will read it.

—W. G. Rogers

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