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Two Men With Their Feet on the Ground



A Great Loss

One of the great hackneyed notions that refuses to die in the minds of many congressmen is that the State Department, and especially its Foreign Service, is populated with "striped pants boys" of a breed quite apart from "red-blooded Americans."

With very rare exceptions, this has always been nonsense. There was no more striking proof of its foolishness than the late John Peurifoy, Ambassador to Thailand, who has so tragically met death in an automobile accident in that country.

One may fairly ask how many Foreign Service critics would be willing to strap on a pistol, as Peurifoy did, for a touchy meeting with unpredictable military leaders involved in the Guatemalan revolt of mid-1954.

Peurifoy never met a payroll, but he met and mastered some of the toughest diplomatic situations any U. S. representative ever has encountered abroad.

In the Guatemalan affair, he personally was credited with playing a large role in the overthrow of a Communist-backed government. The result was the stamping out of a real danger spot for freedom in the Western Hemisphere.

Earlier, he had performed yeoman service in shabby Greece, where, after the Communist rebels were beaten, he helped bolster a weak regime and take it more decisively into the Western family.

His assignment to Thailand last year was at once a reward and a tribute. With the collapse of French resistance in North Indochina, it was plain Thailand stood right in the path of a possible Red sweep through Southeast Asia. We needed an expert troubleshooter there without delay, and Peurifoy was the obvious choice.

Once again, he delivered. He helped stiffen the Thais' resolve. And only recently he was a factor in engineering a change of government beneficial to the West and the general cause of freedom in Asia.

This 48-year-old career officer, once an elevator operator and then a cigaret lighter salesman, brought a new dimension to diplomacy by his blunt, open-handed treatment of foreign figures. He won friends for America and he produced hard, practical results.

Peurifoy wore no uniform. But he was in combat nevertheless. He was a resourceful and relentless fighter in the Cold War against communism — in many ways the most trying ordeal in his country's history.

EARL WILSON ON BROADWAY

NEW YORK — "Is that raw meat you're eating?" I asked Miss Pat Marshall, the beautiful successor to Janis Paige in "The Pajama Game," when we had dinner at Sardi's.

"Sure. Would you like a taste?" She held out a forkful.

"Ugh! No, thanks!" I pushed it back at her.

But since more and more gamour rats seem to be becoming raw meat-eaters, I questioned Miss Marshall, formerly of Minnesota and Hollywood, about "tartar steak," as it is politely called.

"You ought to see me shopping," she said. "I say to the butcher, 'Would you give me a taste of that, please?'"

"He says, 'A taste of what?'"

"The meat."

"He says 'You want to eat the raw meat, lady?'"

"That's right!" I say, indignantly. "Oh, the faces they make! They try to discourage me. Didn't you ever eat raw cookie dough when you were a kid? Kids love it."

As a matter of fact, I did eat raw cookie dough when I was a kid out in God's country (Ohio).

"As far as it not being healthy, well . . . I have three children. I'm working, I'm flying out to California next week to see my husband and put my children in school. You sure you wouldn't like a taste?"

"I was firm and asked, 'What's in it?'"

"Raw meat, capers, egg, onions, anchovies, and Worcestershire sauce."

"When a girl eats raw meat, does she still have admirers?" I asked her.

"Certainly!"

"Masculine, I mean."

"I meant masculine. I don't know any women who have women admirers, do you?"

Carpet-Bagger Charge Hurlled At The South

NEW YORK (AP) — The New York World-Telegram and Sun said today some Southern states were laying plans to ask industrial plants damaged by floods in the Northeast to rebuild in the South rather than on the former sites.

The Scripps-Howard newspaper said it learned a "reverse carpet-bagger" was being sent by South Carolina into storm-battered Connecticut next week to talk to manufacturers about re-settling in its Southern state.

The newspaper said its telephone survey showed "at least one Southern state—South Carolina—was 'reaching out' for New England's stricken industries."

It said it found another—Georgia—which said it would "wait for the dust to settle" and a third—North Carolina—admitted that "local citizens had been sending out lures" to industries in the damaged areas.

The World-Telegram and Sun quoted Sloan W. Gable, acting director of South Carolina's State Development Board. "One of our representatives will be in Connecticut next week."

The story continued: "This reverse carpet-bagger, Ralph M. Horton, will be talking to textile makers, steel fabricators and other industrialists. Mr. Gable insisted that the appointments had been set up before the flood waters came. He said Mr. Horton would not be seeing bras and copper people but 'I wouldn't want to say if he'll talk to rubber manufacturers.'"

The story further quoted Gable as saying: "We wouldn't want to take unfair advantage of the disaster areas. South Carolina counties are permitted to give new industries five years free of property tax except for school taxes. The last session of the Legislature enacted a law permitting new plants to carry forward any operating losses for their first three years to offset profits for tax purposes."

Scott Candler, of the Georgia Department of Commerce, was quoted: "We want the industry but we do not want profit from a disaster. We have no plans to invite storm-hit industry down now, but after the dust settles, I think we will."

Owen B. Lattimore's to be required at Johns Hopkins . . . Ruban Bleu (far from being evicted by building plans reopens Sept. 15 with 4 years to go . . . Joey Adams' pals turn out at the Quarter tonight for his closing . . . A top trumpeter who tried to insure his lip for \$100,000 was turned out: Drug addiction.

Earl's Pearls . . . Dagmar told Guy Mitchell that looks mean to a girl -- especially when she gets them from men.

WISH I'D SAID THAT: "The quickest way to a man's heart is by means of a bullet." - Birgina Henderson.

TODAY'S BEST LAUGH: "The only thing that will really prevent baldness," says the famous Drew Berkowitz, "is hair."

A B'wayite bought a beaten-up race horse and showed it to jockey Conn McCreary, who asked him what he planned to do with it. "Race it," said the B'wayite. Conn said, "Don't worry, you'll win." That's Earl, brother.

The WORRY CLINIC

By Dr. George W. Crane

Dr. Hoke showed the inefficiency of our present typewriter keyboard years ago, but inertia still keeps the ancient keyboard in vogue. Such congealed thinking cost Napoleon a chance to sink the British fleet and also crucified our own Billy Mitchell, when he championed airplanes for military use.

By Dr. George W. Crane
Case P-332: Dr. Roy E. Hoke, aged about 50, is one of America's leading Applied Psychologists. He lives at Charlotte, N. C.

Many years ago he analyzed the standard typewriter keyboard to see if it could be improved. And he found that the left hand, though normally weaker than the right, was nevertheless performing 47.7 per cent more work than the stronger right hand.

So Dr. Hoke rearranged the keyboard. For example, he moved the vowels "a" and "e" from the left side of the keyboard to the right side to help equalize the load.

But the inertia of custom still keeps the inefficient old-fashioned key board in vogue.

INERTIA STOPS PROGRESS
Applied Psychologists can excuse this lag more readily than the refusal by auto designers to change the brake pedal.

For the obsolete method of a right-footed brake pedal kills many American every year, whereas the antiquated typewriter keyboard doesn't actually zoom our death rate.

Furthermore, to re-design the standard typewriter keyboard would necessitate re-learning how to type by the touch system, so millions of American typists would groan at such a task.

Consequently, we retain an inefficient keyboard because of social pressure. I mention this example today to show that chronic drunkards and dope addicts are not the only victims of entrenched bad habits.

Uncle Sam himself is hamstrung by the inertia of inefficient old habits. Billy Mitchell was figuratively crucified by the congealed thinking of our military leaders who couldn't realize that air power was our best defense in future wars, but who felt cavalry and foot soldiers would always be our major protection.

But Napoleon made a similar mistake almost 150 years earlier. Young Robert Fulton, of America, demonstrated a submarine for Napoleon by which the French could have broken Britain's rule of the sea.

But Napoleon was a victim of congealed military thinking. As an army man, he still thought infantry and horses were the mainstay of military power.

So he disinclined to adopt Fulton's workable submarine. Disappointed at such lack of vision by Napoleon, Fulton thus gave up his interest in submarines and returned to America to develop our first steamboat.

Perhaps we can excuse Napoleon more easily than current American manufacturers, for man's thinking was not so shock-proof 150 years ago.

Since the advent of telephones, movies, airplanes and H-Bombs, we are now ready to accept almost any dramatic new discovery.

But manufacturers still refuse to adopt the simple little improvements which would make their products far more acceptable to consumers.

CONGEALED THINKING
"By gum, we've made our product like this ever since Grandpa started our company and we're not going to change now."

That attitude of ignoring the convenience of the customer would soon lead to rival factories, except for the fact that manufacturing is tending to be monopolistic.

In a monopoly, the consumer is forced to take what is offered or else do without.

Salesmen and advertisers then must resort to exaggeration and die of premature high blood pressure trying to unload partially unsuitable merchandise when a little "horse sense" would solve the trouble easily.

Send for my booklet "New Psychology of Advertising and Selling," enclosing a stamped returned envelope, plus a dime.

The hippopotamus of the upper Nile River, often thought of as a harmless, amiable creature, can attack without apparent provocation.

Candles can be cleaned with a cloth dampened in alcohol.

Washington News Notebook

Washington Teetotalers Jolt Their Friends With New 'Cover Drink'

BY DOUGLAS LARSEN AND KENNETH O. GILMORE
NEA Staff Correspondents

WASHINGTON—(NEA)—Teetotalers like Secretary of Agriculture Ezra Taft Benson have a new "cover drink" for the cocktail parties they must attend. Called "soup on the rocks," it's a special brand of beef bouillon poured over ice in an old-fashioned glass and looks like whisky.

Several non-drinkers have amazed and startled friends by appearing to down a half-dozen "straighties" at parties without being affected a whit. Question has come up, however, as to whether consuming this new-type beverage produces a bouillon hangover next morning.

A NEW ELEVATOR operator on Capitol Hill generously allowed a gentleman to step aboard the other day. But not without letting the rider know what a good guy he was.

"Whether you realize it or not, this elevator is reserved for senators only," he announced pompously. "But I'm going to let you on anyway."

"Fine," said the gentleman. "My name is Gore, Senator Gore of Tennessee."

A FAMILIAR FIGURE on the military and embassy party circuit is Maj. Adam Eisenhauer, chief of protocol for the Army. But he's always being mistaken for the President's son, Maj. John Eisenhower.

The inevitable happened at a recent reception given by the Jordan ambassador, Abdul Momen Rifa'i. Eisenhauer was happily digging into an Arabic dish of ground meat and crushed wheat called "kibbeh," when a young thing rushed up to him.

She gushed on as to how it was such a thrill to actually meet the son of President Eisenhower. Politely he pointed out his name was spelled "hauer" not "hower."

ALSO in the men's wear department, Secretary of Navy Charles Thomas used to be an executive of a big clothing firm and is the snappiest dresser in town. He has currently started a trend back to side vents on men's coats. Now most men's suits have a single vent in the middle. But since he had his tailor make up six new suits with side vents, men all over Washington have been copying him.

Oh, you spell it differently than the President," she said brightly.

"No, he is the one who spells it differently," replied the major. "The original German name is Eisenhauer."

DON QUARLES, new Secretary of the Air Force, is a quiet man, and if past experience is any indication, he is not one to welcome reporters into his office very frequently. However, he is a fast man with a quip and gets around to a lot of parties.

At a recent reception he was about to get a drink at a crowded bar when a hefty dowager rudely shouldered him out of position to get a glass of champagne. When she mumbled an apology he replied:

"Madam, there is no one I would rather have bump me out of line than you."

OUTGOING CHIEF of Naval Operations Robert Carney has now lost count of the number of farewell parties which have been thrown for him. What bothers him slightly is that he has had to buy two new white formal uniform jackets—just as he leaves the top Navy job—to keep ahead of the laundry.

Incidentally, he reports that what looks like a stiff, uncomfortable white band around his neck on the uniform is actually a comfortable, cool arrangement. The jacket serves as both shirt and coat.

Also in the men's wear department, Secretary of Navy Charles Thomas used to be an executive of a big clothing firm and is the snappiest dresser in town. He has currently started a trend back to side vents on men's coats. Now most men's suits have a single vent in the middle. But since he had his tailor make up six new suits with side vents, men all over Washington have been copying him.

Stranger Finds Paradise Stranger

By THOMAS W. MILLER
United Press Staff Correspondent

PARADISE, Kan. (AP) — Monique Demyttenaere is a stranger in Paradise. And she finds it a strange place.

Miss Demyttenaere, 21, brown-haired and comely, says it is quite a jump from her native France to the little village of Paradise (population 144) in the heart of the wheat belt.

Until her arrival she had only heard of those great American dishes—hamburgers and hot dogs.

Monique, the daughter of a well-to-do farming family, is in the United States for six months as part of the International Farm Youth Exchange Program.

Actually, her visit is part of a private exchange for the A. E. Rodgers family of Paradise. Their son, John, is on a similar tour of France and plans to visit Monique's parents, south of Reims.

For Monique, there have been many firsts since she came to America. She has worn shorts around the Rodgers house for the first time. In France she said, city girls sometimes wear shorts when visiting the country. But in her family circles, they are taboo.

And there's a chrome food mixer in the Rodgers' kitchen. Monique's parents have large landholdings, but nothing to match that gleaming mixer. She is sending one home.

Misses Soup
Also new to her are sandwiches and outdoor meals prepared on the Rodgers' charcoal grill.

But she misses the soup kettle, which is always on the stove at her home, where soup is served each day, winter and summer.

She wasn't prepared for groceries, large and small. Her family raises all its own produce and she said French villages have restaurants—but no such thing as the grocery.

But all in all, she is catching on. Her last letter home began:

"I am having a wonderful time in Paradise."

Marching Upward to Zion

BY WILLIAM E. GILROY, D.D.

DURING the nineteenth century in American history "the Great March" referred to General Sherman's famous Civil War march through Georgia to the sea—a march the triumph and glory of which was tarnished by its alleged ruthlessness and destructiveness.

I have just been reading a life of Sherman in which all the bitterness of the controversy about the famous "March to the Sea" is reviewed.

In ancient times there was another famous "march" under a leader whose name is in history there as a synonym for victory. It was the march of the Israelites out of Egypt into the land of Canaan.

The Bible tells us that the Israelites were led by the "rod of iron" and the "word of the Lord." A map of the ancient world shows one what a vast distance lay between Jerusalem and Babylon, and gives some conception of the problems and hardships involved in such a march by an army composed chiefly of civilians. These were much alleviated by the provision of the King provided. But what impresses one is the strange circumstances under which the return was begun.

To me, a most amazing aspect of history is the way in which, in spite of wars, persecution and ruthlessness toward individuals and peoples, poets and artists survive and do their work.

Acts of generosity and kindness are interspersed with cruelties, and under the rise and fall of dynasties movements memorable for the destinies of individuals and peoples constitute an abiding interest in the past.

A striking instance of this is the story of Nehemiah. Archaeologists dig up ancient cities and endeavor to recover something of their ancient splendor; but stories like that of the triumphal march of the exiles need no digging up. The record is at hand for all to read.

What is strange about it? Could we conceive of an ancient potentate being concerned because his cup-bearer looked sad? Yet that is what actually happened. The King, Artaxerxes, (Nehemiah 2) was human enough to observe the sadness of his servant, and to inquire its cause.

The cause of Nehemiah's sadness was a report of the desolation in Jerusalem and the Jewish homeland. From there on it is Nehemiah's own story, of a King, not only concerned but sympathetic and active, so that out of that simple incident the whole project of the return began.

But the troubles of a long march were not all. A stern situation confronted them when they reached the homeland. Not all the people had been carried into exile and those who had stayed opposed the exiles. Both a material and a spiritual conquest had to be effected before there could be real restoration of Israel.

In the story of conquest and rebuilding Nehemiah's full greatness appears. Chapter 4 of the Book of Nehemiah is among the most thrilling records of God-inspired men.

Hollywood Headliners

By United Press

By RON BURTON
U. P. Staff Correspondent

HOLLYWOOD — Paleontologists — the guys who study plant and animal fossils of bygone geological ages — are in for a sort of human holiday when "The Beast of Hollow Mountain" is viewed in the nation's theaters.

The film which is billed by United Artists as the first science fiction-western features an ancient dinosaur tyrannosaurus rex, which probably was the world's most capable and savage killer of all time.

"The Beast of Battle Mountain" is also the first CinemaScope gimmick picture, in addition to its other claimed first, according to producers William and Edward Nassour. It utilizes a process called Regiscope animation to make the terrifying dinosaur lifelike. The process, developed after 18 years of research and experimentation, gives credible motion to inanimate objects. Its animation-in-depth

FUNNY BUSINESS



"We're broiling the hamburgers one of your chickens ate!"