

# Editorial Viewpoint

The CAROLINIAN'S

## WORDS OF WORSHIP

1. The fool hath said in his heart. There is no God. They are corrupt, they have done abominable works, there is none that doeth good.
2. The Lord looked down from heaven upon the children of men, to see if there were any that did understand, and seek God.
3. They are all gone aside, they are all together become filthy: there is none that doeth good, no, not one.
4. Have all the workers of iniquity no know-

## Arkansas Steps Back

"In the public interest, including the interests of both Negro and white students," U. S. District Judge Harry J. Lemley of Hope, Arkansas, recently granted Central High School in Little Rock what he terms "a breathing spell from racial integration."

The veteran Arkansas jurist granted the Little Rock school board's request for a 1-2-year suspension of its gradual plan for public school desegregation.

Under Lemley's ruling, the seven Negro students still enrolled at Central High School at the end of the past school year would be barred from the 2,000-pupil high school this September.

The ruling led Governor Orval Faubus to say:

"The Negro citizens of the community would do well to accept today's ruling, which will do much to re-establish the normal and friendly relations which prevailed here before . . . This is not a final settlement of this prob-

lem, but it can prove a peaceful interlude."

5. There are they in great fear: for God is in the generation of the righteous.

6. Ye have shamed the counsel of the poor, because the Lord is his refuge.

7. Oh that the salvation of Israel were come out of Zion! When the Lord bringeth back the captivity of his people, Jacob shall rejoice, and Israel shall be glad. (Psalm 135)

We would like to know what is there to be gained from the 2 1-2 year interlude? If the Little Rock Negroes agreed to this interlude, when efforts to get the Negro students back in Central High School are started it would be like making a new sore in an old wound. The segregationists would want the 2 1-2 year interlude to last forever.

Negroes in Little Rock must not retreat at this stage in the battle. To do so would be to step backward as the school officials have done. Should colored citizens acquiesce now, it would mean that they must give ground to the enemy of desegregation. This must never happen—whatever the cost.

We are happy to learn that Attorney Wiley Branton of Pine Bluff has filed notice of appeal and asked in a motion that Lemley grant a stay of execution of his order until the appeal is heard in higher court.

## Modern Advertising

Modern advertising is just as much a part of American life as eating, sleeping, and putting on clothes. It is a part of the monotony of the American way of life from which there is no escape, except through manufactured pleasures sold at mass production prices: movies, scrap operas, Coney Island, a bus ride, comics, pulp fiction, crossword puzzles, a bleacher seat at the baseball game, a living room seat at the TV set, a ticket to the races, peanuts, and soda pop. When all these fail, we try beer, whiskey, and slow gin.

We have noticed in the American way of life that advertising has become its worst enemy, my confusing the public with its commercial propaganda.

There are more than 287 brands of cigarettes on the market, and the advertisers each claim that his brand is the best. In order for the consumer to know the truth, he must try out each of the 287 brands. The following soap advertisements is an example of the AD confusion: "Use Woodbury's facial soap chosen by Woodbury's beauties from forty-eight states, but what keeps in perfectly splendid condition the skin of the most fascinating stage actress is not Woodbury's facial soap but rather Lux toilet soap." Consequently it is the best.

Proctor and Gamble, in their \$25,000 advertisement in the Saturday Evening Post, says, "Use Ivory soap—it is the best because it floats."

Now, how does the public know which of the many brands of soap is the best. It cannot depend upon the truth from the advertisers, because of each company is trying to sell a brand rather than soap.

## Let Your Money Talk

We have read in various publications that L. C. and Mrs. Daisy Bates, co-publishers of the Arkansas State Press and leaders in the fight for school integration in Little Rock, may find it necessary to move to Detroit, where a friend has promised them employment.

The publishers of the Arkansas State Press state that white boycotts and apathy on the part of Negroes has left them practically no other choice.

For some reason, Negroes expect somebody to be a martyr in their cause. But when the martyr is faced with defeat, they stand by and let him "bear the cross alone."

Very often we hear people say, "Why don't the teachers and other public servants take a stand on the integration question?" Perhaps many teachers would let their children be "test cases" in desegregation suits if they were sure the Negro public wouldn't turn its back on them when they are fired from their jobs.

Suppose a public servant did lose his job because of his activities in the integration fight. Who will come to his rescue with a job? Who will keep up his payments on the home he is buying? The answer is obvious.

Negroes in this country have an opportunity to show Mr. and Mrs. Bates that they appreciate their fight in behalf of the Negro children who attended the Little Rock Central High School. You may ask, "How?"

Churches, fraternal orders, social clubs, labor unions, Negro businesses, colleges and uni-

## Registration Incentive \$15

Negroes in the Baton Rouge area are being offered a new incentive to become registered voters—\$15 in cash.

The News Leader, a Louisiana weekly newspaper published for Negroes, announced on its front page the First Ward Voters League, Inc., is offering the money.

Negroes are urged to become "10 feet tall" by registering between now and June 29th.

At first glance, this may seem to be a laughing matter; but, at a second look, it may be just the motivating device we need to get Negroes to register in their various precincts. Since we have tried the use of a Committee of Friends, since we have sent out mimeographed letters urging black citizens to register, since we have made use of newspaper advertisements and radio, perhaps a payment of a \$15 fee will be just the "trigger" to set off the registration explosion.

When Nelson H. Harris was running for a

pledge? who eat up my people as they eat bread, and call not upon the Lord.

8. Who can hide when this princeess passes by? or who her presence can deny if you are not filling up each moment with life's very best, there may not be too many years left in which you can hope to profitably invest.

9. Peter too, "SIGNED OFF" when he saw he could not feel the damsel by getting rough;

Much of our advertisement is bold, willful deception. The advertiser of a nationally-known brand electric razor claims it can give a closer and longer-lasting shave. This not exactly true, because no electric razor gives as clean and long lasting a shave as the straight razor or razor blade.

If one uses an electric razor in the morning, he will need to use it more than likely in the afternoon. But by using a non-electric razor, the average man can go without shaving until the next morning.

We suggest that instead of saying something false about a product, the advertisements should tell plenty of good things about it. In the case of the electric razor, the advertisement might stress "the razor gives faster, simpler shave—one that is easier on the skin." This statement would be the electric razor's strongest selling point.

One expert even suggested that an electric razor advertisement run something like this: "The electric razor fills an important need for men who don't like to bother with the ritual of a wet shave, and whose skin is so sensitive that a razor blade irritates it."

The public and the advertisers know full well that there is no perfect product, and there should be no attempt to publicize it as such. Since this a fact, our national advertising men must cease trying to delude the public.

Modern advertising is an economic blessing to the nation, and it is so socially advantageous. We need it in the American way of life as much as we need medicine when we are sick. Since this is true, let us advertise the good things about our imperfect American products.

versities should buy advertising space which has been lost because of the white boycott. Each Negro citizen should take out a year's subscription to the Arkansas State Press and renew it each year as long as is necessary. Surely, there must be 100,000 citizens who would buy a year's subscription.

Most of us would rather spend our money on a vacation or for some article that will bring pleasure. Many individuals would rather buy a fifth of Scotch than take out a year's subscription to the Bateses newspaper.

Somehow we value less that which should count most. First-class citizenship must be bought with a price. We have a chance to show that we want first-class citizenship by supporting a newspaper that is doomed to failure.

Mrs. Bates says: "They've cut the circulation of our paper to its slowest point; they have frightened most of our advertisers away from us. They've intimidated our dealers; they've done everything; they've frightened most of our advertisers away from us. They've intimidated our dealers; they've done everything they can to put us out of business."

Negro business, why not buy some advertisement space? Church organizations, why not sponsor a whole page in the Arkansas State Press? Citizens, write your check for a year's subscription to the Arkansas State Press.

You cannot criticize anything or anybody, unless you make your money talk.

seat in the North Carolina House of Representatives from Wake County, it was like pulling hen's teeth to get around 2,000 Negroes to register. We can't help but wonder if the payment of a \$15 fee to citizens to register would have yielded better results.

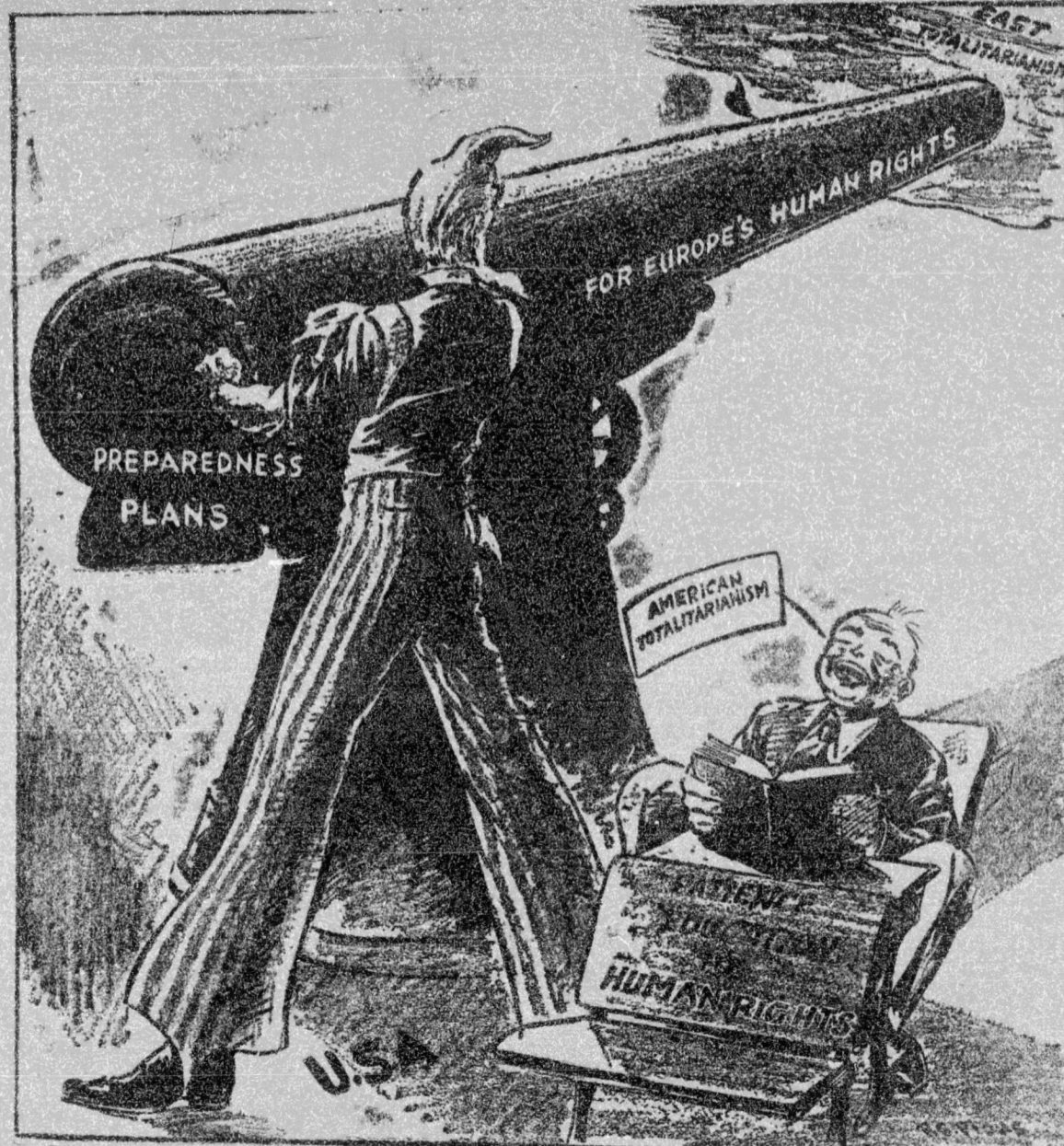
If we pay a citizen to register, he will also be expecting a fee when he cast his vote. Regardless of how we look at it, this is a dangerous precedent.

It is disheartening to learn how little value Negroes place upon citizenship. Since it is free, it would seem that members of our race would value it enough to spend a few minutes to register and vote.

May be our answer is to be found in the principle that citizenship should be purchased with a price. Men have a tendency to buy what they really want; and, if a Negro bought his citizenship with hard-earned cash, he no doubt would appreciate it beyond all dreams.

# Patience For Human Rights At Home, Action Abroad

BY MARCUS H. BOULWARE



## SENTENCE SERMONS

BY REV. FRANK CLARENCE LOWERY For ANP

### SIGNING OFF

1. This is quite a common phrase today, by way of radio and television, it can be heard on every highway.

2. This is because the user's time is on contract, and everything is done as a matter of fact . . . time then on this basis is quite expensive, so to stay within bounds, the user becomes a bit apprehensive.

3. The proper use of time should always be man's deep concern, for this is a lesson all must learn, as time marches on despite what we do, and gets away before we are through.

4. Who can hide when this princeess passes by? or who her presence can deny if you are not filling up each moment with life's very best, there may not be too many years left in which you can hope to profitably invest.

5. Individuals like commen-

some men even think they can get around God by acting smart and talking loud.

10. But none knew better that this does not work, than that crowd of Baal worshippers at Mt. Carmel, whose yelling and railing finally proved a huge joke; and not until they "SIGNED OFF" with their false gods, did they enjoy the rich benefits of the Lord of Lords.

11. Ah, my friends this is the case of many individuals today, who accept Satan's charming script for pay, which is absolutely worthless at the time in cash in . . . and if you are on his doctored line, just can't win.

12. Why not "SIGN UP" with him and "SIGN UP" with God, steering clear of all danger and terrifying fraud; "Then what a friend you will have in Jesus . . . all your sins and griefs to bear . . . all because you can carry everything to Him, in prayer."

ators, must realize that their time is paid for in advance, and that no man living in this world can count himself a freelance.

6. "For Jesus paid it all," and before Him, all men must appear; and to be in harmony with Him, man must not allow Satan to come near.

7. In fact, one must "SIGN OFF" with him, if the price for sin, he would not forfeit, and eternal life hope to win; for truly as time draws near to report, it will no doubt seem all too short.

8. Saint Paul, "SIGNED OFF" with Satan and turned to God, but not until knocked down with the chastening rod, but while this proved very fine as a forced measure, why can't men willingly give their hearts to God and enjoy eternally Heaven's rich treasure?"

9. Peter too, "SIGNED OFF" when he saw he could not feel the damsel by getting rough;

## What Other Editors Say

### DANGEROUS LENIENCY

One of the most dangerous aspects of racial inequality from which the South suffers is an attitude of too great leniency toward Negroes who commit crimes against members of their own race. A Negro kills a Negro and is often let off with a light sentence. A Negro is charged with raping a Negro girl and a grand jury may not even indict him.

This attitude in a system of justice directed and dominated by white men, is dangerous to both races. It denies good colored people adequate protection against the criminals among them. And it is folly for white people to suppose that a Negro criminal who will break

the law in terms of capital crime against his own race will not menace white people, too.

The South has often been charged with undue severity toward Negroes charged with crimes against white people. It is most culpable in the leniency toward Negroes guilty of crimes against Negroes which are too often treated as trivial. Killers and rapists menace everybody and any color line injustice which protects them endangers innocent white and colored people together.

—NEWS AND OBSERVER  
UNION COOPERATION  
Worthy of note, at a time when lagging company profits

are causing the lay-off of many workers, is a proposal made by the executive committee of the Oil, Chemical and Atomic Workers local in Monsanto, Ill. The union offered to take a 10-cent-an-hour cut in production bonus to help keep the plant operating. The American Zinc Co. plant had laid off about 125 workers. Costs still were too high so the company announced the remaining 325 workers would be laid off and the plant would be shut down temporarily. Then came the union offer to take a cut in pay and the shut-down plans were cancelled.

By union cooperation, the jobs of at least 225 members were saved. Most will be making about \$4 a week less, but at least they will be getting a paycheck and the company will be keeping its production lines going.

—TIMES-PICTURE  
THESE CHILDREN STATE RESPONSIBILITY  
However one may defend the state law which discriminates against illegitimate children on the welfare rolls, the hard point of fact is that hundreds of youngsters lack life's necessities as a result of it.

Under 1954 law strengthened in 1956 scores of children, white and Negro, were stricken from state welfare. They were deprived of state aid for their illegitimacy alone. Many "legitimates" were taken off the rolls because their homes were "unsuitable" for other reasons.

The plight of these youngsters brings distressing tidings to a recent report of the Mississippi Children's Code Commission called, appropriately, "What About These Children?"

Indeed, what about them? "By all accepted rules and theories on child development," the report says, "there are certain basic needs which apply to every child. These include food, shelter, clothing, medical care, when necessary, and the right to paternal love."

There should also be a feeling of being wanted to give security to parental care. These basic material needs cost money and a serious deprivation of money can bring many tensions which warp parental attitudes which are indeed reflected in the development of children.

"The child has a right to the love, care and protection of both parents, for each has an important role to play in the unfolding life of the child."

## JUST FOR FUN

IS IT TRUE? IS IT TRUE WHAT THEY SAY ABOUT MISSISSIPPI?—In a supplementary article of a well-known encyclopedia, the edition begins a description of Mississippi as follows: "For many years Mississippi has been known as the poorest state in the union." When I showed it to Cornyard he wanted to know why was it necessary for the encyclopedia to place the immediate emphasis on Mississippi's poverty? I couldn't give him an answer, but I have learned that a lot of Mississippians resent it. Cornyard said, "It looks like these Mississippians ought to have enough gumption to do something about it."

The striking thing about the encyclopedia's description of Mississippi is that it paid other states compliments for one thing or another. And so we wonder why it wanted to pick on "Ole Miss".

Cornyard next waxed eloquent saying: "But is it comfort they want—or the truth? Why did themselves? Mississippi's trouble is ladder sores—sores formed by sitting too long on that bottom rung."

"What she needs is soul-searching. If she will do this she may become bored with her situation—tired of sitting on the bottom rung of the ladder, so tired that she'll move up and let some other state sit there for a while."

SPEED BALL EDDIE, en route from Figgie's station to the West Coast, dropped in on "me" and Cornyard. You should have "seen" how in-service teachers were looking when Speed Ball Eddie grabbed my m'—glad to see you, DOC, ye damned ole rascal you."

Such remarks by Speed Ball Eddie made me sweat and turn red. Somehow I got him to tone down his language. A crowd of Speed Ball's gathered around him that night and the subject drifted to "why his wife didn't understand him."

"My wife expects a man to react with the same romantic and sensitive feeling of a woman in love," barked Eddie.

I said, "Eddie, do you really believe that men are so different from women in their feelings about love?"

Before he could answer, Doctor Boggs, an old timer, answered, "Yes, but women keep hoping to meet a man who will be imaginative and know how to keep love alive, instead of treating marriage as a comfortable convenience."

Then Eddie got in his answer. "Doc," says Cornyard, "I promised to return you safely to the Tar Heel State. Remember the Emmett Till Case—remember the undertaker who met with disaster—remember the newspaper editor who was committed to the state mental hospital—and you must never forget what they recently did to the Reverend Clennon King, a former professor of Alcorn A and M College."

Sure, Cornyard, I remember them well. I'll be at your side when you return to Raleigh in August.

## Gordon B. Hancock's BETWEEN the LINES

MASSIVE RESISTANCE FOR ASSISTANCE?

The United States of America is a great and mighty nation. Its ideals and opportunities have merited—and won—the admiration of mankind. A case in point will suffice.

A few years ago, George VI king of Great Britain, visited this country with his queen, Elizabeth, while Franklin Delano Roosevelt was in the White House. Thousands turned out to greet the royal couple in a mammoth parade along Pennsylvania avenue. It was an imposing procession that swung along this historic route with plaudits of sound and splendor.

That night there was a great reception of state, with glitter and glamour. Among those invited and present were Congressman Arthur W. Mitchell and wife, he Mitchell being the only Negro in the Congress at that time. During the reception, King George made it his business to encounter Congressman Mitchell and asked him what he represented, and upon being told that he, Congressman Mitchell, was a representative from Chicago and Illinois, King George made the remark that nowhere else in the world was such phenomenal rise possible.

He, of course, had in mind that in less than 100 years the Negro race had emerged from slavery and had a representative in the Congress of the United States. The rise of Arthur Mitchell, and more recently three other Negroes, to Congress, drives home the stern and solemn conviction that ours is a great nation. The fact that white men enslaved Negroes and that white men died to make them free, speaks volumes for the greatness of the nation.

Then there is the glittering career of Booker T. Washington, making the long journey from slave-cabin to the Hall of Fame. Negroes, often discouraged and disillusioned, are at times tempted to overlook the

greatness of the nation in the dismay of the hour. But in their sober moments, Negroes appreciate this country and its opportunities; and it is a matter of history that this appreciation has often been tangibly expressed in sweat and tears and blood.

When, therefore, there arises a movement of "massive resistance" which has for its end the defiance and thwarting of the laws of the land, Negroes like all patriots, are deeply concerned with the outcome. Knowing as we do that the massive resistance stems from race prejudice and its, at times, vicious concomitants, it becomes more and more obvious that the stab at the heart of the nation and its future.

Recent months have seen the Supreme court disparaging and deflated and abused, with the result that our prestige is being lowered in the uttermost part of the earth. It is becoming more and more apparent that our country is jeopardized by this continued disparagement and defiance of our highest tribunal of justice. And we may as well face the ugly fact now, as later, that unless some way can be found to counter this massive resistance movement, it means that is only a matter of time before his country will be handed over to communism as it were, on a platter, and the massive resisters will so divide and weaken our country that the communists' taking over will be merely a formality.

What we are calling massive resistance and its ways and means of operation, our boasted wealth and might mean little, when we are hopelessly divided among ourselves.

Those in power had better drive home the threatening fact that the women we prepare ourselves to properly evaluate the massive resistance movement and its devotees. In these critical times a nation cannot stand so much division. It is high time that this country is waking up to the fact that we are not prepared to cope with communism, if we are going to be divided by massive resistance and its ways and means of operation. Our boasted wealth and might mean little, when we are hopelessly divided among ourselves.

Those in power had better drive home the threatening fact that massive resistance is another method of massive assistance to our enemy. Our enemy must be called indeed if he cannot take comfort from the massive resistance movement currently sweeping the deep south.

Massive resistance is massive assistance—to the enemy.