

Brazil Chief Executive Can Be Easy Or Tough

RIO DE JANEIRO (AP) — A limousine zipped down a narrow, dusty road in Brazil's interior. Ahead, blocking passage, was a peasant clogging along in a donkey cart. Motorcycle policemen escorting the limousine shouted for him to get out of the way. But the flustered peasant had no place to go except into the roadside ditch.

A hair man with slicked-down hair got out of the limousine and walked to the peasant's cart.

"Keep going," he said. "We'll pass you when we find a place. Take your time."

The man was the president of Brazil, Juscelino Kubitschek, called "simpatico" by millions of Brazilians whether they like his government or not — a nice guy.

But middle-road Juscelino Kubitschek — first of the Latin American chiefs of state to greet President Eisenhower — has a tough side.

He once asked an engineer if he could speed up a dam project. The engineer said no. Snapped Kubitschek: "Then, you'd better quit and we'll get someone who can do it."

That's the way with Juscelino Kubitschek, leader of the biggest of the struggling Latin American nations: always kind to the little guy; tough, if he has to be, with the big guy, including the United States.

As he enters the last year of his five-year term, President Kubitschek claims he has economically troubled Brazil well on the road to prosperity and world leadership after 200 years in the doldrums.

After the spit and stone rioting against Vice President Richard M. Nixon elsewhere in Latin America in 1958, Kubitschek fired off a letter to President Eisenhower. A deep-seated cause of the rioting, he said, was poverty and misery. Kubitschek then proposed his now famous Operation Pan America (OPA), a plan that invites the United States to take a hand in making Latin America rich.

That was the "simpatico" side of Kubitschek, giving some friendly advice to a big brother who found himself in trouble.

A tough side of Kubitschek came out last midyear when the United States refused him more

loans. He accused U.S. policy-makers of shortsightedness and warned of the consequences when he is confident, this nation becomes rich and powerful.

But that hatchet is buried—for the time being, at least.

During Eisenhower's stay Kubitschek will be doing a lot of sales-talking for his 62 million people.

Juscelino Kubitschek — once a barefoot boy in the Brazilian interior — is charming, informal and easy to talk to. He likes a good joke, good friends, a good party and a good poker game. He is married to the daughter of a former army colonel and they have two teen-age daughters, one of them adopted.

Born Sept. 12, 1902, more than 500 miles northwest of this capital in Diamantina, Minas Gerais state, Juscelino Kubitschek (great grandson of Czech immigrants) never was a slacker.

While studying surgery at Minas Gerais University, he worked nights as a telegrapher. After several years as a doctor, he was a federal deputy, mayor of Belo Horizonte and governor of

Minas Gerais before stepping into the presidency on Jan. 31, 1956.

On that day, he laid down a big order for a sleepy, coffee-growing Brazil: "fifty years of progress in five."

His programs have gotten Brazil into economic difficulties and debt, however. His critics charge he is ruining the nation.

Juscelino Kubitschek ignores all the charges against him. He gallops along the edge of an economic ditch, confident his cart won't plunge in.

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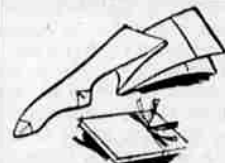


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