

HOW SAT. EVE. POST SUGARCOATS M'CARTHY

(See Page 2)

Vol. XVIII - No. 30

Builders Boast 10,000% Profits On FHA Deals

By Carl Goodman

Are you one of those people who fears that the profit system is on the skids in America? That Eisenhower's program for public health, social security, and public

housing adds up to "creeping socialism?" Well, you've misgauged the whole picture. The government is taking a benevolent interest in these fields, all right, and profit makers never had it so good.

Take public housing, for example. Here, if you have \$50,000, \$3,000, even \$1,000, and you know the right people in the Federal Housing Administration (they are easy to know if you cut them into the profits) you can make up to \$5 million quick profit in a year. This is known as a "wind fall." It's legal, although some hard words are being said against it by a Senate Investigating Committee headed by Capehart (R-Ind.)

Do you doubt such fabulous profits can be made? Then you don't know the power of the real-estate lobby. Take William J. Levitt, for instance. He made over \$5 million windfall profit off Levittown, Long Island on a \$50,000 investment. That's 10,000% profit. Levitt is now one of the nation's most prominent builders. He is strictly Jim Crow. No Negro can rent one of his houses, although it was built with Federal money.

Here's another typical case: Sidney Sarnet and his partner Ralph Solow put up a few thousand dollars and cleared \$2,500,000 within a year.

All told, Senator Capehart has estimated that nearly a half billion dollars were shaken down in windfall profits.

How is it done? Complete instructions were published in the July 16 N. Y. Times. Just read these instructions and then go ahead. Maybe you, too, can become a prominent builder. In the first place, the Times makes clear, "windfall profit needed no genius." It was easy for those with some know-how."

Then through a hypothetical case, the Times shows how the racket works.

HOW TO GET RICH QUICK

"Builder Smith knew of thirty-five acres of land for sale at low cost. He bought it for \$35,000 — maybe with his own money, maybe with borrowed money. It did not matter.

"He then drew up elaborate

plans and specifications for, say,

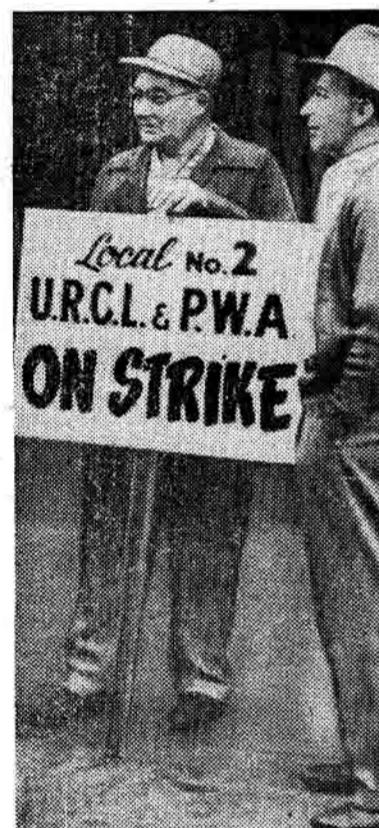
a 500-unit apartment. Then a trip to the local office of the Federal Housing Administration.

"... The building cost was estimated at \$5,000,000; and then the FHA valued the land, bought for \$35,000, at \$200,000. It would be worth that much, the FHA decided when the project was completed."

That amounted to \$5,200,000. But under the National Housing Act the FHA can guarantee only 90 per cent of the mortgage. That's \$4,680,000 in loans that the FHA would back.

(Continued on page 2)

On the Line



Pickets gather outside the main gate of the Goodyear Tire & Rubber Co. plant in Akron, O., after the CIO United Rubber Workers struck in 10 plants of the company around the country. 30,000 URW members are out demanding wage boosts and an improved contract.

AFL Head Makes Inflammatory Talk On Foreign Policy

When the threat of U.S. intervention in Indo-China receded last week, American workers breathed easier. Even fascist Sen. McCarthy for once kept his mouth shut and did not inflame the atmosphere with war talk. But a raucous dissent was heard from an unexpected quarter.

One of the self-styled "labor statesmen," A. F. L. President George Meany shot off his mouth in real jingo fashion. Is Eisenhower—Wall Street imperialism's man in the White House—getting "soft" toward the "reds"? Is he substituting "massive appeasement" for his previously proclaimed policy of "massive retaliation"?

In an address on July 19 to the New York State Federation of Labor convention, Meany belligerently proclaimed: "The policy of massive retaliation, which was put forward in the early spring as the policy of the Eisenhower administration has vanished into thin air. Let us hope it will not be replaced by a policy of massive appeasement."

WHAT IS MEANING FOR?

The Eisenhower administration came within a hair's breadth of plunging this country into direct military intervention in Indo-China and drew back at the last minute because of the tremendous popular opposition here and abroad. To the disgrace of the labor movement, Meany tries to show how "tough on reds" he is by keeping up the inflammatory chatter about the danger of "massive appeasement" and the danger of "co-existence" — that is, peaceful relations between the U.S. and Soviet spheres.

Meany is worried about "new aggressions," he said. Does he mean the overthrow by U.S.-financed and armed outside forces of a constitutionally elected government, as in Guatemala? Or does he mean the invasion and attempted enslavement of a colonial country, like the French butchery in Indo-China? That's the only kind of aggression that has been going on.

Another time bomb, that can set off the chain reaction ending in World War III when it blows up, was planted in Indo-China July 21.

This was the real meaning of the partition of Indo-China that was agreed to on that day between Molotov and Chou En-lai, representing the Soviet bloc, and Mendes-France, representing the Western powers.

The people of Indo-China, who had complete victory in their hands after seven and a half years of heroic resistance against the combined weight of imperial France and Wall Street, were not consulted as to their wishes in the matter. They and their country were simply laid on the chopping block and carved up.

Spokesmen of the Eisenhower administration, of course, talk about "concessions" to "the Communists" with which they could not agree "in principle." Nevertheless, the State Department

NAACP Urges Govt. Probe Trumbull Park

Leaders of the National Association for the Advancement of Colored People urged Attorney General Brownell to make a thorough investigation of the racist violence at

fascist elements. Violence has flared repeatedly and damage has been done to the government-owned property by hoodlums who gather nightly in the environs of the project.

NAACP Secretary Walter White and Washington Bureau director Clarence Mitchell took the matter up with Brownell in Washington on July 14. According to their report, he promised to make an investigation.

For almost a year now, Negroes who moved into the previously all-white federally owned project at Trumbull Park have been under attack from racist and

STIFF FEDERAL LAW

White and Mitchell reminded Brownell of a federal statute which provides penalties for the destruction of government-owned property. Persons convicted under this law may be fined \$10,000 and sentenced to ten years in prison. They asked Brownell to invoke this law against the instigators of mob violence in the Chicago area.

Warning that if the Trumbull Park affair gets out of hand it may develop into another Cicero riot, White told the attorney general that this situation is "only a part of a larger housing problem, which has been aggravated by the policy of such government agencies as the Federal Housing Administration, the Veterans Administration, the Public Housing Authority and the slum clearance program which continue to give federal assistance to housing planned for the exclusive use of one race."

White cited Levittown in Long Island and in Pennsylvania as examples of lily-white communities built with mortgage money insured by the FHA. Last year the NAACP tried in vain to get from Albert Cole, Housing and Home Finance Administrator, a firm commitment to initiate a policy of no government assistance for segregated housing.

In Chicago the Socialist Workers Party continues to urge the Negro and labor movements to organize their own independent and united action to stop the terrorism at Trumbull Park. Like Brownell, Chicago's Mayor Kenney long ago promised to investigate and crack down on the racists. No one can have real confidence in such promises.

Under the pretext that the duly elected union leadership is "communist" and that a leadership approved by the Armas dictatorship provides a "very strong chance for a really free trade union movement," the U.S. union leaders are helping the United Fruit Co. impose company-union and government-controlled leaders on the workers.

BACK TERROR REGIME

The AFL and CIO leaders have gone in at the behest of the U.S. State Department to sell the Federal Housing Administration.

"... The building cost was estimated at \$5,000,000; and then the FHA valued the land, bought for \$35,000, at \$200,000. It would be worth that much, the FHA decided when the project was completed."

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(Continued on page 2)

Geneva Conferees Agree to Carve Up Indochina

By Joseph Hansen

went along, and it was perfectly evident that much of the grubbing was a protective smoke-screen thrown up against thrusts from the China Lobby, Asia Firsters and McCarthyites. The note of sincerity in the complaints registered the impatience of Big Business over any setback to its plans of world conquest but it was understood all around that "in the circumstances" it was the best possible outcome to a resounding military defeat.

In France, the colonial despots struck a more joyful key. To them the partition of Indo-China was a lifesaver. It meant that instead of military disaster they were given a face-saving withdrawal for their armies from Hanoi and Haiphong along with some billions of dollars worth of good American arms; and they also won the greater part of Indo-China after having failed to conquer it on the battlefield against the freedom-fighters of the Vietminh nationalist movement.

In addition, elections to deter-

Build a Labor Party Now!

THE MILITANT

PUBLISHED WEEKLY IN THE INTERESTS OF THE WORKING PEOPLE

NEW YORK, N. Y., MONDAY, JULY 26, 1954

PRICE: 10 CENTS

Senators Afraid to Put Curb On Fascist M'Carthy's Power

Authorize Strike Vote



With raised hands, members of East Pittsburgh Local 601, CIO International Union of Electrical, Radio and Machine Workers (IUE), vote to reject a 5-cent hourly wage boost offered by Westinghouse Electric Co. The workers authorized the union to take a strike vote.

PRESIDENT BRUSHES OFF REUTHERS JOBLESS PLEA

CIO President Walter Reuther, speaking in the name of the CIO National Executive Board, on July 9 addressed a letter to Eisenhower charging that the government's economists have issued a "shoddy economic analysis" which "misleads the public."

Previously, Reuther had stated that the job situation for young graduates this summer is "tragic" and that employment conditions are far worse than indicated by the unreliable government statistics.

Striking at the propaganda that says 1954 will be "a year almost as good as 1953" or "about equal to 1952," the CIO leader pointed out that "our labor force is increasing by approximately 900,000 each year. This means our economy must expand to provide that number of new job opportunities each year."

LOOKS TO EISENHOWER

Although reporting that the CIO is "greatly disturbed" over the "stagnation of the American economy," Reuther apparently places hope in the Eisenhower administration doing something about the matter.

At any rate, Reuther appealed in his six-page letter to the Republican President, whom most labor leaders hold responsible for the current economic decline, to call "a broad representative conference on unemployment."

REPLY TO REUTHER

Eisenhower sent his usual police letter both to the CIO and AFL assuring them that their fears were groundless, that everything is just fine and that the government is right on top of the economic situation. Thus, he brushed aside even the suggestion that unemployment is a serious problem.

Instead of going whining to Eisenhower to call a useless conference dominated by the Big Business spokesmen Reuther would do labor a lot more good if he urged the unions to get together in a United Congress of Labor to work out a fighting program of national joint labor

action on unemployment.

Wisconsin Demagogue Follows Hitler's Path, Admits Sen. Flanders

By John F. Petrone

JULY 21 — McCarthy was back in business again this week, actively promoting the cause of American fascism from the same old stand. Neither Eisenhower's disapproval of the demagogue nor the Army hearings nor various congressional moves to curb him have resulted in removing him from the chairmanship of the Senate investigating committee. Despite

months, during which his Republican and Democratic opponents sought to clip his wings and bring him under control.

In the Army hearings his opponents did succeed in dealing him some blows. But McCarthy did as much political damage to them as they did to him. None of the blows he received was decisive. The polls showed a drop in his public popularity, but only of a few per cent. He retained most of his following; in fact, the Army hearing's chief effect on his mass support was to harden and consolidate it more firmly around the Wisconsin führer.

RESUMES BUSINESS

On July 15 the Senate permanent subcommittee on investigations met in Washington for the first time since the Army hearings. McCarthy immediately took over the chairmanship which he had temporarily given up during the hearings. Not a single syllable of protest was uttered by the Democratic members of the committee or Sen. Patten, the Eisenhower man who holds the balance of power on the committee.

Patten and the Democrats proposed that the first order of business should be a "housecleaning" of the committee staff, beginning with counsel Roy Cohn. McCarthy insisted that the first business

The shift in the Army's position came after Norman Thomas protested to Pres. Eisenhower and the Army Stevens and Sen. H. Alexander Smith (R-N.J.)

The victory was not consid-

erably cut by Miller's attorney,

Rowland Watts, National Sec-

retary of the Workers Defense

League. A general discharge, Mr.

Watts said, is a well known

form of punishment accorded to

one regarded as "difficult" in the

Army or as undesirable to Army life.

Because of this implication

it would continue to bar Miller

from work in his own technical

field."

James Kutcher's Tour Schedule

Los Angeles Aug. 1 - 2

San Francisco Aug. 22 - Sept. 18

Twin Cities Sept. 24 - Oct. 1

Cleveland, Akron, Youngstown Oct. 9 - Nov. 5

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Balance Sheet On McCarthy

By Joseph Keller

Months before the McCarthy-Army hearings, in our Dec. 7, 1953, issue, we published a Socialist Workers Party statement which drew the balance sheet on Senator Joseph McCarthy. The SWP stated, "McCarthyism is the American form of fascism."

The victory of McCarthyism "would signal the crushing of the labor movement, the conversion of the U.S. into a land of concentration camps, and a reign of terror against political dissenters and minority groupings that would make the horrors of Hitlerism seem like amateur beginnings."

The recent McCarthy-Army hearings have inspired a lot of other people to draw up "balance" sheets on McCarthy. None of the post-hearing commentaries has been given a bigger play or attracted more attention than Frederick Woltman's series of five articles entitled, "The McCarthy Balance Sheet," published by the Scripps-Howard newspaper chain. Woltman got a Pulitzer Prize in 1947 "for national reporting exposing communism."

In contrast to our basic conclusion that McCarthyism is the American form of fascism and that anti-communism is the greatest asset to McCarthyism, Woltman attempts to attack McCarthy with McCarthy's own best weapon, the "communist" smear. McCarthy, according to Woltman, "delights" the "Communists" and "has become a major liability to the cause of anti-communism."

Woltman repeatedly complains that "McCarthy has played into the hands of the Communists . . . made the going tougher for the many others who long before had been fighting to stop the spread of communism at home and abroad . . . distorted the present-day picture of communism out of all semblance to reality . . . introduced a slab-bang, rabble-rousing, hit-and-run technique into the serious business of exposing the Communist conspiracy . . . distracted public opinion from the world's danger spots . . . brought to public life a special brand of recklessness, knee-to-the-groin tactic which violates our tradition of fair play . . . uses them indiscriminately — against political foes and other non-Communists, as well as Communists."

Woltman's attack on McCarthy has two basic weaknesses: (1) it accepts McCarthy's own premise that "communism" is the "greatest menace" facing America; (2) it misrepresents McCarthy's methods as differing from those of the witch-hunters and red-baiters generally, both Democratic and Republican, and including the Scripps-Howard press and Woltman himself.

The latter, however, cannot distinguish between McCarthy's methods and those of all other witch-hunters, except to complain that the senator carries these methods to "extremes." Woltman offers no explanation for the extraordinary rise of McCarthy except to whine that McCarthy has a "superb sense of press agency" and is a "natural headline-getter." But why does he seek headlines and why do the capitalist papers — including Scripps-Howard — give them to him? Lots of other public figures howl about "communism" and the "communist menace," but don't rate headlines week after week, month after month, year after year. McCarthy got the play precisely because papers like the Scripps-Howard press liked McCarthy's methods and publicized them favorably.

This is given away by Woltman himself. Right at the beginning of his articles he speaks of "the Senator's record since he first embarked on the Red hunt Feb. 9, 1950 — soon after which we got to be friends." Woltman even admits: "Two or three or more nights a week with mutual friends (McCarthy) drop into my apartment at the Hotel Congressional."

Woltman and Scripps-Howard went along with McCarthy for four years, playing him up, encouraging him. Not until very recently did they find his methods of fighting "communism" a "major liability to the cause of anti-communism." Woltman concedes that "on the credit side, the Senator without question helped make the man on the

Sat. Eve. Post Tries to Conceal Fascist Nature of McCarthyism

By George Breitman

Something about McCarthyism has the editors of the Saturday Evening Post deeply disturbed. Not the great political power that McCarthy commands. Nor the fact that McCarthyism sets the standards of the witch hunt that are followed by the administration. Something else:

What worries the Post editors most is the "fantastic delusion" accepted by "millions of Europeans," that McCarthyism represents a fascist threat to the

street more security conscious."

He means that McCarthy did

more than anyone else to terrorize

the populace, to spread the fear of

public smear for those who ex-

press unorthodox views or asso-

ciate with the "wrong" people,

and to embolden the most reac-

tionary, labor-hating, backward

elements in our society.

Recently, according to the July 10 Post editorial, some Ameri-

cans in Austria visited a conser-

ative member of the cabinet.

The visitors had already heard

the "preposterous yarn" about

the growth of American fascism

from "businessmen, hotel em-

ployees and workingmen. But

what staggered them was that

the cabinet member asked them

anxiously whether it was "true."

Then the Americans visited "a

distinguished financier, who is

also one of the top conservative

political leaders." The financier

"did not ask them" about the

fascist danger in the U.S. "He

told them."

In West Germany, the edi-

torial lament, "the same fiction is

widely accepted."

This "myth" must be "smash-

ed," they insist. American offi-

cials, from the President on

down, should "state the truth

simply and conclusively. We

should not permit our allies to be

estranged from us by a big lie

which we could quash every time it

appears." And to show how

easy it is for almost any fool

to prove that McCarthy is not

fascism, they set out to do it

themselves.

THEIR ANALYSIS

"It is not an emotion in the

breasts of millions of people. It

is not an angry outcry by those

who admire a man they see on

television. It is a definite orga-

nization, a mass party . . .

"In this country, aside from

tiny lunatic groups that are in-

visible unless seen through a mi-

croscope, is there a fascist organi-

zation? The notion is grotesque-

ly false. . . (The facts) prove that

McCarthy's maneuvers, monkey-

shines and shenanigans do not

constitute fascism, and that nei-

ther McCarthy nor any other poli-

tician controls a fascist organi-

zation."

There, in a nutshell, is concen-

trated all the wisdom of the

Post (and, we might add, of

some other publications that con-

sider themselves more radical

than the Post). Fascism, accord-

ing to this criterion, is "a definite

organization" — a mass party.

But McCarthy does not yet have a

mass party.

EUROPEAN VIEWS

"It is natural," they concede,

"that Germans and Austrians

should be fearful of fascism, be-

cause their countries suffered

organization, a mass party." But

more than a decade of fascist

McCarthy does not yet have a

mass party.

tyranny. Yet from their personal knowledge, they ought to know clearly what a fascist movement is and what it is not."

True words they never spoke. Those who have had personal experience with fascism, BEFORE and AFTER it came to power, ought to be best able to recognize it. It is highly significant, therefore, that most Germans, Austrians, Italians and other Europeans who witnessed the rise of Hitler and Mussolini at close hand, are firmly convinced that McCarthyism is the American form of fascism.

What worries the Post editors

is the "fantastic delusion"

accepted by "millions of Euro-

peans," that McCarthyism rep-

resents a fascist threat to the

United States.

The Post editors try to get

around this embarrassing fact by

blaming it on the Europeans' "fearful" attitude toward fas-

cism and on "false" reports sent

abroad by foreign correspondents

in Washington. Then they un-

derate to re-educate the fearful,

misinformed and generally

backward Europeans on "what a

fascist movement is and what it

is not."

definite mass party with its own charter constitution and by-laws forbidding its members to belong to any other party. Therefore, still according to this criterion, it follows logically that McCarthyism cannot represent fascism and fascism cannot represent a danger in this country.

The defects in this analysis are many. It carefully avoids

consideration of the many like-

nesses between European fascism

and McCarthyism, leaving them

totally unexplained, and hinges

everything on one of the differ-

ences between them. Moreover,

in discussing this particular dif-

ference — the fact that McCarthy

doesn't yet have his own sepa-

rately organized party — it

fails to say if this difference is

essential or formal, permanent

or temporary, what caused it,

whether McCarthy wants to

change it today, etc., etc.

FALSE AND DOGMATIC

Let's grant that Hitler and Mussolini had "a definite organization, a mass party" (though Mussolini's movement originally included members of many parties and did not call itself a party until its third congress). Does it follow from this that no movement can be called fascist unless it assumes the same organizational form that European fascist parties assumed before they came to power?

That's the Post's argument,

and it is false, but guilty of the kind of sterile dogmatism that the defenders of capitalism are fond of attributing to Marxism.

By what social or political law is it decreed that McCarthyism must be an exact organizational replica of Hitlerism before it can be termed fascist? Democratic capitalist parties and movements in this country have different organizational forms and traditions than their European, Asian and African counterparts; why then shouldn't American fascism

have unique and peculiar fea-

tures?

A POSSIBILITY

Is it possible for McCarthy to

become a fascist dictator and pre-

sident of the U.S. without form-

ing a new party organization?

The Post's editor would deny such

a possibility — because that isn't

how fascism came to power in

Germany.

But we see it as a possibility

— if McCarthy should succeed in

capturing control of the Repub-

lican Party and converting it in-

to a direct instrument of fascism.

What would he need a new party

for if an old one could be made

to serve his totalitarian purpose?

McCarthy sees it as a possibility

— that's why he is build-

ing his fascist movement inside

the GOP as well as outside. If

he can take over the Republican

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Monday, July 26, 1954

"Americans Had Better Beware!"

McCarthy spends most of his time running with hunt probes and little time trying to get bills passed in Congress. There's a reason: The Eisenhower administration and the leaders of both parties in Congress are working overtime trying to get McCarthyite legislation passed before Congress adjourns around the end of this month. McCarthy concentrates on creating the proper atmosphere and leaves the actual chore of getting police-state legislation passed to the so-called "anti-McCarthy" and "non-McCarthy" capitalist politicians.

As Congress moves closer to adjournment there is a long and ominous list of police-state bills in various stages on the road to enactment. If they are not adopted this session it won't be because they lack White House support but because of rivalry over the "credit" of enacting them and general confusion resulting from the rush for adjournment. Without attempting to list all the bills in this category, here are some of the principal ones, and their status as of July 21:

A bill requiring organizations ordered to register as "subversive" to give the Attorney General a list of all their printing equipment, including mimeograph machines: Passed by both houses, and sent to Eisenhower.

A bill to legalize use of evidence obtained by wiretapping: Passed by the House, still in a Senate committee.

A bill to punish peacetime espionage (whose definition is greatly widened) by death: Passed by the House, approved by a Senate committee.

A bill to emasculate the Fifth Amendment by granting congressional committees, courts and grand juries the power to extend "immunity" to witnesses who refuse to give information.

"Security" under Capitalism

We hear a lot about what a wonderful system capitalism is — at least in America. For one thing, think of the security you have. You never have to worry about the future, with old age pensions and all that. You ever see a millionaire starve in America? No, and you never will. That's because capitalism gives security — see?

Of course, there are some people who will pick flaws in the best of systems and find fault just to be complaining. You take, for instance, the case of those workers in the Murray Corporation plant in Detroit.

There they are, 2,500 of the very top seniority employees out of 9,000 employed in the plant a year ago. The 2,500 thought they were fixed for life. All they had to do is sweat it out until age 65 and then they could coast the rest of the way on pensions and social security.

But we've got capitalist security, remember? So, if you're one of the top seniority Murray workers in Detroit, "today, you suddenly realize that come Nov. 1, because of a changing industrial picture, there'll be no more seniority and the security it spells — because your job will have evaporated," reports Geoffrey Howes, in the July 4 Detroit Free Press. On Nov. 1 the company locks its doors for good in Detroit and even the top seniority men are finished.

The average age of the 2,500 employees still listed on the Murray rolls, although only 1,200 are working, is over 50. With their families, they represent 10,000 people. "Prospects of getting new jobs are called 'hopeless,'" reports the Free Press, "because of their ages." Yet, they have years to go, most of them, before they get that pension.

Heads They Win, Tails We Lose

The AFL and CIO leaders are sounding the call! Says The July 17 Business Week: "Organized labor intends to plunge into the 1954 election campaign as it never did before. It's a tune-up for the next Presidential race. And it's a retort to those who say union politicking flopped in '52."

Take your stations, everybody. We workers are going to strike back! Labor has taken an awful shellacking from the employers and the government in recent years, and labor is going to show its enemies a thing or two. Unions in politics as never before? Good! Very good!

The union leaders are going to collect big campaign chests — the biggest in labor's history, Business Week says. Fine! It takes money to beat money. \$1 per union member — that'll make a nice, fat kitty to beat the employers.

The AFL and CIO will be united behind the same candidates, says Business Week. Hurrah! Now we'll win! In unity there is strength.

The union leaders want to show that labor is a force in the nation and can elect and defeat candidates. Excellent! Labor is potentially the strongest force in the nation. About time we showed our might.

"The unions," says Business Week, "will focus on the industrial areas where they are

Sagging Cosmetic Lines Try a Face Lift

By Jack Bustelo

Have you noticed lately that there are fewer girls around with skins you love to touch?

It's not something the matter with your eyes. It's really so. The Toilet Goods Association reports that after 13 years of steady gains, cosmetics manufacturers' sales suddenly plunged in the first quarter of 1954 — right when unemployment took a steep jump. The figures haven't been revealed, but they must have been startling, for the unexpected decline in the use of lipstick, face cream, rouge, powder, eyeshadow, paint, hair set, fingernail enamel and pimple killers sent a scare through the industry.

However, don't get alarmed. The school girl complexion, unlike the cigar-store Indian, is not yet on the way out. Gallant champions are rushing to the scene of danger, prepared to give their all for a great American institution.

To save the \$1,000,000,000 a year market, and perhaps win the biggest share of it at the same time, three manufacturers alone, Hazel Bishop, Inc., Revlon Products Corp., and the Toni Division of Gillette Co., are dumping more than \$33,000,000 into ad programs for their products this next calendar year. And that, according to the July 16 Wall Street Journal, which is breathless with the news, is an estimated 30% over last year.

Other champions of beauty are equally eager for the honor and profit of "rescuing" American womanhood from dishpan hands, oily skin, stringy hair, tell-tale flakes, wrinkled necks and double chins. The list includes Warner-Hudnut, Inc., Lehn & Fink, Procter & Gamble, Helena Rubinstein, Helene Curtis Industries, Harriet Hubbard Ayer and Elizabeth Arden.

OPERATION BIG PUSH

Operation Big Push among these competitors is being readied right now for next month. Already a few beachheads have been taken. Toni, for example, has announced its third new cosmetic in three months, a face cream that no words can describe except Deep Magic. That

follows a shampoo christened, Pamper, and a sockeroo in lipsticks, Viv.

A cool \$5,000,000 has been earmarked to blast these over radio and TV, the aim being to pound into the head of every girl and woman in the land the fundamental principle of the cosmetic industry; namely, that good complexions, fair hands and lovely hair are not born, they're made.

Revlon too, has entered the fray, banners flying. Lanolite's lipstick is their battlecry, two tints, one for morning and one for evening. And to keep your hair just where it should be on that moonlit beach, air-bomb your head with Silken Net.

Hazel Bishop, not to be mouse-trapped, has a liquid rouge, Complexion Glo, to put the right color in your cheeks. And the company announced secret weapons, soon to be unveiled, for reprisal against Max Factor's Cream Puff and Pond Extract's Angel Face.

CHAMELEON-LIKE

Hudnut's new products include Quick, a home permanent that will crisp your hair in nothing flat; Hair Repair for use if something goes wrong or you get bleached out in wind, sun, sand or rain; and Bloom, a rouge so out of this world it can only be described as having a "chameleon-like quality."

Procter & Gamble, one of the high and mighty in the kingdom of cosmetics, is punching into the cos-

metics fight with Lilt, a home permanent. And against Toni's pincurl wave, Bobbi, it is giving extra finish needed at the Saturday night dance, the cosmetic manufacturers have mobilized some of the country's top advertising generals.

PUT OVER SERUTAN

One of the most dreaded by other manufacturers is Hazel Bishop's ad expert, Mr. Spector. He was the one who took a simple but sure-fire laxative and made it nationwide habit by merely spelling Natures backward. Since 1950 he lifted Hazel Bishop from a debt-ridden status to sales of \$11,000,000 last year and a projected \$18,000,000 for this year.

Against him are ranged such figures as R. N. and Irving Harris who developed a home permanent-wave kit in 1944 and in four years built it into a \$20,000,000 a year business with the aid of such dazzling slogans as "Which Twin Has the Toni?"

With brains like that working

on the problem, with all that competitive interest, and with all those millions pouring into advertising channels, I think we can all feel safe — well at least half safe. They'll convince America's women to stay beautiful.

Please, girls, don't let a cutback on the job mean a cutback on cosmetics. If you take a lay-off, don't lay off the lipstick. Remember, to keep up prosperity, keep up your make-up.

Guatemala Dictators



Col. Carlos Castillo Armas (left), counter-revolutionary puppet of the U.S. State Dept. and United Fruit Co., shown in San Salvador with Col. Elvio H. Monzon, who engineered the Guatemalan government's surrender, as they agreed to form a new 5-man military junta to run Guatemala. They threw thousands into concentration camps, suspended the land reform law, deprived 73% of the population of the right to vote on grounds of illiteracy, and later reduced the junta to three with Armas as dictator.

...Fear McCarthy

(Continued from page 1)

They's foes, said, "So far, so good, this course does not reach the heart of the problem represented by the junior Senator from Wisconsin."

The same can justly be said of Flanders' own widely publicized moves against McCarthy. Originally Flanders introduced a resolution calling for the removal of McCarthy from his committee chairmanships unless he would agree to testify on charges relating to financial irregularity. But "the heart of the problem" is McCarthy's fascist program and activities, and these will not be reached by punitive action over some other third-rate matter.

The government plans to build a bomb-proof building in Baltimore to protect Social Security records from destruction by hydrogen bombs or other disaster. Millions of workers under Social Security would be in a bad fix if the records of their payments and benefits were destroyed."

That's the lengths the capitalist government is going to in order to safeguard security for the workers. Of course, here again there are people who will find fault and ask questions.

The Social Security records, they say, will be protected from hydrogen bombs, but how about the workers who are entitled to this social security? One H-bomb like the type exploded in the U.S. mid-Pacific tests last March would evaporate a city like New York and spread its pall of death over an area 200 miles in diameter. How many workers will be left to collect social security if the capitalist provoke an H-bomb war?

Such "security" we can do without. We'll take socialism.

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The Negro Struggle

By Jean Blake

'It's a Free Country'

There's a kind of "summer madness" in the United States that seems to reach its height just about this time each year. The hot weather seems to strip us down to a minimum of clothing—and also to some of our most deep-seated sentiments and attitudes. The split personality of our northern communities is exposed in a rash of ugly incidents at public beaches, parks, swimming pools and other recreation spots.

The official State Department propaganda that this is a free country, different from the totalitarian and dictatorial regimes elsewhere in the world has a very hollow ring when anyone but a white supremacist or a bigot attempts to enjoy the public recreation facilities theoretically maintained for the use of all.

Negroes are barred, as a general rule, from all but certain designated swimming pools—not by law, but by the vigorously enforced unofficial policy of public officials. Attendants simply do not admit colored bathers. When pressed, they either look for athlete's foot or some other physical excuse to bar Negroes, decide the pool is already overcrowded, set up arbitrary neighborhood residence requirements for admission that bar ghetto dwellers, or close the pool with the deliberate lie that there are not sufficient life guards, the water is too cold or contaminated or some equally obvious subterfuge.

Finally, when all other methods fail, Negroes are admitted but ignorant whites are incited to attack them with insults and racial epithets and provoke violent outbreaks that

give the cops an excuse to step in on the side of the bigots.

Today another method has become popular—dragging in that old red herring. White bathers who refuse to be intimidated into leaving the pool when colored are admitted, or who go to the pools with their Negro friends are labeled "reds" and subjected to all the ostracism, suspicion and investigations that go with the label.

This last method is beginning to boomerang. For one thing, it's quite an admission by the "100% Americans"—the implication that only "reds" believe in racial equality.

It's also beginning to boomerang in the Negro community. Even a conservative Negro weekly, editorializing on a pool incident commented last week:

"We fully expect that there will be a lot of red smearing in connection with the interracial demonstration at Glenview Park, but Cleveland Negroes have sense enough to know that if there are any communists involved in the swimming pool situation, at least they are not aligned with those who are desperately trying to preserve in Cleveland some watery islands of white supremacy."

Oh, it's a free country all right. Just don't try to exercise that freedom if you are colored, or if your skin is paler than that of your colored friends. If you do, you'll soon discover that even whites are segregated; you'll have to fight for your right to spend a Sunday afternoon swimming with your friends.

Mr. James P. Crow, Esq.

"In Pottstown he goes under the name of Mister James P. Crow, Esquire... But despite the Yankee masquerade, he's still the same old fellow. He lives in Pottstown. His real name is just plain Jim Crow."

This was how Normand Poirier began a recent series of seven articles in the Pottstown (Pa.) Mercury containing a survey of conditions under which Negroes live in a town which, "for the purposes of this study, might be called an average Northern community."

Pottstown, situated between Philadelphia and Reading, has a population of around 20,000, of whom 1,200, or 6%, are Negroes. Yet this is what Poirier learned:

"(1) No Negro is a member of a service club in Pottstown—Kiwanis, Rotary, Optimists, ABC or Lions.

"(2) No Negro is a member of a fraternal or social organization: Elks, Owls, Moose, Orioles, Odd Fellows, Knights of Columbus, Eagles, Maria Assunta, Doehler Die-Caster Club.

"(3) No Negro is a member of a 'white' veterans' organization: American Legion, Veterans of Foreign Wars, Amvets.

"(4) No Negro is a member of the Brookside Country Club.

"(5) No Negro works in other than a janitorial capacity for any of the three public utilities: Philadelphia Electric, Pottstown Rapid Transit, Bell Telephone.

"(6) Not one Negro male or female works as salesman or salesgirl in a Pottstown store.

"(7) Only one Negro girl has an office job in all of Pottstown.

"(8) No Negro girl has ever been admitted to the Pottstown Hospital School of Nursing.

"(9) Only one Negro girl has ever worked as a nurse in either Pottstown or Memorial Hospital.

"(10) No Negro has ever been a mailman in Pottstown.

"(11) No Negro is a member of any of the fire companies in the borough.

"(12) No Negro teacher has ever taught in Pottstown.

"(13) No Negro has ever worked for the Pottstown school system, except as a janitor.

"(14) Only one Negro Senior High School graduate has ever been sent out on a job interview from the school's job placement office."

Notes from the News

TAX THE POOR, NOT THE RICH seems to be the slogan of Swift & Co., Denver. A Swift division superintendent fired Tony Lovato, mechanic, for passing out a pamphlet issued by the CIO urging workers to ask congressmen to support a raise in personal income tax exemption to \$800. When the CIO workers walked out and refused to enter the plant unless Lovato was rehired, Swift & Co., according to an AP dispatch, notified 650 workers by telegram that they had been given "two days disciplinary layoff."

FOUR OF AMERICA'S RICHEST FAMILIES admit contributing \$266,275 toward Eisenhower's campaign in 1952. The Official Report, Clerk of the House of Representatives, shows that the Pews donated \$60,600; the Mellons \$43,500; the Du Ponts \$74,175; the Rockefellers \$88,000.

"MANHATTAN is getting to be one vast slum with oases of luxury apartments for the wealthy," charges Prof. Talbot F. Hamlin, recently retired from Columbia University's School of Architecture. Instead of "providing parks" and "slum-clearance housing projects," the City Construction Coordinator has concentrated on "an elaborate highway system" which is "foolish because people arrive in the city with greater dispatch only to find there is no place for them to stay."

The professor and his wife gave up their Manhattan apartment and shopped off in "their 33-foot power cruiser, Aquarelle II... to spend the summer afloat around Martha's Vineyard... and at their summer home in Stamford." The address of the apartment they vacated was not divulged by the N. Y. Times in reporting the decision of the professor and his wife to get out of the world's richest slum area.

"McCarthyism" MAKES DICTIONARY. The latest edition of the American College Dictionary defines the word "McCarthyism" as follows: (1) Public accusation of disloyalty, especially of pro-Communist activity, in many instances unsupported by proof or based on slight, doubtful or irrelevant evidence. (2) Unfairness in investigative technique. (3) Persistent search for and exposure of disloyalty, especially in government offices.

OWEN LATTIMORE won another legal victory July 8 when the Federal Court of Appeals sustained District Judge Youngdahl's dismissal of a key count charging him with perjury before the Senate Internal Security subcommittee. Lattimore, an expert on the Far East, was once called by McCarthy the "top Soviet espionage agent in the United States." McCarthy never offered to substantiate this charge. Called before the witch hunt committee, Lattimore chose to defend his name rather than take the protection of the Fifth Amendment. The consequence was a seven-count indictment on such charges as lying when he said he had not been "a sympathizer or any other kind of a promoter of communism or Communist interests." The government prosecution has not yet announced what its next steps will be after the latest court decision favoring Lattimore.

AN OLD TEXAS CUSTOM. A recent court deposition reported by the July 12 International Oil Worker discloses that in 1946 Allan Shivers, now governor of Texas, bought on option for \$25,000 a 13,000-acre tract of land in the Rio Grande valley and quickly thereafter sold it for

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Philadelphia Hard Hit by Job Layoffs

By Robert Chester

PHILADELPHIA, July 16 — It seems the farther away you get from Washington's statistics and the closer to the actual factories, the worse unemployment appears. In this area, which includes America's third largest city, the economic situation as reflected in layoffs looks ominous.

This is considered a "critical" area, which means that unemployment has reached real depression dimensions. Out of a factory labor force of 700,500, state officials admit there are 122,500 unemployed. That's a staggering 17% of industrial workers out of jobs.

Negro workers, of course, have been hardest hit. It is estimated that well over 25% have suffered lay-offs. There is a considerable amount of justified alarm in the Negro community, one of the largest in the country. They have felt most heavily the widespread unemployment in steel, railroad maintenance, small metal and service industries.

The Negro small businessmen are feeling the pinch too. They are worried about making payments on cars and similar financial problems. The tendency seems to be to blame the Republicans.

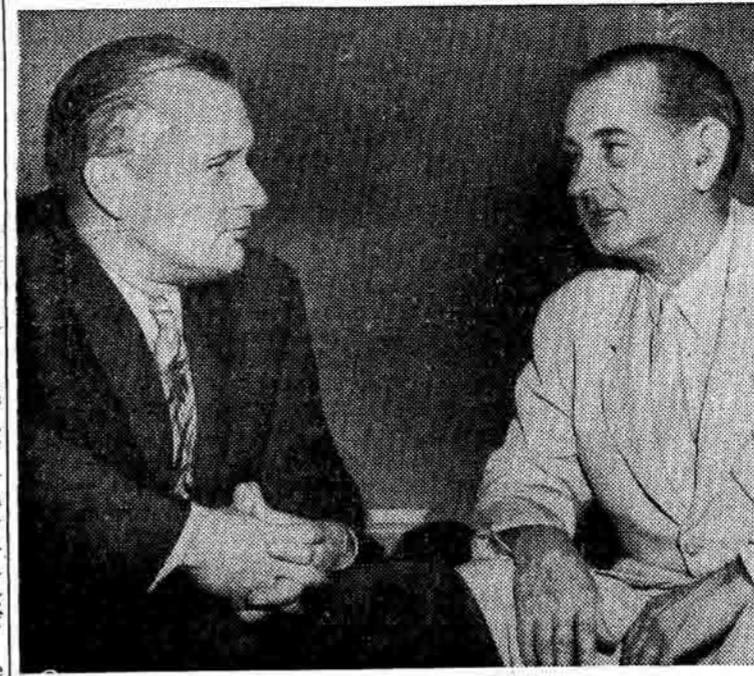
LARGE-SCALE CUTBACKS

Cutbacks in some industries have been quite large-scale. Textiles are very hard hit, with government war orders reduced or nearly completed. The Baldwin locomotive works outside of neighboring Chester has had a big layoff. The new Fairless steel plant is working only three and four days a week. Shipyards along the Delaware River are at a postwar low.

The situation in the garments industry is very poor. Since this industry reflects economic conditions immediately, the decline shows up in full force. Some shops have closed down altogether. Others have fled south to take advantage of low-wage, non-union conditions.

This should be the busy season in the garments trade, yet work is sporadic. Employers are jittery and hold off production until the last minute. When work does come in, the speedup becomes terrific, while the union puts up little resistance. Many garment workers who expected to be called back during the season are still

Against Recognizing China



Senate minority leader Lyndon Johnson (D, Tex.) and majority leader William Knowland (R, Cal.) are shown in Washington after they joined forces in announcing opposition to admission of China to United Nations and Knowland threatened to quit as majority leader if the 450,000,000 people of China were represented in the UN.

forced to exist on unemployment compensation.

In the electrical and radio industry, Philco and RCA have been laying off workers over the past five or six months. Philco has laid off those with 18 months or less of seniority. The "bumping" process is in full swing in RCA's consumer goods section. Even men with six years' seniority are feeling the pressure.

Although Westinghouse has had no large-scale layoffs as yet, they are impending. The company began to furlough some workers while other sections still worked Saturday and Sundays. The union then pulled out all men on weekends until a procedure was established not to furlough anyone until a department has been laid off, while a section of the plant is on part-time.

An examination of actual conditions in this area indicates that unemployment is worse than admitted by official sources. Part-time work is becoming more prevalent, as are short weeks. Conditions on the job are deteriorating and speedup is increasing.

Unemployment insurance has helped to keep many workers' heads above water for a short while. But their unemployment compensation allotments are running out with prolonged layoffs. More and more are using up their compensation and face really desperate situations.

Hold on to Your Hat and Dough—Workers in Hartford Rescue Boss

The United Hat, Cap and Millinery Workers Union, AFL, has offered to bail out an employer about to go broke. According to the N. Y. Times of July 18, the union will lend the Kartiganer Hat Corporation of Hartford, Conn., \$250,000 to keep operating. The company's sales have decreased considerably in recent months at the same time that Kartiganer invested in new capital equipment. Kartiganer found himself unable to pay his bills, and the union arranged with the creditors to lend the company the amount so that Kartiganer could square his accounts.

Said Alex Rose, president of the union, "The shutting down of the plants would have left the workers with no other jobs to go to... It was a case of helping an employer in order to help ourselves." The union itself will lend Kartiganer \$50,000 although the treasury is seriously depleted and in fact the union is \$1 million in debt because of the recently ended 10% monthly strike against the Hat Corporation of America in Norwalk, Conn. The other

This is not the way to solve the unemployment problem.

Planned Economy Proves Superior

Despite Stalinist mismanagement, planned economy has given a convincing demonstration of its inherent superiority over capitalist anarchy. For instance, since 1949, steel production in the Soviet bloc has shot up a spectacular 5,000,000 tons a year until last year it reached 49,975,000, according to a July 9 AP dispatch from Geneva. In 1953 steel production in the rest of Europe dropped more than 500,000 tons to 62,832,000. In the U. S., steel production has declined steadily since 1953. At present, plants are operating at only 71.5% of the 1952 rate of more than 93,000,000 tons.

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