

The News of orange county

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Diligent stewardship of public funds noted

Last spring The News cited the Orange County Welfare Dep. as an example of efficiency and service in good local government.

In the face of constantly rising governmental costs, the Welfare Department sought only a modest \$5,000 budget increase for the current year, though its total expenditures account for one-fourth of the county's new \$1.6 million budget.

While we do not intend to short change other departments of the County Government that are also doing a good job, the welfare agency is now due another round of thanks from the citizens of Orange.

Took the initiative . . .

Emphasizing a forthright conscience in its expenditure of public funds, the Department last week took the initiative to see to it that convicted bootleggers are immediately taken off the welfare rolls.

(Might these persons not also be held responsible for money fraudulently received in the past, too? In the case of the charged bootleggers, one is a former welfare recipient from whom several thousand dollars was recovered a few years ago when it was found she had falsified her personal assets.)

Furthermore, the Department last month moved ahead of the State Welfare Department's own policies by linking the payment of benefits to the financial status of the recipient's family. The State asks County Welfare Departments to "explore" the resources of all members of a potential recipient's family before putting a person on the welfare rolls.

Some can help—but don't . . .

But in Orange, as elsewhere, the welfare workers have uncovered cases where a needy person's family is able to, but is not helping its kindred as it could and should. Therefore the Orange County Welfare Department has initiated a policy to make all grants-in-aid contingent on the giving of proper income information by all members of a family who might be expected to help out a needy person in their family.

In short, if an Orange County family is financially able to care for its own, its obligation cannot now be shifted to the public.

The public should know of and appreciate this diligent stewardship of its funds for a worthy cause.

Twin Robert Gavins are being presented

In the initial optimistic flush of their campaign, backers of Republican Robert Gavin for Governor of N. C. are billing him as all things to all potential constituents.

First-off in the scatter-shot effort, Gavin is promoted not as a Republican candidate—but as the "conservative" candidate—an adjective calculated to have bipartisan appeal in dominantly one-party North Carolina.

Bob Gavin may indeed be a "conservative." But aside from his national party affiliation, his leanings in

We can do SOME things!



this direction haven't yet become an apparent issue between him and Democrat Terry Sanford.

Indeed, on North Carolina's greatest public expense, public education, Gavin has proclaimed himself in favor of a 50 per cent increase in school teacher salaries. As school boards across the state are still scrambling for teachers that are going afield for higher salaries this plank in the Gavin platform strikes a valid appeal. But it's scarcely the platform of one wedded to "conservative" constituents.

In realm of race . . .

Another non-sequitur in the Gavin campaign is in the realm of race relations.

Throughout the race-ridden Democratic gubernatorial primary, Gavin discreetly stayed away from exploiting the de-segregation issue. As a self-styled "moderate" in matters of race relations, Gavin now says he still is not going to use this emotional appeal for vote-gathering.

Yet his boosters' campaign literature makes an un-subtle thrust in this direction. Gavin "knows the role North Carolina must play in the South," they declare, "and will not sacrifice our state's heritage for national gain."

These are obvious contradictions in the person of Bob Gavin and the candidacy of Bob Gavin as his backers present him. His campaign will bear close scrutiny.

Will the GOP gubernatorial standard bearer take personal charge of his political race and run as a Republican—and perhaps also as a conservative if he chooses this label? Will he firmly and finally put an end to exploitation of the race and religious issue in his campaign? Or will he permit his partisans to continue to mold him to what they believe best attracts the voters?

Don't overlook this simple virtue, either

"The obligation of a country editor is only half discharged," says Franklin Press Editor Weimar Jones in his new book "My Affair with a Weekly," "when he informs his readers—fully, accurately, objectively — and stimulates them to think."

In a verbal nutshell the former UNC visiting professor has given a worthy lecture to the weekly newspaper editors and readers everywhere.

The hometown paper, indeed, should "exalt the simple virtues." It should be the guardian of individual liberty and welfare in a world growing constantly more interdependent.

More important, though, is Weimar Jones incidental admission that the local paper should stimulate the reader to think.

It is easy enough to exalt the hometown, and to pat the community on the back as a chamber of commerce. The average reader expects and appreciates this, too, as a part of the editor's job of exalting the simple virtues.

But the paper that airs constructive controversy, that doesn't fear going against the grain of prevailing opinion, that can help to seek and show the way to community betterment in every way, is doing the greater service through its press.

This is the kind of journalism Weimar Jones has striven for in mountainous Macon County. This simple virtue, too, should be an example to all newspapers.

Newsman's Notepad . . .

N. C. directory for news media reveals chance for pioneering

Southern Bell Company's newly-issued telephone directory of North Carolina news media reveals some interesting facts on the distribution of newspapers versus radio and television.

The useful pocket-size guidebook shows there are almost twice as many towns and cities with newspapers (171) as with radio stations (87). But the growing number of radio stations have come to surpass the non-daily newspapers, though the "weekly" papers are published in more towns.

Altogether there are 186 newspapers in the state—47 dailies and 139 weeklies—meaning non-dailies. The directory carries 143 radio stations—AM and FM, but not including TV outlets.

The competition is much fiercer on the air waves than in the printed word. There are no cities and towns with more than two dailies or non-dailies apiece, although many papers of course have wide overlapping areas of circulation and advertising competition.

In fact, nowhere in North Carolina is there daily newspaper competition in the same town. —That went out of existence when the Charlotte Observer bought the News two years ago.

But there's yet thick competition locally between broadcasters. Charlotte has the greatest number of radio stations—eight. And there are seven smaller cities with as many as four stations each—Durham, Asheville, Goldsboro, Greensboro, Raleigh, Rocky Mount, and Winston-Salem.

Two places even have radio stations but no newspapers—Beaufort and Maycdan. Of course there are several dozen towns with vice-versa—newspapers but no radio stations.

As a matter of record for the other media, there are 11 TV stations in nine cities. Asheville and Charlotte each have two, and the other seven are in Durham, Greenville, Wilmington, Washington, Raleigh, Greensboro, and Winston-Salem.

Back in the realm of the daily newspaper, there are only eight morning dailies left in North Carolina. They're in Asheville, Charlotte, Thomasville, Winston-

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