

# THE CHARLOTTE NEWS

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MONDAY, OCTOBER 14, 1957

## Dollars Become 'Magic Messengers' In Mecklenburg's 1957 United Appeal

The highest and best form of efficiency is the spontaneous cooperation of a free people.

—Woonow Wilson

THE impulse of charity is not new. It is as old as men's awareness of the need to join their efforts within the civilizing framework of a society.

Today in Charlotte, that impulse is perhaps the one living, throbbing force behind support for the 1957 United Appeal. The givers give to help others who are "less fortunate" and it makes them feel warm and somehow gratified.

But the United Appeal represents more than charity on a grand scale. It is people helping people in many ways. The underprivileged are not UA's sole beneficiaries. In a real and personal sense, all of us are beneficiaries.

The agencies supported by the United Appeal are needed community services. They include health, recreation, youth, child and family and community betterment as well as welfare. It is truly a situation where "Everybody Benefits... Everybody Gives."

THE United Appeal is public recognition of the fact that "to live and let live" is not enough. This merely recognizes an individual's right to existence, his right to provide for his own needs, and the right of others to do likewise. It is only when we add the doctrine of "help to live" that a social attitude is developed. The United Appeal represents the perfection of a social attitude on a community level.

Actually, all the United Community Services does is promote neighborliness. Contributors to the United Appeal are making their neighbors' community responsibility—their responsibility.

What makes the United Appeal idea so unique and valuable is that it combines many separate drives into one appeal.

The watchword is unity.

THE United Appeal means united planning for community health and welfare services.

It means united budgeting so that each community service organization receives its fair share of community support.

It means united fund-raising to eliminate multiple appeals and to assume community support for all worthy community services.

The "united" program has other benefits, too. It saves the time and energy of volunteer workers. It saves money in the administration of many separate and expensive campaigns so that more dollars can be devoted to the purposes for which they were given. It makes budgeting simpler for donors.

Furthermore, the donor can be confi-

dent that every penny he gives will be placed where it will do the most good for the community as a whole.

Every dollar contributed will become a magic messenger, a citizen's personal energy reduced to portable form to lift burdens and perhaps even save lives the donor never knew existed. It is

neighborliness raised to its most potent and usable form. It is neighborliness that our forefathers, who carved a community out of the wilderness, never dreamed of in their day.

DENVER had the first united fund-raising appeal for health and welfare in 1887 when ten agencies got together in one campaign and raised more money at less cost than all ten had ever raised before in separate campaigns.

In 1913, Cleveland added something new to the principle of united fund-raising—budgeting. Clevelanders realized that it was necessary for each goal to be a fair one, reflecting the actual needs of each member agency.

United giving did not come to Charlotte until 1931 when the old Emergency Relief Fund raised \$139,028 from 9,619 contributors. A year later the United Welfare Federation was organized and it lasted until 1937 when governmental agencies were separated from private agencies and the Community Chest was born. In 1952 a 42-member citizens committee appointed by Mayor Victor Shaw recommended the establishment of the United Community Services to replace the Community Chest and Council.

The first United Appeal of UA had a goal of \$738,000. It raised \$744,891 from 45,000 donors.

THIS year's goal of slightly more than a million dollars is the largest ever responsibility of a growing community. The goal must be met.

Cooperating selflessly in this gigantic enterprise, the people of Charlotte and Mecklenburg County will successfully meet this challenge. In so doing, they will be making the community a better place in which to live, do business and raise families.

The publicity will have a had effect insofar as it obscures the record of Frank Sims' long and distinguished service to Mecklenburg County.

It will have a good effect insofar as it reminds Mr. Sims and all other ABC officials that the straight and narrow they must walk is very straight and very narrow.

turned on appeal. The fine already has been remitted.

But it by no means follows that the ballooning in this case is equivalent to haloney. Minor indiscretions on the part of officials in Mr. Sims' line of work assume large significance in the public mind—with or without the benefit of high headlines. The press' display of the case is as much the reflection as the cause of public interest.

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## 'Top Money Or Dirt' Goal Of Eager California Demos

By MARQUIS CHILDS

LOS ANGELES

IN the great California sweepstakes, the promise to dominate the politics of 1964 and beyond the Democrats have two entries on whom the political bookmakers look with more than customary favor.

These would be Democrats for Democrats, you must add, since in this state with its predominant Democratic registration the tradition is to elect Republicans. Yet these Democratic leaders profess to have real hopes of breaking that tradition and in so doing to throw the Republican Party out of balance for the presidential race in 1960.

In short, the Democrats are "going for top money or dirt." That is a phrase out of the rodeo circuit used by breezy Rep. Clair Engle who will run for the Senate seat now held by Sen. William F. Knowland.

Knowland has come back to California to challenge Gov. Goodwin J. Knight for the governorship, with the lure of the presidential nomination in '60 just over the horizon.

Engle, who represents a vast district in the north and west, is in California holding hearings on water, Indian



REP. HILLINGS  
Inclines to the South

and other matters under the jurisdiction of the interior committee of which he is chairman. Beneath the breezy western surface Engle has a broad knowledge of the water problems of this region which lives so precariously balanced between a water surplus that must come from over-eager distances and a continuing influx of people adding up to perhaps the great-

est migration in history.

While Californians were not altogether happy with his vote on the upper Colorado River project, ruling out a potential source of water, and his vote to be used against him in the campaign, he is rated the strongest Democrat in the Democratic caucus had in years. Moreover, the Republicans have no outstanding man to run against him, their best bet to date being George Christopher, San Francisco's hard-working, handshaking mayor.

THRUSTING HAND

For governor the Democrats will run, unless they get into one of the suicidal hassles to which they have been prone in California, Attorney General Edmund G. (Pat) Brown. Brown is cautious, conservatively a proved vote-getter with the out-thrust hand technique of Estes Kefauver. Reluctant to run in the past, he frantically says that he could not resist the present opportunity with the hope, which he is audibly encouraging, that Knowland and Knight will, like the Klugey cats, kill each other off in furious battle.

Certainly, all is not bliss in the Republican paradise. Rep. Patrick J. Hillings, who succeeded to Vice President Nixon's seat in the House, is itching to



SEN. KNIGHT  
Dissent in the North

run for the Senate, but since the other senator, Thomas H. Kuchel, is from the south, voters in northern California feel strongly that the candidate should come from their half.

Hillings, now on a junket in Europe, is protegee and pupil to Nixon whose energy and drive he rivals. He recently proposed that the vice president be sent to Europe to explain the true

American position on integration and civil rights. This was apparently meant as a buildup for Nixon's trip to Western Europe in November, now in the planning stage.

The powerful Los Angeles Times, which lays down the law for many Republicans, reacted sourly to an editorial the Times said it might be more sensible to send an envoy up and down the United States to confer with the dissident of "government by demerolheads." This is all the more surprising in view of the fact that Norman Chandler, publisher and owner of the Times and with vast interests throughout the state, has long been an ardent backer of Nixon.

Knowland and Knight have been trying to warm up in their interregnum war. While a few months ago it might have been possible to take Knight out with the promise of a far federal job this now seems unlikely.

Democrats have many handicaps, not the least of which is the lack of newspaper support and the consequent difficulty of raising the money to get people so diffused in this scrambled, fantastic, motorized civilization. But they seem determined to go to the bitter end, to put it all on a contest which will determine so much for the future of America.

## Sputnik Puts Penalty Of McCarthyism In Sharp Focus

By WALTER LIPPMANN

NEW YORK

THE few who are allowed to know about such things, and are able to understand them, are saying that the launching of so big a satellite signifies that the Soviets are much ahead of this country in the development of rocket missiles. Their being so much ahead cannot be the result of some kind of lucky guess in inventing a gadget. It must be that there is a large body of Soviet scientists, engineers, and production men, plus many highly developed subsidiary industries, all successfully directed and coordinated, and beautifully financed.

In short, the fact that we have lost the race to launch the satellite, means that we are losing the race to produce ballistic missiles. This in turn means that the United States and the Western world may be falling behind in the progress of science and technology.

This is a grim business. It is grim, in my mind at least, not because I think the Soviets have such a lead in the race of armaments that we are allowed to know about such things, and are able to understand them, are saying that the launching of so big a satellite signifies that the Soviets are much ahead of this country in the development of rocket missiles. Their being so much ahead cannot be the result of some kind of lucky guess in inventing a gadget. It must be that there is a large body of Soviet scientists, engineers, and production men, plus many highly developed subsidiary industries, all successfully directed and coordinated, and beautifully financed.

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ments that we may soon be at their mercy. Not at all. It is a grim business because a society cannot stand still. If it loses the momentum of its own progress, it will deteriorate and decline, lacking purpose and losing confidence in itself.

OUR OWN FAILINGS

The critical question is how we as a people, from the President down, will respond to what is a profound challenge to our cultural values—not to the ideal of the American way of life but to the way in fact we have been living our life. One response could be to think of it all in terms of propaganda, and to look around for some device for doing something spectacular to outmatch what the Russians have done. The other response would be to look inward upon ourselves, and to concern ourselves primarily with our own failings, and to be determined not so much to beat the Russians as to cure ourselves.

The question then might be defined in this way: Why is it that in the twelve years that have passed since the end of

World War II, the United States which was so far in the lead has been losing its lead to the Russians who at the end of the war were so nearly prostrate?

Mr. Khrushchev would say no doubt, that this is because communism is superior to capitalism. But that answer really begs the question, which is not why the Soviets have moved ahead so fast but why we, who had moved very fast, have not been moving fast enough. For while our society is undoubtedly progressing, it has not in the post-war years been progressive enough.

CERTAIN TRENDS

I do not pretend to know the whole answer to what is for us and for our future so fatel a question. But I venture to think that even now we can discern certain trends that since the World War have appeared in American life and must be taken into account.

We must put first, I think, the enormous prosperity in which, as the voters, the private

standard of life is paramount as against the public standard of life. By the public standard of life I mean such necessities as defense, education, science, technology, the arts. Our people have been so preoccupied with enormous affluence that the highest purpose of the American social order is to multiply the enjoyment of consumer goods. As a result, our public institutions, particularly those having to do with education and social service, have been, as compared with the growth of our population, scandalously starved.

NATIONAL TRAGEDY

We must put second, I think, a general public disinterest for, or, at best, a suspicion of, brains and originality of thought. In other countries, in Germany and in most of Europe and in Russia, it is an honor, universally recognized, to be a professor. Here it is something to put a man on the defensive, requiring

him to show that he is not a highbrow and that he is not a subversive.

W. M. McCarthyism did to the inner confidence of American scientists and thinkers has constituted one of the great national tragedies of the postwar era. It is impossible to measure the damage. But the damage that was done was very great. It was done in the name of seeking where the difference between creation and routine lies to create our own truth and to make the truth wherever it leads.

With prosperity acting as a narcotic, with Philistinism and McCarthyism rampant, our public life has been increasingly doped and without purpose. With the President in a kind of partial retirement, there is no standard raised to which the people can rally. Thus we drift with no one to state our purposes and to make policy, into a chronic disaster like Little Rock. We find ourselves then without a chief in very troubled waters.

## People's Platform

Will Ike & Faubus Heed Biblical Oaths?

Great Falls, S. C. Editors, The News:

When Gov. Faubus took office, he swore on the Bible to uphold the constitution of the state of Arkansas and also to uphold the Constitution of the United States, and when President Eisenhower took office he swore on the Bible to uphold the Constitution of the United States. It is a well known fact that the laws of the United States supersede those of the laws of any state, and the state of Arkansas included.

Whether the President was justified to send troops to Arkansas isn't the purpose of this writing, simply because his facts leading to this action are so far unknown. The only ones I have a store in Pittsburg's small downtown area. The unpainted door was locked. I inquired of a townsman and was told Mr. Hester had been hospitalized several weeks previously. I learned that the "Sage of Pittsburg" was fighting his greatest battle. Had his foe been one of a political or philosophical nature, he could have licked him with but one half of his well-trained mind functioning. But for the loss of this time proved too tough—"reactionary" cancer!

Wherever John W. Hester is now, I like to think that he's pouring into the record books of good old traditional Americanism and individualism. So second thought, would it not be appropriate for John W. Hester to do otherwise?

In memoriam and tribute to the grand old battler, let congressional flags be lowered to half mast. Liberal eggheds may participate because, in this particular case, I have the peculiar feeling that they'd really like to.

J. R. CHERRY JR.

## Lower The Flags In Hester's Honor

Charlotte Editors, The News:

In great measure I share your regret over the passing of John W. Hester of Pittsburg. The News has lost its ablest Platform writer. North Carolinians have lost probably the most astute non-professional political analyst in the state.

Although shocking, his death was no surprise to me. About three weeks ago on a business trip which took me through Pittsburg, I stopped to meet that sagacious man. I found his simple little one-room law office above a store in Pittsburg's small downtown area. The unpainted door was locked. I inquired of a townsman and was told Mr. Hester had been hospitalized several weeks previously. I learned that the "Sage of Pittsburg" was fighting his greatest battle. Had his foe been one of a political or philosophical nature, he could have licked him with but one half of his well-trained mind functioning. But for the loss of this time proved too tough—"reactionary" cancer!

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## The ABC Must Walk A Narrow Road

A \$100 FINE levied in a shaky misdemeanor case proved big news in Raleigh last week than Sputnik, Faubus or the free-wheeling Braves.

The conviction of Mecklenburg ABC Board Chairman Frank Sims for false registration at a Raleigh hotel was prominently displayed also in other state dailies.

One might wonder why. Judge W. H. S. Burgwin seemed to think he was mistaken in fining Sims. "Frankly, it is a very close case," he said. "I don't know if I am mistaken, but I sincerely trust the Supreme Court will overrule me." The prosecution, while contending Sims technically violated the law, conceded he had no immoral intent and said that "Mr. Sims is of excellent character and reputation." Thus it appeared that the ballooned conviction might be over-

turned on appeal. The fine already has been remitted.

But it by no means follows that the ballooning in this case is equivalent to haloney. Minor indiscretions on the part of officials in Mr. Sims' line of work assume large significance in the public mind—with or without the benefit of high headlines. The press' display of the case is as much the reflection as the cause of public interest.

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## THE HUNTER'S MOON

TODAY, the Hunter's Moon probably has no significance beyond the eternal inspiration to poets and song writers, beyond a gift to lovers of exquisite detectability. In more dispassionate days, when Eastern North Carolina was the placid epitome of gracious insularity, the "ghostly galleon" Hunter's Moon marked the end, temporarily, of the farmers' blistering strife, the beginning of the delightfully ray autumnal sports.

People were, as John Charles McNeill wrote, tired of eating fatback and catfish. They threw some "taters" in the embers, turned loose the capricious hounds and went hunting for the greasy possum. Fury rambled the woods below the opulent, yellow cat moon, fury compounded of hounds' flying tongues, and hunters' horns, and the tramp of giant steps, and the unpolished hosannas of men freed from the obdurate leashes of the tobacco fields. There was a sparkling time of meat on the table and laughter and music in the yard.

Possums, and coons, and foxes were chased and treed. And for a delicious

slice of human spice there was the snipe hunt for the rank novice. How the oldsters rolled in the gulleys amid paroxysms of hysteria as he dodged the sack and lantern waited breathlessly as Evangeline for the prize that never came. Back then, the Hunter's Moon was a flamboyant token that good times were in sight.

The story's told of a church picnic at which some no-good men decided to fix themselves a special watermelon. They plugged it and filled it with bourbon whisky. To their horror, they saw one of the ladies taking their particular melon over to the table where the pastor and elders were dining. They all ran for the bushes, but one brave soul stayed to see what happened. "Did they eat that watermelon?" he was asked when he joined his friends later. "Yep," he replied, "and put the seeds in their pockets." —HIGH POINT ENTERPRISE.

Many a man who regards himself as a rugged individual discovers that he was dragged by an ever-developed ego. —LAUREL (MISS.) LEADER-CALL.

## Drew Pearson's Merry-Go-Round

WASHINGTON

SHORTLY after the Eisenhower administration came into office, its new secretary of state, John Foster Dulles, announced that the American policy of foreign aid must undergo an "agonizing reappraisal." He made the statement in connection with U.S. aid to France, and he made it from the vantage point of a powerful nation withdrawing largely from a weaker one.