

The Daily Record

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Dispelling The Gloom

The Daily Record today is beginning publication in three installments, of an address delivered before the 10th annual White House Conference of Business and Industry Associates of Advertising Council by William C. McKeehan, Jr., a vice president of J. Walter Thompson Company. It was a very timely speech and one which the nation needed very badly.

Mr. McKeehan very ably dispelled the gloom and the false propaganda being spread by the apostles of despair who would have you think the country is headed for the dogs and bankruptcies.

These apostles of gloom — who are ignoring the hard, cold facts and figures — are doing themselves and the whole country a great disservice.

Unfortunately, some of our leading politicians deserve the blame. Their only interest is to discredit the officials now in power, without regard for the welfare of their fellow man.

They forget that continued talk about a depression can actually create one. It can force people with money to shut their pocketbooks tight; it can bring on fear and panic to the detriment of all the people.

The simple facts just don't warrant all the talk about a recession.

For example, most people don't realize that business throughout the nation during the third quarter of last year was better than the same period the year before.

With the Korean war ended, with government spending cut, retail sales during the Christmas season nationwide were actually off only 1 per cent over the previous year. Surely, one per cent either way can't prove too important to the nation's economy.

Individual savings rose from \$68.5 billion in 1940 to \$234 billion in 1952. Consumer debt in 1940 was \$33.6 billion, nearly one half of savings. In 1952 it was \$84.5 billion, less than a third of savings. The ownership of life insurance rose from \$111 billion to \$276 billion in the same period.

Even in this area, hard hit by two bad crop years and the drought, banks will tell you they have more savings accounts than ever before and that they are being added to steadily.

It seems that most people can still find money for the things they want to spend it for. There are exceptions, of course.

In his address, Mr. McKeehan gives solid facts and foundation for the conclusion that 1954 should be the SECOND BEST YEAR IN OUR ENTIRE HISTORY.

We are publishing this speech in its entirety because we think it significant. We hope you'll take the time to read every word of it.

Bob Warren

The untimely death of J. O. (Bob) Warren came as a great shock and as a loss not only to members of his family, his associates and his great circle of friends but to the whole town as well.

It is doubtful that any person in Dunn had more friends than Bob Warren. Always pleasant, always friendly, he was the sort of fellow you were always glad to see on any occasion.

He was a quiet, unassuming person who always thought and said the best of his fellow man.

One of the top officials of Johnson Cotton Company, he was a capable business man who served well in a responsible position. He had a long and outstanding record of service with the corporation and enjoyed the esteem and respect of all his business associates.

The general public shares with the family its grief in the loss of a valuable citizen.

Frederick OTHMAN

WASHINGTON — How the love affairs of 12 beautiful young ladies, mostly blondes, got tangled up before the Senate Judiciary Committee, with the price of barley is something I doubt I'll ever understand. All I can do is tell you sentimentalists what happened:

Hardly anybody was sitting under the crystal chandeliers when Sen. William Langer, (R., N.D.), opened his inquiry into cut-rate barley being shipped in from Canada. The grainmen's man said too much of it was being imported. The Agriculture Department's man said it was not, either.

This man, to words, great riffs of words, and Sen. Langer was doing his best to look interested when the mahogany doors parted and the dozen lovelies tip-toed in and found seats in the rear. Sen. Langer wondered who they were. The ladies were beautiful; they glanced at each other.

"Don't you have a spokesman?" demanded the Senator. A gray-haired lady in the rear stood up. She said, yes, she had brought in some exchange students from Europe to see how Senatorial committee hearings functioned.

"What language do they speak?" the Senator asked. The lady said her charges were from Germany, but they'd been here a year now and understood English perfectly. Sen. Langer said that was good, but he'd gladly have them speak the rest of the proceedings in German. So everybody, including the German girls, attempted to consider the problem of barley.

This is used, according to the experts, in soup, ice cream, syrups, breakfast foods and cattle feeds. Once during the food shortage in London years ago I ordered chop suey in a Chinese restaurant and the waiter brought a mound of boiled barley. It tasted like library paste.

The government man said later on, maybe, he'd consider cutting down the imports of Canadian barley. The grain man said later on wasn't soon enough. The Senator adjourned the meeting.

He went back to talk with his beautiful visitors. Did they like America? They did. Was there anything the Senator could do to make their stay happier?

"Well," began one of the blondes. "L..." "She means," said a tall brunette in a dress of black and white checks "that we have met some very nice boys in America and..."

"That's good," the Senator said. "Good." "Yes, sir," said another of the young ladies. "And also not good. We would like to marry these boys, but we can't under your laws."

"Hummummmmm," the Senator said. "Can't is not exactly quite right," said another young lady. "We can marry, but we've got to go home..."

These Days:



By Sokolsky

THE EISENHOWER FARM PROGRAM

An effect is being made to give the impression that it is the object of the Eisenhower Administration to soak the American farmer. Nothing can be further from the truth. Such a policy would be disastrous, would produce an economic recession of important dimensions, and would be politically inept.

What, it seems to me, the Eisenhower Administration is trying to do is to integrate the farm policy into a general economic program designed to restore the American dollar to its proper value in purchasing power without damaging any element in the population. To Senator or Representative, up for election, the pressure of the moment is always the prevailing attitude of his constituency. And that prevailing opinion is often determined by the most aggressive of the various organizations interested in a particular field. Sometimes a Senator or a Representative can be forced, by local conditions, to straddle an issue to avoid, if possible, a struggle with his various local interests, which may be numerous and conflicting even in a single Congressional district; other times, he has to straddle between his own conscience and the various pressure groups. No matter what the great minds may say about vast national interests, a Representative is constitutionally a local official, speaking for his constituency; a Senator represents his state.

The President is not faced, or need he be, by such pressures. If a President is of sufficient moral stature, he can go to the whole people, speaking by radio and television, and telling the whole story from the standpoint of the national interest. He can set forth a national not a local program. He can elevate the morale of the nation.

This country is at the moment fortunate in its Secretary of Agriculture, Ezra Taft Benson, an unusually devout person, incapable by training and tradition to compromise a moral issue. His reorganization of the Department of Agriculture represents a moral rather than a political attitude. Such a department should function for the nation and not in the interests of a wasteful and narrow entrenched bureaucracy.

On the question of price supports, the inevitable disagreement must exist among city consumers of farm products, large scale producers and marginal producers who are not likely to see the same problem in the same way.

Ours is a country of diverse and special interests in conflict for an increasing share of the earned dollar. A government department such as the Department of Agriculture while recognizing the just rights of each separate group, can only be of service to the country when it adds to its specialized function a relationship to the total national economy. It cannot isolate itself. The President, if he does not debase his office, should add to this national purpose the long view of continuing national interest.

In the struggle between rigid and flexible price supports, only those farmers can benefit by rigid supports who do not care what happens to their own dollars, in purchasing power, so long as they receive government checks. The danger can be that in time the government checks could be worthless, as has happened in other countries. When the value of the American dollar depreciated to 53 cents, a warning was given to all sectors of the population that a serious inflationary movement was developing. So far, the Eisenhower Administration has arrested the inflationary movement; it has not succeeded in restoring the value of the dollar, nor will it ever succeed until it can reduce government expenditures, one of which is the various subsidies which it pays out to main tain prices not only for farmers but for manufactured goods, shipping, etc.

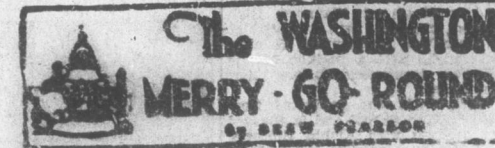
The entire structure of such supports needs to be rationalized, supporting what cannot otherwise endure, lessening support, limiting or withdrawing support wherever possible. The flexible farm support program is not anti-farmer; it is beneficial to all Americans, including farmers who cannot prosper when products, like butter, are out- priced competitively. It gives the government a range of operations in an inflationary period which actually benefits nobody. The problem needs to be viewed in broad terms if there is not to be a revolt by city folk against the high prices they pay for their food in addition to high taxes. And the city folks can have the votes if they get excited.

Just who these "professionals" are was even long kept secret from the Democratic members of the Ways and Means Committee. Since the tax laws have to be obeyed by every taxpayer, large or small, the laws are supposed to be reviewed in open hearings where every taxpayer can know what views are expressed by what groups.

However, current tax advice has been given secretly without even the names of the advisers known until recently. Now, Democratic members have learned that the advisers include:

1. ROSWELL MAGILL, a top Wall Street tax attorney and former governor of the New York Stock Exchange, who has long advised lower rates for corporations and high-bracket payers.

2. JOHN HANES, Wall Street investment banker, director of the United States Lines, Mutual Life Insurance, Bankers Trust and various other big corporations, and who has given secretly without even the names of the advisers known until recently. Now, Democratic members have learned that the advisers include:



WASHINGTON — Uncle Dan Reed of New York, venerable chairman of the tax-writing Ways and Means Committee, may have highballed President Eisenhower, but he's being deliberately highballed with the Democratic members of his own committee.

When the President invited Reed to the White House to discuss taxes, the 78-year-old "law-unto-himself" congressman sailed off to Panama. Now back in Washington, he is ramming complicated changes in the tax laws through his committee as if operating an M-84 tank.

In the past, Uncle Dan was a stickler for methodical consideration of the tax legislation. He demanded that congressmen be given time to study each amendment. "We're going to take plenty of time to study the recommendations of the Treasury Department," he used to say, "but we're going to write this bill ourselves. Neither the Treasury nor anyone else is going to pre-empt the constitutional functions of the committee in writing the tax laws."

That, of course, was during a period when the Democrats were largely in control of the Ways and Means Committee. Now that he is in control, Uncle Dan has reversed himself, demands quick "take-it-or-leave-it" votes under parliamentary rules. Furthermore the votes are on amendments drafted by Colin Stamm, the tax adviser who in turn confers with outside "professionals."

SECRET TAX ADVISERS
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Walter Winchell New York

The function of a showman is to anticipate what the public will accept. It is a puzzler that frequently defies every law of logic. And the best of 'em have blundered. The jected by George M. Cohan, A great hit. "Broadway" was re- Woods and William Brady. "Street Scene" was turned down by the Theatre Guild, David Belasco, Arthur Hopkins, Jed Harris and Sam Harris. Al Woods declined a play called "Marriage in Triplicate." It cost \$5,000 and earned over \$6 million under the title: "Abie's Irish Rose."

In 1915, B. F. Keith (the vaude- rajah) warned L. B. Mayer: "Motion pictures are a fad; they're like the bicycle. They won't last long."

George M. Cohan was one of the most affluent showmen. During one year — his royalties on plays, sketches and songs were over a million dollars. Ironically fame and fortune never gave him the satisfaction he experienced while striving to gain them. He frequently declared that the only type of theatre life he really loved was the one- night status in small towns. The greater part of Cohan's autograph is devoted to fond recollections of the small-time circuits. Success is never as exciting as the desire for it.

The imaginative touch that captures attention or creates public discussion is the basis of showmanship. P. T. Barnum was a genius in that field. Trains passed his farm which was also used as the circus winter quarters. He displayed a huge sign announcing that fact. And he attracted the attention of train passengers by cultivating his farms with plow-hitched to elephants.

There aren't many tough-luck stories that can top producers Al Woods' unfortunate experience: He locked away about a million to a chum. When his friend was hit by the market dive — he helped himself to the cash without informing Woods. After the producer learned of his loss, he phoned his sister-in-law and calmly announced: "I'm hungry. Looks like I'm going to be hungry for a long time. Why don't I come up for dinner?"

Willie Hammerstein was the legendary showman who concentrated on booking freak acts. Evelyn Nesbit played his theatre after the Harry K. Thaw heaumees. Willie once paid the bail for a pair of society galls involved in a shooting and tried them as "The Shooting Stars." He was the one who made the Cherry Sisters a theatrical tradition via imaginative showmanship.

Ziegfeld, whose name was a synonym for extravagance, died broke. But after he passed the executors of his estate were offered a mint for the commercial rights to the name, "Ziegfeld Follies."

Ironically, the Shuberts (who barred critics and other "enemies") once barred Ziegfeld. And after his death paid a huge sum "to commemorate the title: 'Ziegfeld Follies.'"

One of the early Shubert gold- mines was derived from Sarah Bernhardt's U. S. tour. Another star who helped enrich them was Ethel Barrymore. Ethel was once strolling along Broadway when she noticed a billboard which annoyed her. She rushed into the Shubert offices and thundered: "I don't care how I am advertised, but if the billing is going to call him Mr. Les Shubert, then refer to me as Miss Ethel Barrymore."

Another producer who learned actresses take billing seriously was Billy Rose, the ex-husband. In her autobiography, Tallulah reports that during the tryout of Odet's "Clash by Night" the marquee spelled out: "Billy Rose Present Tallulah Bankhead." Aside from the grammatical oops — the names of the play, the author and other players were omitted. Talu was incensed at what she considered Billy's effrontery. She called his manager and ultimatum'd "Unless that 'Billy Rose Present' comes down immediately, there'll be no performance tomorrow night. If your employer insists on 'Billy Rose Present,' then you need only add, 'Tallulah Bankhead Absent!'"

And Billy Rose lost another battle to a doll.

Senators want to make a major fight and vote on invoking cloture. Southern senators do not and will not do this. They zealously guard the right to talk indefinitely.

Therefore, Senator Lyndon Johnson and the Southern senators, any of whom voted against Morse, cannot complain when he objects to their limiting debate. One vote by him can keep the entire senate in session for several days extra.

The Worry Clinic By Dr. George W. Crane

Goldie's parents want to use "horse sense" but are intimidated by a brain-truster with a Ph. D. Always remember that "horse sense" beats theologists even though the latter have a Ph. D. So don't stand in awe of college degrees.

Case K-305: Goldie N., aged 15, is a high school sophomore. "Dr. Crane, we need your advice on a problem concerning Goldie, her father asked me.

"We have tried to figure out a method for paying Goldie so she can have some spending money. "She makes good grades in high school, and we feel that a child's major efforts should be spent on her studies, at least during the school year.

"So do you think it is harmful to pay a child for school grades? Some members of our P-T-A oppose our idea, including a Ph. D. teacher.

"But if a child works hard for several months and brings home a credible report card, why shouldn't she get some cash rewards for those long months of book work?"

PIN-MONEY METHODS
A lot of parents have also protested about the idea of paying children for violin or piano practice.

They seem to think it is a desecration to do so, arguing that a child should practice long hours at the piano just for the sheer love of music.

This "art for art's sake" argument is bunk. No child likes music at the outset or anything else in life save a few positive appeals like sugar, warmth, and maybe a stomach full of warm milk.

Thereafter, all his likes must be diplomatically tied-in to his previous native pleasures.

Parents with "horse sense" have long realized that a candy bar on the piano or the price of a soda, has great motivating power. And after such a preliminary contact with music PLUS SUGAR, the child may finally master the intricate finger movements.

At a later date, therefore, he relishes showing off before his classmates in recitals.

But even this "show off" behavior is also a reward in the same category as an ice cream soda or candy bar, except it is a less tangible prize.

PAY FOR SCHOOL MARKS
It is perfectly proper to pay a child for school marks, too.

"But, Dr. Crane, many parents put too much pressure on their children until the youngsters cheat to bring home high marks," somebody may argue.

That is true, but it does not invalidate the worth of paying for school marks. That excess pressure is bad, whether or not you pay for the "A" and "B" and "C" grades.

Children need money. Paying for passing marks is one honest and desirable way to let them earn it.

We have done this with our five children in grammar, high school, and now in college.

Each semester hour of "A" work in college gets them \$15, so if they have a 5-hour course and make "A" therein, that's worth \$75.

Each hour of "B" brings them \$10 and each hour of "C" produces \$5, so they could theoretically earn their entire tuition each semester if they'd make straight "A," which they don't.

But this "piece work" rate is the same as the one we use in industry quite successfully. It lets the worker or student set his own income.

And millions of you parents have found that this or similar method of pay for grades is very fair and successful, despite some of the protests of childless theorists who are sheer "brain-trusters" in child education.

Horse sense is worth more to a parent than any Ph. D. degree! (Always write to Dr. Crane in care of this newspaper, enclosing a long 3-cent stamped, addressed envelope and a dime to cover typing and printing costs when you send for one of his psychological charts.)

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Mary Haworth's Mail By America's Foremost Personal Affairs Counselor

MARY HAWORTH'S MAIL
Chap is Concerned About Friend's Daughter, Who is Accepting Married Man's Attention

DEAR MARY HAWORTH: This concerns the daughter of a very dear friend of mine. She is in her twenties, pretty, intelligent and definitely attractive to the male sex. I have learned that she has been going out with a married man, who is living with his wife and has three children. Jean's association with him dates back about a year. I am acquainted with the man and have seen them together.

I have tried in vain to convince Jean that shame and disaster are the ultimate outcome of such association; but she insists that the man's intentions are honorable and his behavior strictly friendly. She says positively there is nothing questionable about their association. I contend there is no honorable intent on the man's part; that such familiarity breeds contempt, and that in time he will take advantage — at the opportune moment. But assuming, for the sake of discussion, that he is on the level — honorable and aboveboard — still the fact that they were seen together constantly in public places will create unfavorable gossip, difficult to refute, and damaging to her reputation.

May I have your valued comment and counsel in the matter? I read your articles daily.

Man's Concern Seems Intrusive
DEAR J. J.: Inasmuch as you aren't related to Jean, and aren't her pastor or physician, your busy persistence in trying to influence her against a wrong courtier is rather unseemly. You refer to her as "the daughter of a very dear friend" — and as you are a man (so your full signature shows), your active interest in her irregular romance is all the more remarkable.

Men as a rule don't interfere in the lives and love affairs of good friends and acquaintances; they usually beam an attitude of detachment towards the moral frailties, or indiscretions, of persons outside their immediate family circle. So why your aggressive concern about Jean, an "acquainted" four-department? When Geis heard that a newspaper graphed stencil of the smallest of his own, he was so shocked and so found at the city cops he had to find office \$30 for it.

Four ambitious friends brought in the stencil for ward and were greeted by the campus police. Punishment has not been decided.

"Why the devil aren't women ever allergic to MINK?"