

Opinions

Baby boomers bring change to political, social scene

By Cliff Blue
BABY BOOM -- We read that one in three Americans born between 1946 and 1964 -- is settling down.

According to a new report, the great majority favors the married life over being single, would like to see more respect for authority and frown on greater acceptance of marijuana use.

We read that full retreat from the tumultuous '60s and '70s is not taking place.

A majority of young Americans also say an equal marriage is the lifestyle they find most appealing, one in which husband and wife share responsibility for work, homemaking and childrearing.

About 60% reject traditional statements about a woman's place being in the home, endorsing instead the proposition that "work-

ing women make more interesting partners in marriage."

Politically, Baby Boomers -- now 45% of the voting age population, are more likely than older Americans to claim liberal views and to identify themselves more as independents; only 5% think government can be trusted.

NEW CAR SALES -- U.S. new-car sales rose 5.8% in November from a year earlier to 590,527 units in the United States. The domestic auto companies reported that dealers sold 227,540 cars in the last ten days of November, up 24.1% from the 168,388 units sold in the year-earlier period. General Motors sold 357,247. Ford's November sales were 139,319 and Chrysler sold 61,605 and American Motors sold 18,604 in November.

TOO EARLY -- Senator Helms and Governor Hunt appear to have

entered the Senate race too soon and about all they have accomplished is to spend some money.

So far as votes are concerned we doubt that many votes, if any, have changed. If both statesmen would promote their records and program, we feel their money would be better spent than trying to make their opponent look bad. Neither Hunt or Helms are likely to have opposition in the primaries.

DAVIDSON COLLEGE -- Davidson College was ranked ninth among the nation's liberal arts colleges in a survey published in the Nov. 28 issue of the *U.S. News and World Report*. Davidson was the only Southern institution to make the top ten of liberal arts colleges with national reputations. The survey was based on a

People and Issues

poll of 1,308 presidents of four year colleges who were asked to name the nation's highest-quality undergraduate schools. More than 50% replied.

Davidson College, located in Davidson, is a Presbyterian institution founded in 1837.

It currently enrolls 1,400 men and women students, and it's distinguished alumni include President Woodrow Wilson, former Secretary of State, Dean Rusk, presidents of several major corporations, prominent physicians, lawyers, ministers, and educators.

COMMUNITY COLLEGES -- It has been about 20 years since the Community Colleges really came into life back in 1963 when Governor Sanford appointed the 24

member commission to study "Education Beyond the High School." Since that time the basic plan is pretty much the same. It is still committed to fulfilling goals spelled out in the original plan.

GUBERNATORIAL -- We listen and ask questions about the standing of the candidates in the 1984 Democratic primary for governor. No single candidate stands out head and shoulders above the other Democratic candidates. Except for the ones already committed, most Democrats are also standing back and listening.

Tom Gilmore appears to be admired but the question is, will he be able to catch fire in time to win the trophy?

John Ingram, is thought to have a considerable following, as of

now, because of his campaign against the public utilities. Keep an eye on him.

Lauch Faircloth of Sampson County is getting ready to make the race and he knows how to speak the language of the ordinary citizen. He chews tobacco like many ordinary men.

Lt. Governor Jim Green appears to have bounced back after being cleared by every person of the Wake County jury, whereas, some juries take days to come to an unanimous decision. Jim seems to be on the trail and he could surprise many Tar Heels.

Former Mayor Edward Knox of Charlotte, with Mecklenburg's big vote could lead in the first primary, but the second primary could be different.

TV ads have made Christmas hard on poor Santa Claus

By Lucien Coleman
 Ask a kid what he wants for Christmas, and more than likely, he'll give you a very specific answer, complete with brand names and technical data.

A generation or two ago, a little girl would tell Santa, "I wanta dolly." But, today, she'll specify "a Little Daisy Cheerful Tears Baby with Lavendar Layette and Diaper Dehumidifier."

Instead of just "an airplane," her little brother is likely to order a "Super-Sonic Mach IX Space Buster With Anti-Gravity After-Burners and a Laser Lacerator."

Where do youngsters develop such accurate clinical knowledge of the toy industry's current offerings? The answer, of course, is television; especially Saturday

Things That Matter

morning television.

the typical two-to-11-year-old American child watches more than 1,300 hours of television annually, viewing something like 20,000 commercials each year.

And those commercials are put together by professionals who specialize in manipulating the minds of the young.

Researchers, psychologists, advertising specialists, and people highly trained in the visual arts work in teams to orchestrate this massive selling effort.

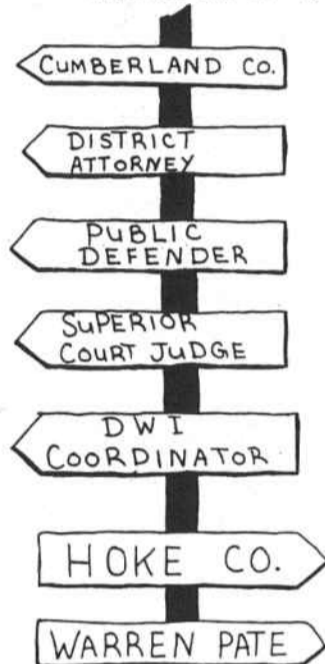
Advertisers spend hundreds of millions of dollars every year to shape the preferences of juvenile consumers who are too young to

think critically or logically.

Small children aren't even aware of the fact that someone is trying to lay a sales message on them. All they know is that the friendly clowns, fairies, elves, talking animals, and cartoon characters they love so much want them to have the advertised items.

Yet another factor works in favor of the advertisers. Adults might be able to resist the enticements of TV hucksters, but not the pleas of children who have made up their minds that they must have some new toy.

If whining and coaxing won't break down parental resistance, kicking and screaming will. And, if that fails, there are always grand-



Marilyn

...Letters

(Continued from page 2B)

Ronnie Locklear placed 11th out of a field of 125 runners. Ivory Henderson placed 43rd; Chris Locklear placed 98th; Jessie Locklear placed 102nd; Henry McMillian placed 110th overall.

In the youth (13-14) age group, Robert Lambert placed 62nd out of a field of 187 runners, and Allen Jacobs placed 99th.

In the young men's (15-16) age group, Don Woods placed 121st out of a field of 150 runners.

The I.E.A. Roadrunners had never run in snow before, and the snow was about 7 to 10 inches. It was about 29 degrees c-o-l-d! We all hope to do better next time.

Sincerely,
 Robert Lambert

Letters Policy
 Letters to the editor are encouraged and welcomed. Writers should keep letters as short as possible. Names, addresses and telephone numbers should be included and all letters must be signed. Names will be printed, however, other information will be kept confidential. We reserve the right to edit letters for good taste and brevity. Letters should be received by *The News-Journal* by noon on the Monday of the publication week.

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