Accent On Beauty

In the controversy over billboard advertisement we feel disposed to go along with the people who want to beautify the scenery. A very few people benefit by this type of advertising, and these few are skilled lobbiests. We ourselves, are in the advertising business, and while we hope to appeal to the general public our method of advertising reaches the public through private avenues. There is nothing to offend. Readers can take it or leave it. We do not infringe upon, or invade, public property or interfere with the pleasure enjoyed by people who travel the highways.

Beauty is as necessary to the enrichment of life as bread is to sustain physical life. Children who are reared in an atmosphere of natural beauty are enabled to develop a whole personality, and find enjoyment in the best things in life. The millions who dislike billboards deserve some consideration.

Sources From Which We Draw For Life

Those who watch TV, a great deal, know that many programs are full of violence, sex, commercials, which draw attention to things of the flesh and little of things that pertains to spiritual values. We tend to blame the producers of the programs, and the people who advertise. Actually, the blame lies with the people who buy the productions and patronize the commercials. It is an admitted fact that producers set up programs to appeal to the mentality of twelve years of age--not a very high compliment to our adult population. All of the news media are filled with stories of crime, delinquency, sex looseness, protest parades etc. How can these things obtain in our world today? The simple answer is that that is what the mass of people buy, and producers and advertisers want to sell. If the public demanded something of better quality they would get it. Touching the pocketbook may not win friends, but it will make people think and change practices. Where there is no market there will be no sales, and salesmen are looking for markets. In the final analysis, it is the mass of people who are responsible for the mess that the world finds itself in today.

Protection For The Public

It ought not to be necessary for the government to enter so many areas of supervision in order to protect the public from unscrupulous persons. It would seem that by this time the mass of people would be able to recognize people who have gold brick to sell. But the fact remains that every day millions of people are being cheated by high interest rates, carrying charges, excessive profits—to say nothing of the flim-flam artists, who talk people into giving them life savings to secure treasures which they will share. They get the money and then disappear.

Recently the Commissioner of the Food and Drug Administration ordered a rescreening of all drugs to prove their effectiveness. This sale of drugs, many of which are worthless, has become a big business. Millions of dollars are spent daily on nostrums widely advertised, which may not do any harm, but do no good whatsoever. Often, people fail to see a doctor because they feel they cannot afford the fee. Then pay far more to quacks for remedies that are worthless. The vast majority of doctors are men of fine character, honest, dedicated, and concerned about their patients. If consulted, they would tell the patient whether or not an advertised drug is helpful. The worst part of this unscrupulous business is that it is the people who can least afford it who are the bait for suckers. So, the government has to step in and do its best to protect the people, who will not intelligently protect themselves. Doctor fees are much better and safer investments.

Religion In The Here And Now

Take another look at chapter thirteen of first Corinthians. Here we find the supreme motive for Christian behaviour. Saint Paul uses the word agape to describe the character of Christian love, and the motivations of behaviour. This kind of love is the kind manifested in Jesus, for God so loved the world that He gave His Son to die for sinful men. Saint Paul enumerates many things which a person could do, but declares that if it is without love they are useless—worth nothing. "I may speak with the tongues of angels, I may have the gift of prophecy, I may have faith strong enough to move mountains, I may give all that I have to the poor, I may give my body to be burned, but if I have not love I am nothing." He then enumerates some qualities of this Divine love: "It is patient, kind, not envious, never boastful or conceited, never rude or selfish, delights in the truth, keeps no score of wrongs, does not rejoice in the misfortunes of others". Then he closes with an evaluation of love ——"love will never come to an end. There are three enduring things: Faith, hope, and love, but the greatest of these is LOVE.

And he is talking about a distinctive kind of love, not the sort of mushy sentimental feelings emanating from Hollywood, and help up daily in books, magazines, movies and TV Shows. It is little wonder that the world is in the mess that it is, when the finest, best, and holiest of man's endowments and possibilities are prostituted to base motives and self interest and destructiveness. From first to last the Bible story is about God, who is perfect love, in action. His concern for every man upon the earth climaxed in the cross. "God so loved that he gave. "Today, individuals, groups, states, nations, races, each seeks its own, thus contradicting its own professions of belief. For what is done without love profiteth nothing. America has given away billions, and earned more hatred than respect and love. Why? Because the world has sensed that political expediency and self-concern has motivated our actions. Our gifts have not spelled out a deep concern, a concern born in love. "Though I give all and have not love it is nothing."

The Cooleemee Journal

PUBLISHED EVERY THURSDAY

J. C. Sell, Owner — Mrs. J. C. Sell, Editor

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Six Months	.75
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We do not mean to be hard on any one, but small items of this nature force us to demand the cash with the copy. All such received by us in the future without cash or stamps will not be published.

NOTICE TO GENERAL PUBLIC

This newspaper charges regular advertising rates for cards of thanks, resolution notices, obituaries, etc., and will not accept anything less than 35 cents cash with copy unless you have monthly accounts with us.

Social Security News

The social security district office, located at 105 Corriher Avenue, Salisbury, has announced the continuance of extra hours open to the public through the month of April. Robert C. Thomas, District Manager for social security, sad today that the experience of the last few months in enrolling people for "Medicare" has revealed that many working people are unable to visit the office during its regular hours. Some of these Medicare applicants still have additional papers to fill out and will be asked by the local office to call back in the next few months. Others who have become 65 since the first of this year may need to make application for Medicare for the first time, if they are to be covered fully when the program starts in July. To accommodate these people, the local office will be open Friday evenings through April 29th until 9:00 P. M., Mr. Thomas said.

LUNG CANCER

About 40,000 deaths from lung cancer could ultimately be prevented each year by eliminating or reducing heavy cigarette smoking, according to the American Cancer Society's education program which is supported by gifts to its Crusade against Can-

This Week's 60 SECOND SERMON

By Fred Dodge

TEXT: "Opportunity is the only gift a nation can give without stealing." — Eff Thomas

Mr. Smith staggered home, wild-eyed. "I'll have to fire that chauffeur of mine," he gasped. "Three times this week he nearly killed me!"

"Oh, my dear," soothed his kindly wife. "Don't discharge him. Give him another opportunity.

* * * * * *

Opportunity is the flaming idea that America brought to a world starving for freedom to achieve. Opportunity remains the only gift America can give its citizens. However, Dean Inge says, "We now demand to be personally conducted through life, with all the risks taken by someone else."

Today, we demand our nation give us wealth, comfort, security, protection against loss, no matter how stupid, lazy, careless or incompetent we may be. Of course, government cannot give these things to others unless it first takes them from you who earned them. Government owes us only OPPORTUNITY. Each of us is born with the God-given opportunity to partake of the world's goods according to his talent and willingness to produce. When through laziness or lack of initative an individual denies himself his opportunity, as Richard Spahr says in The Freeman, he sins against himself and his fellow man.

90% of the world's population envies your opportunity. Use it. You'll never receive a greater gift.

WASHINGTON REPORT

by Congressman James T. Broyhill

Americans have a great deal of difficulty imagining famine and its ravages upon a whole population. It is true that we have privation and poverty in this country. However, the vision of massive hunger and starvation is foreign to Americans and something outside their experience. The bounty of American food production is so great and our distribution system is so effective that the problem we have developed is surplusses rather than shortages.

Nevertheless, hunger still stalks some parts of the world and the probability of starvation on a huge scale is on occasion a very real prospect. This problem is particularly accute in India, that huge and teeming subcontinent whose problems are as vast as its geography. Last week, the Congress came face to face with the issue of what this country might do to help ward off almost certain disaster for the Indian people.

Since India became independent after World War II, she has not neglected her agricultural production. In 15 years, food production has been increased by 75 per cent. Even so, India's population increases at an even faster rate and the country has been dependent upon outside help for many years.

Added to this problem, India has suffered from a natural disaster. Crops in that part of the world depend upon the monsoon -- a rainy season when soil is conditioned and can store up the essential water for the crops to be planted. Last year, in large areas of India, the rains did not come. The blight of drought spread over the land and disaster seemed sure to follow. As we understand the problem, the resulting famine is sufficiently great that its victims could well number in the millions. An additional six to seven milion tons of grain will be required if the Indian people are to meet this crisis and a world-wide alarm has been sounded.

It is hoped that many countries either with food surplusses of their own or with the means to buy food will contribute to this emergency. The President has pledged under authority he already has been given by the Congress that the United States will contribute 3-1-2 million tons between now and next December. Canada has already stocks and it seems likely that other countries will follow.

The United States effort is part of an international undertaking that has three general purposes. First, is the program of actual agricultural commodities. The second is an effort to combat malnutrition, especially in mothers and children, and, third, a program to encourage and assist the Government of India to expand its farm production so that it can more nearly meet its own need for food.

As I have pointed out earlier, the President already possessed the legislative authority to make this emergency commitment. Nevertheless, he felt it should be done with Congressional endorsement and cooperation. The Congress responded quickly and with virtual unanimity.

Very frankly, the lack of argument over this proposal by no means indicates that the Congress is unanimous in its feeling that the food we have already sent to India has been used effectively. Serious doubt exists that it has been used properly for hungry people. There are also hungry people. There are also disturbing questions about whether the Indians, locked in the vice of old customs, are doing enough to help themselves. The country had also become embroiled in military conflict with Pakistan which it could ill afford. Our reations with India have not been uniformly smooth. The government of that country has often been critical of American policy without proposing any sound alternatives in a world confronted by Communist aggression. It is imperative now, that India takes greater strides to meet its overpopulation problem and the threat that eventually mass starvation will be the means for enforcing popuation control if positive steps are not taken.

All these things are gigantic and perplexing problems for India and for the rest of the free world. They are matters that affect the long-term consequences of peace and stability in our world and the world our children will know. Yet, the need for food in India is immediate and it is rapidly approaching the point of desperation. Under the circumstances, this country has only one choice-to act quickly and promptly. It was this kind of action that was taken last week.

GOLFER'S CONFESSION

Some folks get their thrills on skis,
Others ride to hounds;
Mine comes when my opponent's ball
Goes soaring out of bounds.
—Bob Herz.

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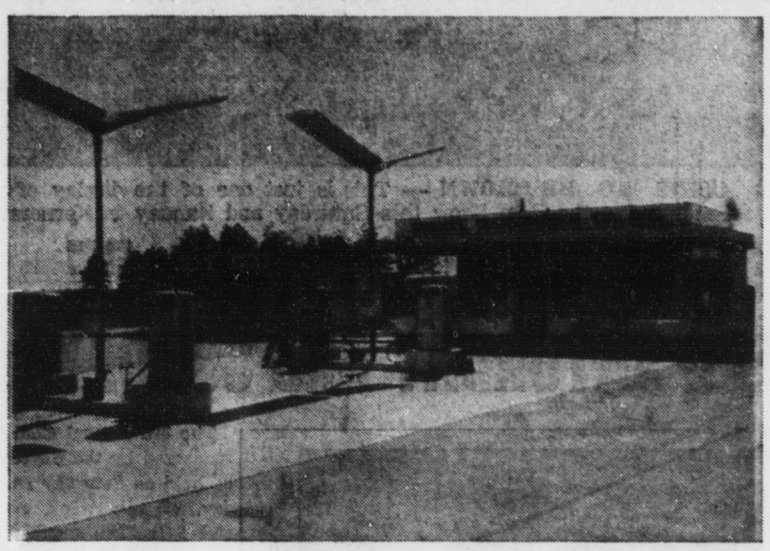

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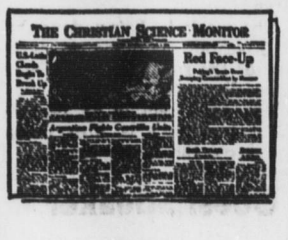

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7.50 or 7.75 x 14 tubeless blackwall $17.33	7.50 or 7.75 x 14 tubeless blackwall $19.99	7.50 or 7.75 x 14 tubeless blackwall $24.66
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