

DECATUR DAILY DEMOCRAT

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A Controversial Group

The February issue of Holiday magazine carried an interesting article, entitled "The Controversial Red Cross," by Richard Carter, explaining a number of interesting questions, like "Is it commercial?", "Is it partial to officers in the armed forces?" and "Is it a rigged charity?"

One of the best ways to get to know about an agency is to work in it, or with it. One of the worst ways is to accept every vile rumor that you hear as the gospel truth.

Few Americans have the foggiest idea as to what the Red Cross really is—they have ideas, perhaps based upon fact, perhaps on one or two isolated incidents, perhaps on misunderstanding, or someone else's ideas.

First, the Red Cross is a private organization. It gets no funds from the government.

At the same time, it is quasi-governmental. Congress determines its primary responsibilities. The president is honorary chairman; the defense department audits its books. (This should dispell some fears.) Half a dozen governmental secretaries or under-secretaries are on the governing board, as well as 42 private citizens.

Congress chartered the Red Cross in 1900. This firmly fixed its military and civilian responsibilities.

Today the Red Cross is the largest privately financed charity in the world, with a budget of nearly \$90 million a year.

If a natural disaster, like a hurricane or earthquake strikes, the Red Cross is in action immediately before most people even know what has happened.

But if the foreign policy of the U.S. is affected, or if politics is involved, like the Spanish civil war or the great depression of the 1930's, the Red Cross waits for Congress to spell out its duties.

This, and the fact that the Red Cross asks for funds every year leads to misunderstandings, and the Red Cross takes a battering from a hostile public that does not always understand that as a charity all of its funds and volunteer workers must come from our love of our fellow man.

The article mentioned above explains numerous peevish, especially those of ex-servicemen, and it is highly recommended reading for anyone interested in finding out the truth.

But if you really want to know about Red Cross, ask any former prisoner of war—it is the Red Cross that kept him in touch with America, and is responsible for the only kindnesses that POW's ever receive. Its blood bank, water safety instruction, first aid, lifesaving, home nursing, mother and baby care, and other programs, on a country-wide scale, provide the human backbone and reserve that our over-organized society needs.

TV PROGRAMS

Central Daylight Time

WANE-TV

Channel 15 WEDNESDAY

Evening
6:00—*Amos & Andy*
6:15—*Tom Chilberg News*
6:45—*Doug Edwards-News*
7:00—*Lock Up*
7:30—*Be Our Guest*
8:30—*Entire Space*
9:30—*I've Got A Secret*
10:00—*U.S. Steel Hour*
11:00—*Bill Wilson's News*
11:15—*Winter Olympics*
11:30—*Submarine D-1*

THURSDAY

7:30—*Peppermint Theater*
7:45—*Willy Wonderful*
8:00—*CBS News*
8:15—*Tom Chilberg*
8:30—*Coffee Cup Theater*
9:00—*Red Rose Show*
10:30—*On The Go*
11:30—*Entire Space*
11:45—*Second Bride*

Morning
7:30—*Love of Life*
12:30—*Look For Tomorrow*
12:45—*Guiding Light*
1:00—*Ann Colons Show*
1:25—*News*
1:30—*The World Turns*
1:45—*For Better or Worse*
2:00—*Houseparty*
2:15—*The Mamas*
2:30—*Secret Is Yours*
2:45—*Brighter Day*
3:15—*Secret Stormy*
3:30—*Edge Of Night*
5:30—*Dance Date*

Evening
6:00—*Amos & Andy*
6:15—*Tom Chilberg News*
6:45—*Doug Edwards-News*
7:00—*Price Is Right*
7:30—*To Tell The Truth*
8:00—*Betty Hutton*
8:15—*Ringgo*
9:00—*Zane Gray Theater*
9:30—*Markham*
10:00—*Revelde Revue*
11:00—*Wilson's News*
11:15—*The Lusty Men*

WKJG-TV

Channel 33 WEDNESDAY

6:00—*Gateway to Sports*
6:15—*News Jack Gray*
6:25—*The Weatherman*
6:45—*Today's Newsreels*
6:45—*Huntley-Brinkley Report*
7:00—*Tombstone Territory*
7:30—*Portrait*
8:00—*Price Is Right*
9:00—*Perry Como*
10:00—*This Is Your Life*
10:30—*Look For Tomorrow*
11:00—*News and Weather*
11:15—*Sports Today*
11:30—*Jack Parr Show*

THURSDAY

6:30—*Continental Classroom*

7:00—*Today*
9:00—*Dinner-Dance School*
9:15—*Construction Express*
9:45—*The Editor's Desk*
9:55—*Faith To Live By*
10:15—*Douglas Re*
10:30—*Our Yearly Hunch*
11:00—*Price Is Right*
11:30—*Concentration*

Afternoon

12:30—*News and Weather*

12:45—*Be Our Guest*

1:00—*Entire Space*

1:30—*Millionaire*

1:30—*I've Got A Secret*

1:45—*U.S. Steel Hour*

2:00—*Bill Wilson's News*

2:15—*Winter Olympics*

2:30—*Submarine D-1*

Evening

6:00—*Gatesway to Sports*

6:15—*News Jack Gray*

6:25—*The Weatherman*

6:45—*Today's Newsreels*

6:45—*Huntley-Brinkley Report*

7:00—*Tombstone Territory*

7:30—*Portrait*

8:00—*Price Is Right*

9:00—*Perry Como*

10:00—*This Is Your Life*

10:30—*Look For Tomorrow*

11:00—*News and Weather*

11:15—*Sports Today*

11:30—*Jack Parr Show*

THURSDAY

6:30—*Continental Classroom*

Herb Shriner Stars March 10 in GAMBLES TV Spectacular

NEW YORK — The biggest birthday party of all will be beamed into the homes of millions of Gamble Store friends and customers March 10 as Gamble launch their unique Centennial Celebration.

A laugh-filled hour is promised by America's favorite home-spun wit, your old Indiana buddy, Herb Shriner, star and host of the TV spectacular.

Special guest stars include Dennis Day, long-time favorite

tenor of the Jack Benny program, Jaye P. Morgan, the beautiful blonde with so many hit pop records to her credit, funny man Tom Poston of Steve Allen's show, and more!

Producer of the Gamble Spectacular, one of the big entertainment treats of the year, is famed David Susskind, an old hand at coming up with the best in television enjoyment.

Don't miss this tremendous TV celebration, loaded with fun, music and excitement galore!

MARCH 10

Check Your TV Listings for Time and Station
30 Trainload Purchase Will Bring Great Savings to Customers!

To headline the greatest sale in their history, Gamble are offering tremendous savings on America's most wanted appliance—2-door freezer-refrigerator combinations. Savings you won't believe possible, thanks to a gigantic special purchase and factory direct carload shipments of these Coronados.

COMPONENTS Made by Nationally Famous Companies

These nationally known companies cooperated with the world's largest freezer manufacturer to supply quality components at lowest possible prices:

STEEL — U.S. Steel and Others

FINISHES — Dupont Dulux and Lifetime Orlite

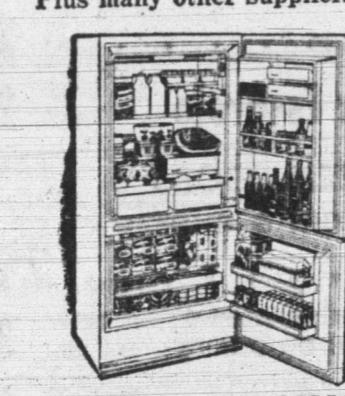
COMPRESSOR — Tecumseh

INSULATION — American Rock Wool (Full 3" Thick)

DOOR GASKETS — B. F. Goodrich Magnetic Vinyl

DOOR LINERS — Dow Chemical Company

Plus many other suppliers!



CORONADO ROYAL 16

Two-Door Freezer-Refrigerator for as low as \$249.95 with Trade-in Electric Refrigerator, 1956 or newer, in working order and normal condition.

Wait 'till you see this beauty—it has everything! 10.22 cu. ft. automatic defrost refrigerator with giant door storage. Huge true-zero freezer that stores 176 pounds of frozen food right in your kitchen! Fingertip door shelves, ice chest—everything you could want. Plus Gamble's Triple Warranty, the finest in the industry. You even get 5-year policy on frozen food!

And here's the best news—Gamble will give you a wonderful allowance for your old refrigerator with their Honest Value Trade-in Plan.

In addition to the Coronado Royal 16, Gamble offer an equally terrific deal on their Royal 21—a giant 2-door combination freezer-refrigerator with 11.19 cu. ft. freezer! A truly magnificent buy at \$329.95 and your trade-in electric refrigerator, 1956 or newer in working order and normal condition.



from the Office of the President



WE'RE CELEBRATING OUR 100th ANNIVERSARY...

Sixty-five years too soon so we can bring you our 100 Best Buys!

In the year 2025 Gamble Stores will be 100 years old. That's 65 years from now. How can we celebrate our 100th Anniversary when actually we are only 35 years old?

Well, why not? In the year 2025, we are not likely to be here—many of the people among our suppliers probably won't be here—and most important of all, many of our good customers may not be here, either! So why not do it now so we can all enjoy it? Why not bring to you these tremendous values while you are here to take advantage of them?

Zany, you say? Well, yes, it probably is. But the more we thought about it, the more plausible the whole idea seemed.

Our buyers liked it. They said, "If the company celebrates our 100th Anniversary in 1960, we'll find 100 of the most outstanding merchandise values this nation has ever seen."

And that was the birth of the "Big 100." Beginning this week, and throughout the year, Gamble will offer 100 special items ranging in price from 17¢ to \$479.95. And they will far outdo anything we have ever presented in our entire 35 year history.

Our buyers did a grand job. Several went overseas to find "Big 100" items. When we approached the Presidents of our regular suppliers—with whom we have done many millions of dollars in business over many years—they said, "Your idea certainly is refreshing and maybe a little crazy, but let's go!"

The result—the "Big 100"—100 items of merchandise we'll be extremely proud to show you. Never have we assembled so many outstanding values. Never has there been such an opportunity for our customers to save and save and save.

How did we do it? All these things helped to make the "Big 100" outstanding values:

We placed orders for many times normal quantities—this helped lower costs for our manufacturers, and assures enough merchandise for every customer.

We asked our manufacturers to go to their suppliers to help lower prices.

We agreed with our sources to off-season production, and this helped save money.

We're making great savings in distribution by shipping by carload and trainload and thus bringing merchandise more directly to you.

For example, we ordered 30 trainloads (20 to 25 cars each) of two-door combination freezer-refrigerators. These quantities enable us to offer unbelievably low prices and in addition to this, we will buy your present refrigerator. This means that you too can own one of these beautiful, convenient Coronado freezer-refrigerators without making a cash down payment.

So here is a 100th Anniversary Celebration 65 years too soon! It brings you—our good customers—an opportunity to buy your needs at deeply cut prices with savings you will long remember.

Sincerely,

B. Gamble

President and Chairman of the Board

