

Editorial and Opinion

Opportunity And Responsibility

The voters of Orange County and North Carolina last Saturday approved by a decisive margin the issuance by their state government of 225 million dollars in bonds for rural road improvement and school building construction. It was a great personal victory for Governor Scott, who led the campaign and demonstrated again his potency as a vote-getter, campaigner and organizer.

In approving the bond issues, the people handed the state administration the resources and the opportunity for great accomplishment and with them the greatest responsibility ever tendered a North Carolina Chief Executive to produce. It was said that much of the bitterness and opposition in the bond campaign was a hold-over from the gubernatorial election fight. Be that as it may, a continuation of the bond issue fight can hardly do the state anything but harm. The same is true of any further widening of the rural-urban split so evident in the election results. It is time now for the closest cooperation between all groups to see that the most good is derived from the vast expenditures approved.

Praises Newspaper Advertising

The newspaper, with its printed word, in the view of Joseph W. Fraser, Vice-Chairman of the Kaiser-Fraser Corporation, is still the backbone, not only of automobile advertising, but of all products.

While nearly every newspaper man will agree with the conclusions voiced by Mr. Fraser, there is no harm, from the journalistic viewpoint, in passing his words along:

"The printed word has more authenticity than the spoken word of radio," declares Mr. Fraser, who, in a brief sentence, gives the explanation for the continual growth of newspaper circulation despite radio competition.

The reader of the printed word, whether it appears in newspapers, magazines, pamphlets or books, understands very readily that when one puts words in print, there is no saying, "I didn't say it." Consequently, those who write for the record are more apt to be careful and exact in their statements. This, of itself, is worth something to the discriminating reader.

Mr. Fraser stated these views at a recent meeting in New York of Greater Weeklies Associates, a nation-wide newspaper group which includes The News, along with the outstanding weekly papers in all sections of the country. He was joined in his views by the top figures of other automobile firms, General Motors and Plymouth, and other large advertisers. "Your newspapers are the backbone of all advertising, and especially automobile advertising," he said, and the other speakers agreed.

As a member of the Greater Weeklies organization, this newspaper is expected to carry considerably more national advertising in the year ahead, for it was evident to our representatives at the meeting that national advertisers and their agencies are particularly anxious to place business in the newspapers which have been able to meet the high qualifications of Greater Weeklies Associates and the member newspapers.

What About College?

The school year has just come to a close and a number of young people will go into business of making money. Too many will stop their scholastic training at the end of high school days without realizing the tremendous advantages that will come to them by pursuing their way through college.

The News does not recommend a college course for every boy and girl. There was a time when people thought this was a good idea, but undoubtedly, there are some boys and girls who will not take advantage of the educational opportunities that can be obtained. These might as well go to work, whether they are the sons and daughters of rich or poor parents.

At the same time, let us urge all students who will complete their high school courses this summer, to give serious thought to the possibility of attending college. The right institution, and the right personal application, will make a difference in life.

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Thursday, June 9, 1949

PRESS COMMENT

State Striving For Equal Schools

(An Editorial from The Winston-Salem Journal)

About the only pertinent answer North Carolina can make to the charge of that it does not provide equal educational advantages for her white and Negro children is that it is trying hard now to bridge the gap.

The State Education Commission report published some time prior to the convening of the 1949 General Assembly noted the difference in educational facilities for whites and Negroes, stating: "The Negro schools deserve special consideration. Generally speaking they are in much worse condition than the white schools. In 1945 over 60 per cent of the Negro high school children of the State were enrolled in schools below the standard required for accreditation. Of the 201 Negro high schools, 86 employed from one to three teachers. Children attending these schools cannot receive credit required for entrance to college.

Conditions and differences vary from county to county, but the State average investment in school buildings in 1943-44, according to the report, showed a range for white schools from a high of \$459.19 per pupil in Currituck County to \$40.53 in Cherokee, while the range for Negro schools was a high of \$187.56 in Stanly County to a low of \$2.13 per pupil in Gates County.

Other evidences of inequality between white and Negro schools include the fact that while 70 per cent of the white elementary classrooms in North Carolina were considered "satisfactory" by the commission, only 422 per cent of the Negro classrooms were so considered; that while 84 per cent of white high school classrooms were satisfactory, only 61 per cent of the Negro high school classrooms were.

An action has been filed in Middle District Federal Court by a group of Negro patrons against the Durham school system, alleging inequality in white and Negro school facilities and services there. Several suits of a similar nature have been launched in various states. In a Virginia county which was ordered by the courts to equalize the white and Negro school facilities it maintained some time ago, the county authorities, holding that they did not have funds to bring the Negro schools up to the white standards, reversed the process by discontinuing certain courses that had been offered in white schools but not in the Negro schools.

Regardless of what the result of the Durham court action may be, North Carolina, cognizant of the present inequity and injustices suffered by its Negro children with respect to educational facilities, will continue efforts already launched to eliminate the inequalities as rapidly as possible. But unless forced by the courts to do otherwise, it will not try to equalize facilities and services by pulling down the already too low white standards. It will endeavor to carry out the more logical reasonable program of raising the Negro schools to the white level.

This long, hard task may be made considerably shorter and less difficult if the Federal aid to education bill passed by the Senate becomes law during this session of Congress. The biggest handicap to the equalization program in the State now is not a matter of attitude, but the financial costs of providing the necessary school facilities and instructional service.

Health Board Allots Money

Raleigh.—The State Board of Health has adopted a plan for the allocation of the \$800,000 in new money provided by the Legislature, each year of the coming biennium, for the improvement of local health work in the State.

Broadly speaking, the plan adopted provides for \$3,000 a year to each of the 100 counties of the State; \$500 a year for each county conducting a twenty-weeks' oral hygiene program; \$250 a year for each county conducting a ten-weeks' oral hygiene program, 40c for each school child, based on average daily membership, in each health jurisdiction. The venereal disease fund of \$175,000 a year and federal funds will be allocated on the basis of population and it is expected that this will amount to 5c to 8c per capita.

The Human Race



Golden Gleams

A THOUGHT FOR TODAY produces That which makes thousands, perhaps millions, think. —Byron.

And what he greatly thought he nobly dared.—Pope.

A thought by thought is piled till some great truth, Is loosed, and the nations echo round Shaken to their roots. —Shelley.

But words are things, and a small drop of ink, Falling like dew upon a thought, I think, therefore, I am.—Descartes.

For just experience tells, in every soil, That those who think must govern those that toil. —Goldsmith.



When I dropped in at Ed's place one hot morning, Mrs. Jones was out at the milk cooling tank, stirring.

"Having trouble cooling the milk these hot days?"

"Not much chance for bacteria to multiply there! So, why not get a cooler and let it pay for itself this summer? Seven the bother of stirring, too. With mixed-up cold in the kitchen and exclusive pasteurization, the International milk cooler chills its food capacity in less than an hour, twice as fast!"

"But it won't cool right otherwise," she said.

"An International cooler brings milk temperature down to 50° in less than an hour," I explained.

"Mrs. Jones agreed. 'I'll bring it in some evening and you tell me about it. Sounds like just as good an investment as our McCormick milker and cream separator.'"

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