

**DOCTORS WILL
BE ALLOWED
TO ADVERTISE**

In exchange for "indirect publicity" for its campaign against the Truman health program, organized medicine has sacrificed the time-honored practice of barring paid advertisements by doctors, it was revealed by Chat Paterson, executive director of the Committee for the Nation's Health.

Mr. Paterson cited action taken by the Minnesota State Medical Association, relaxing medical ethics "to secure closer understanding with the press of this state."

"This action was taken by the Minnesota component of the American Medical Association," he said, "in a resolution which declares that with county medical society approval doctors may place a professional card stating the name, address, telephone number and office hours, in the local newspaper." Local medical societies were allowed to buy unlimited space for "special greetings, messages, announcements and other material."

The wording of the resolution made it clear that the sacrifice of medical ethics was being offered as an open bribe to the press of the State, Mr. Paterson said. In explanation of its action, the State organization admitted that "one criticism frequently heard from the press is that the medical profession expects the press to maintain the entire burden of indirect publicity from the doctor to the public without remuneration."

"In its fight against national health insurance and the other



HEADS NATION'S INSURANCE MEN — Benj. J. Oliver of Memphis, who was selected president of the National Negro Insurance Association at its annual meeting in Philadelphia last month, has a dynamic program for the organization this coming year. Olive, a crack sales leader himself, believes selling insur-

ance should be made attractive to the highest trained people within the race. He wants to develop a national program of sales education, to show potential salesmen the unusual possibilities in insurance work, now they can make more money and be of service to more people. His plan will be put into effect this year.



AFRICAN JOURNALISTS VISIT BRITISH COLONIAL OFFICE — Two journalists from Africa, George Coker of Nigeria and Henry Cole of the Gold Coast, in England on a one year's British Council scholarship in Journalism, recently paid a visit to the press section of the Colonial Office in London. Above A. J. H.

Haler (seated), the press officer, is expressing some of his work to Cole (left), who is spending the last part of his training on the Birmingham Gazette, and Coker (right), who is at present with the Hull Daily Mail. Looking on is A. Campbell (center), a former public relations officer in the Gold Coast. — (ANP)

measures of the Truman health program, the American Medical Association's \$3,500,000 lobby is throwing overboard one of the essential standards of strict professional integrity which has been observed as a tradition through the years to protect patients.

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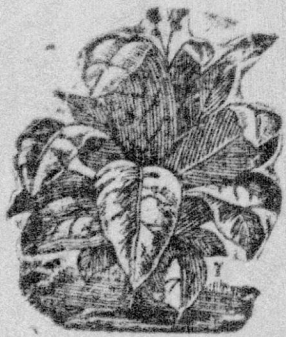
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