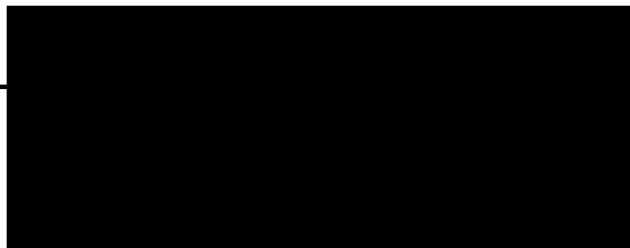


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**Brainwashing Effort Seen
In Magazine Article**

STATINTL

In a recent issue of one of the country's leading magazines (circulation-wise) there appears an article entitled, "Bill Rogers: General of U. S. Segregation Battle." The reader is at once given notice that Rogers is such a good and tolerant fellow that we may refer to him as "Bill."

In describing the work of the Department of Justice in its fight to enforce integration in the South, and more particularly of its efforts in collecting data on Southern resistance, the article states, "The histories and characteristics of Gov. Orval E. Faubus of Arkansas,

Gov. J. Lindsay Almond Jr. of Virginia and many other individuals likely to be involved were researched and analyzed with the sort of care that the CIA devotes to the study of Khrushchev and Mao Tse-tung."

It doesn't take research and analysis to recognize such an insidious brainwashing technique. Do such publications believe that American intelligence is so vulnerable to covert propaganda that they can invalidly associate Governors Faubus and Almond with Khrushchev and Mao Tse-tung for the purpose of creating in the great mass of undiscerning readers at least a subconscious correlation of Governors Faubus and Almond with evil, or what have you? Do they hope to use this technique for the purpose of making bolder and bolder statements until white becomes black and until everyone for segregation is wrong and everyone for integration is right? At least those of us who treasure our freedom of association above racial amalgamation in the guise of some false notion of equality can be heartened that the opposition's argument is so weak that they must resort of such tactics instead of stating their case openly.

This sort of editorial hypnotism has been going on for too long, and I for one have canceled my subscription to this publication and enclosed a copy of Carleton Putnam's letter for their enlightenment.

WILLIAM T. AVIS.

Charlottesville.

CPYRGHT