

DECATUR DAILY DEMOCRAT

Published Every Evening Except Sunday By
THE DECATUR DAILY DEMOCRAT CO., INC.
Entered at the Decatur, Ind., Post Office as Second Class Matter
Dick D. Heller, Jr. President
John G. Heller Vice-President
Chas. Holtzhouse Secretary-Treasurer

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 peeves, 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
6:30—Tom Calenberg News
6:45—Doug Edwards-News
7:00—Lock Up
7:30—Be Our Guest
8:30—Men Into Space
9:00—Millionaire
9:30—I've Got A Secret
10:00—CBS News
10:30—Paul Wilson News
11:00—Winter Olympics
11:15—Submarine
11:30—THURSDAY

Morning
7:30—Mappermint Theater
7:45—Willy Wonderful
8:00—CBS News
8:15—Captain Kangaroo
9:00—Coffee Cup Theater
10:00—Red Rovers Show
10:30—On The Go
11:00—I Love Lucy
11:30—December Bride

Afternoon
12:00—Love of Life
12:30—Search For Tomorrow
1:45—Guiding Light
2:00—Anna Colone Show
2:30—News
2:45—As The World Turns
3:00—For Better or Worse
3:30—Houseparty
4:00—The Millionaire
4:30—Verdict Is Yours
4:45—Brighter Day
5:15—Secret Storm
5:30—Edge Of Night
6:00—Dance Date

Evening
6:00—Amos & Andy
6:30—Tom Calenberg News
6:45—Doug Edwards-News
7:00—Sea Hunt
7:30—To Tell The Truth
8:00—Betty Hutton
8:30—Johnny Ringo
9:00—Zane Grey Theater
9:30—Markham
10:00—Revelon Revue
11:00—Paul Wilson News
11:15—The Lusty Men

WKJG-TV

Channel 33

WEDNESDAY

Evening
6:00—Gateway to Sports
6:15—News Jack Gray
6:30—The Weatherman
6:45—Yesterday's Newsreels
7:00—Huntley-Brinkley Report
7:30—Wagon Train
8:30—Price Is Right
9:00—Perry Como
10:00—This Is Your Life
10:30—Nightly News
11:00—News and Weather
11:15—Sports Today
11:30—Jack Parr Show
THURSDAY

Morning
6:30—Continental Classroom

Central Daylight Time

WPTA-TV

Channel 21

WEDNESDAY

Evening
6:00—Popeye And Rascals Club
7:00—Shirley Temple
8:30—Ozzie and Harriet
9:00—Hawaiian Eye
10:00—Fights
10:45—Dante's Inferno
THURSDAY

Morning
11:30—Adventures In Living
Afternoon
12:00—Restless Gun
12:30—Love That Bob
1:00—About Faces
1:30—Susie
2:00—Day in Court
2:30—Gale Storm
3:00—Beat the Clock
3:30—Who Do You Trust
4:00—American Bandstand
4:30—Rocky and his Friends

Evening
6:00—Popeye And Rascals Club
6:30—Huckleberry Hound
7:00—Rod & Gun Club
7:15—Tom Atkins Reporting
7:30—Date Storm
8:00—Downs Reed
8:30—The Real McCoy
9:00—Pat Boone
9:30—The Untouchables
10:30—Buffalo Bill
11:00—Sherlock Holmes

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 Gambles 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 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

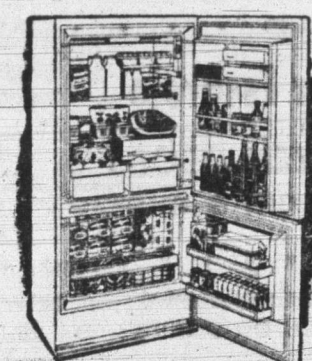
Check Your TV Listings for Time and Station

30 Trainload Purchase Will Bring Great Savings to Customers!

To headline the greatest sale in their history, Gambles 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

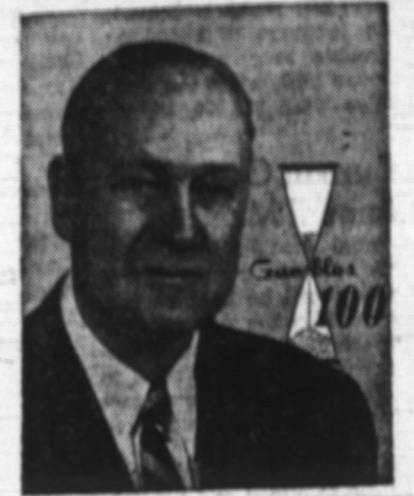
Two-Door Freezer-Refrigerator for as low as \$249.95 with Trade-in Electric Refrigerator, 1956 or newer, in working order and normal condition.

Wait 'til 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 Gambles Triple Warranty, the finest in the industry. You even get 5-year policy on frozen food! And here's the best news—Gambles will give you a wonderful allowance for your old refrigerator with their Honest Value Trade-in Plan.

In addition to the Coronado Royal 16 Gambles 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, Gambles 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.

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. B. Gambles

President and Chairman of the Board