

The News of orange county

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THURSDAY, JUNE 16, 1960

News review, summary . . .

Candidates' statements in TV presentation

Along with every Tar Heel citizen interested in the future welfare of his state, we listened with great interest to the radio-TV debate Monday night between Dr. Lake and Mr. Sanford. Here, capsuled, is what we heard:

SANFORD SAYS EDUCATION IMPROVEMENT TOP NEED

Mr. Sanford declared flatly that North Carolina's educational system ranks in the bottom 10 in the union. He said "improvement of public education is our number one need in N. C."

He reviewed his nine-point program "to see that the opportunity we give our children for education is second to none."

Further he outlined his previously announced programs for increased farm and industrial development.

In summary he said that the state is today in the best fiscal position it has ever been in, and predicted that the state's revenue would continue to increase.

LAKE CITES ISSUES — N.A.A.C.P. & SPENDING

In his similar seven-minute presentation Dr. Lake cited two basic campaign issues: (1) the program of the NAACP to bring about a new day by integration of our entire life; and (2) his opposition to Sanford's 'spend and spend and tax and tax' philosophy.

Dr. Lake said the NAACP would remove all consciousness of racial heritage and aim for a "mixed breed society." Sanford's spending program, he said, would bring the state to bankruptcy—such that teachers would face "pay day with no pay check."

He detailed his interpretation of the NAACP's "total integration program" — in schools, business service, recreation, and social life. "This organization must be driven from the state. To that objective I commit my administration." Recalling the statements of attorney William Joyner (a Sanford supporter) in support of a segregated school system, Dr. Lake asked his opponent "Do you propose any positive action to preserve our public schools from the NAACP?"

SANFORD STANDS ON PEARSALL PLAN

In his rebuttal period Mr. Sanford refuted Dr. Lake's statement that one hour of TV time had been offered for the debate, citing denials of this that the state's TV stations had given him that day (Monday).

"I accept the Pearsall Plan, the N. C. approach to segregation, as the best in the south . . . in that other southern states are now coming around to it. I would continue to handle this in the same way."

On Dr. Lake's "spend and spend" charge, Mr. Sanford declared this was "a direct quote from the Republican party handbook. It hasn't hurt the Democratic party and I'm not worried about it."

"North Carolina was not brought to the place it stands today by a hold-the-line philosophy. It wouldn't have been advanced by people who don't have faith in the future. —That's the difference between Dr. Lake and me."

"Dr. Lake's only answer is . . . 'The only thing we've got to do is let them (the NAACP) know we'll close the public schools.'"

Noting that Dr. Lake's campaign manager (State Sen. Robert Moran) had tried to push through the Legislature a massive resistance bill, he said that instead the state needed "massive intelligence" in this matter—as opposed to Dr. Lake's "preoccupation with race matters."

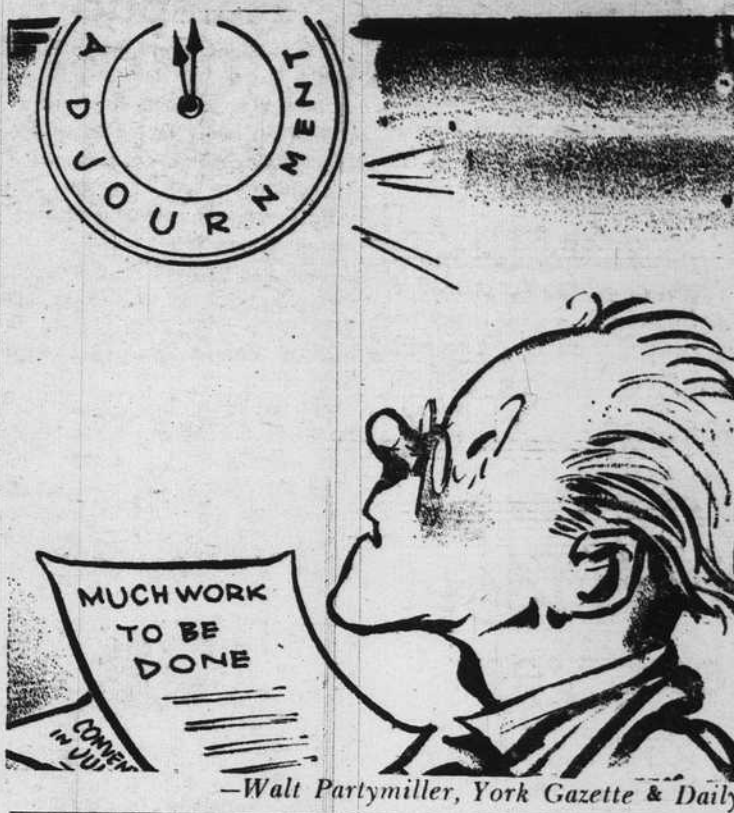
"You can expect from me a determined course to better public education. I tell you this: We are not going to close the public schools in North Carolina."

LAKE SAYS OPPONENT HAS 'HEDGED'

In beginning his rebuttal remarks, Dr. Lake denied Sanford's charge that he had said that the only way to defeat the NAACP was to close the public schools. "—I never said so," the speaker replied.

Dr. Lake charged that his opponent had declared he'd "have the courage to suggest new ways of taxation" —but hadn't done

Oh Yes! Where were we?



Newsman's Notepad . . .

Madison ave. tops the reds in new theme of auto ad

The most effective contribution to nausea from the advertising field lately is the double-truck color spread feature by General Motors in national magazines.

Emblazoned over most of the two pages was a desert scene mostly in sunset yellow shades, showing a family in the foreground beside a plush new ranch wagon. The big word pitch, carried along the right-hand side (and atmospherically interspersed with several small cuts of woodchucks or weasels) was headlined:

"THERE'S NOTHING LIKE A NEW CAR TO ENRICH YOUR FAMILY LIFE"

And there, friends, you have an unfortunately all-too-true commentary on the moral standard of values that's typical of the United States of America today.

Mind you, the Newsman has nothing against new cars. I wish I had one. But it's a flagrant travesty on the necessary ingredients for a healthy, wholesome, happy family life, to suggest—"There's nothing like a new car to enrich" it.

Matter of fact, in too many cases nowadays there's nothing like a new car to impoverish family life.

In how many families are mother and dad both holding full-time jobs in order to meet \$100-plus monthly payments on an expensive piece of four-wheeled chrome and glitter. Perhaps the parents' absence from home is "enriching" family life. Often the breadwinner has extra part-time employment at nights — a necessity brought about by "keeping up with the Joneses" who also have a new car.

Examine this "enrichment" argument a bit deeper:

"What a wonderful day when a new car joins the family," reads General Motors institutional advertising copy. "Nothing smells so good, rides so softly, and drives so easily. . . ." (How do you like that switch—"Nothing smells so good!!")

"Bringing home a new car is the easiest way ever to open up a new world of fun for the whole family." It's the Newsman's observation that the new car is the one the kids never can have any fun in. It's always "Keep your dirty hands off the dashboard!" and "Wipe your feet before you get in!"

"Nothing you can buy with the money offers so much for the whole family over so long a time as . . . a new car . . . Drop in soon . . . and enrich your family's life."

Wow! Talk about the crass materialism of atheistic communism. Nikita, move aside for the real pros from Madison Avenue!

Here's why Lake didn't top Sanford on TV

You might logically have expected Beverly Lake to outtalk Terry Sanford on their big TV debate Monday night.

The former Wake Forest professor, long accustomed to the platform of his classroom or more favorable audiences of his own choosing was understandably touted to best the much younger candidate for governor. Before going into the studio it was generally calculated that Sanford

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so; that his highway paving program—in the words of Gov. Hodges—would bankrupt the state; and that Mr. Sanford was endorsing the United Forces for Education \$50 million additional school spending program—when "North Carolina is already spending a greater proportion for schools" than many other states, which Dr. Lake went on to name.

Mr. Sanford, in his campaign, had been "hedging" on his spending proposals, and in his declarations that the state's "expanding economy" would finance them, according to Dr. Lake.

The speaker then cited statistics to show that construction and crop income was declining in N. C. He noted that the textile plants were "fighting for their life."

In summary, he declared "I say that expansion of our economy is something I shall hope for. But that is not a basis for promising spending before the expansion occurs. I say our spending is already heavy, and cannot be expanded. I shall not recommend any expansion of spending except as necessary after every economy has been exercised. . . ."

Note: Your own views on the opinions expressed above are invited. If you agree, disagree, or have some additional insight on this matter you are invited to give the public the benefit of your thinking in a "letter to the editor." Please limit these to 300 words.

Editorial comment . . .

Great Debate erases any shadow of doubt as to best candidate

For the fortunate millions of North Carolinians who saw Monday night's television debate between Lake and Sanford there is absolutely no need now for any doubt as to whom they should vote for on June 25.

The speakers' programs as presented individually, and their rebuttal remarks proves on the undeniable record that Lake has no positive program of his own. He admitted that Lake has no positive program of his own. He admitted that the campaign issues as he saw them were the NAACP in North Carolina and his opponent's spending philosophy.

He did not—the record of his statements will prove—propose any constructive program of his own. The avowed segregationist candidate spent almost half of his allotted seven minutes for citing the reasons he should be elected governor by detailing his interpretation of the NAACP's objectives.

As Sanford has aptly pointed out, he made it clear that he, Beverly Lake, was running against the NAACP. The sum total of what he said in the time allotted for his own program is more obvious than ever now: He has no program of his own.

Says 'Can't spend more . . .'

In his rebuttal the best that he could say was that North Carolina was already spending a greater proportion of its budget for public education than many other states—and that the state's spending couldn't be expanded, because, as he saw it, things are on the downgrade in North Carolina.

Sanford, in his presentation, succinctly reviewed the things he feels the Tar Heel state must do to assure its future growth. He cited positive gains in industry—and showed the path for similar gains in farming and education.

It may be trite to repeat it—but it is a matter of law that neither Sanford nor Lake as Governor—for any

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The News of Orange County

Published Every Thursday By

THE NEWS, INCORPORATED

Hillsboro, N. C.

Chapel Hill, N. C.

Box 647

Box 749

Telephone 8-444, Chapel Hill; 4191 Hillsboro

Entered as Second Class Matter at the Post Office at Hillsboro, North Carolina, under the Act of March 3, 1879

EDWIN J. HAMLIN Publisher
ROLAND GIDUZ Editor

Hillsboro Office N. Churton St.
Chapel Hill Office 311 E. Main St., Carrboro

SUBSCRIPTION RATES \$2.50, one year,
\$1.75, six mo. (inside N. C.); \$3.00, one year, outside N. C.