

National Newspaper Week

The general public isn't much concerned about the plethora of National This Weeks and National That Days. For every day, week or month in the year, there is at least one organization claiming that day, week or month for its own.

There is national pickle week, national okra week, a dairy month. The calendar is crammed with dates to celebrate one's ancestry, hobby, nationality, diversions and aversions. There is a week for dogs and a week for cats.

Well, this is National Newspaper Week, an announcement which is sure to elicit a resounding ho-hum from most people who read newspapers. Why, then, bother to say anything?

During National Newspaper Week, we in the newspaper business will reflect a little longer, perhaps a little more fruitfully, on exactly what is a newspaper, and whether or not we're doing our best to put out a good newspaper.

This is a week when we rededicate ourselves to producing a newspaper that's of value to our readers, advertisers and the communities we serve. It's a week when we think not just of publishing a newspaper, but of why we do it.

It's an exercise which, we hope, will result in better newspaper. And that, perhaps, is the best reason for having a National Newspaper Week.

Forces of Freedom

DeKalb County, Georgia, needed a helicopter for its 360-man police force. Instead of meeting the need with a loan or grant from Uncle Sam, as one might expect, the \$40,000 helicopter was acquired through local initiative. A group of citizens formed "Project Helicopter." They organized a drive to raise the \$40,000 in trading stamps. More than 8,000 books were collected in what a leader of the citizens' group for Project Helicopter termed a heartwarming response from the community — and from the nation.

The Georgia communities involved in this effort demonstrated the principle of promotion—and advertising—without which this country would be an economic dead sea. Long ago, when the first horseless carriage took to the streets, people shouted, "Get a horse!" Promotion finally convinced them that the horseless carriage was here to stay. Promotion and advertising have always provided the inspiration to try something new. They keep people informed and interested. What good is a new idea or product if no one knows about it?

Advertising and promotion gave DeKalb County, Georgia, a new helicopter. The same forces provide the means and the will

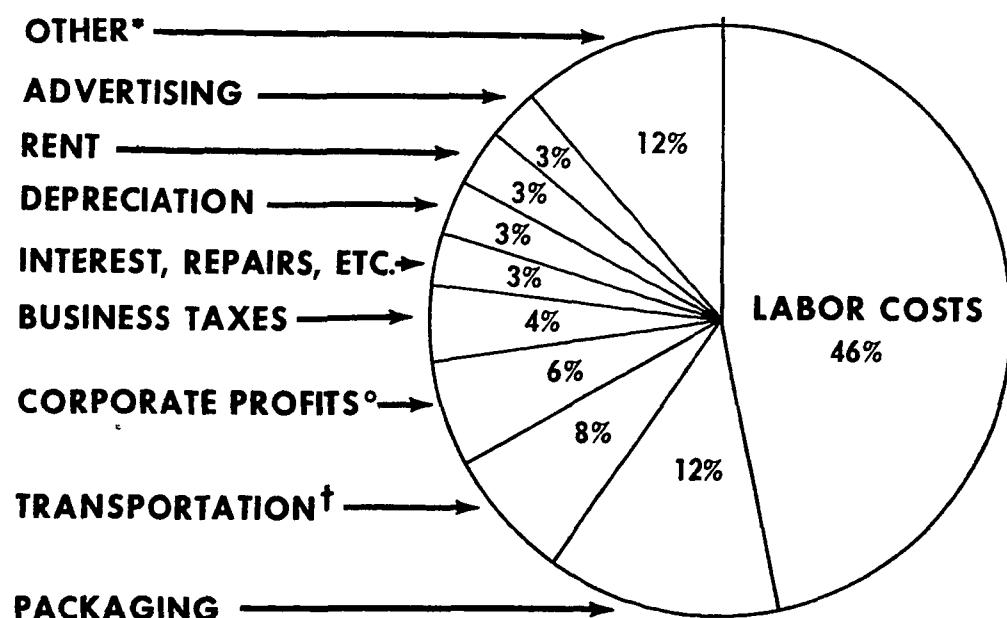
to achieve the high living standards that most families enjoy today. Denial of the merit of promotion and advertising in a free market is no less than a tacit endorsement of government as a zoo keeper—a human zoo—where there is neither hope nor freedom, but merely a subsistence level of food, clothing and shelter.

Grassroots Opinion

McMINNVILLE, TENN., SOUTHERN STANDARD: "Show us someone who yearns for the good old days and we'll bet, you've discovered the person who yells loudest when the electric power is interrupted for two minutes."

NORTH VERNON, IND., SUN: "Next year's income tax form is slated to be so simple that a 'fifth grade student' will be able to make it out, which means probably that a lot of us are going to find out that while we may have gone further in school, our education actually stopped at the fourth grade."

MARKETING BILL IN '71: WHAT WENT INTO IT



*RESIDUAL INCLUDES SUCH COSTS AS UTILITIES, FUEL, PROMOTION, LOCAL FOR-HIRE TRANSPORTATION, INSURANCE.
°BEFORE TAXES. †INTERCITY RAIL AND TRUCK.

FROM FARM GATE TO YOU. About two-thirds of the consumer's food dollar goes to the marketing system. In 1971, farmers got \$35.8 billion of the total retail value of food products, whereas the marketing bill for transporting, processing, and distributing them came to \$75.3 billion. By far, the largest component of the marketing bill is labor (\$34.5 billion last year), followed by containers and packaging materials (\$8.9 billion), and truck and rail transportation (\$6 billion). Marketing charges have increased during the past decade at an annual rate of about 4½ percent. Roughly a fourth was due to growth in volume of products handled.

NOW IS THE TIME . . .

Max Smith
County Agr. Agent
Telephone 394-6851



To Prevent Farm Fires

This column is being written during Fire Prevention Week (October 8 to 14) which brings to attention many of the practices needed to be done to prevent fires. Farmers with their large barns full of feed, livestock, and some machinery have immense investments and need to be protected. We suggest that fire extinguishers be checked and recharged, that every member of the family knows how to operate them, and that the telephone number of the local fire company be posted at every phone. Insulation on wiring should be inspected for worn or rodent-chewed places. Fire prevention is very much in order and is deserving of some attention at this time.

To See Wheat or Rye

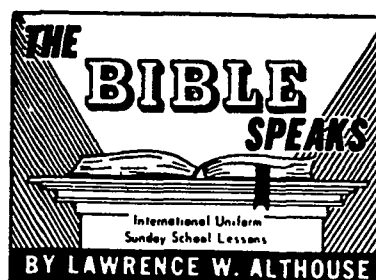
Since we have had two killing frosts in this part of the state, there should be little danger in seeding winter wheat at any time. Most of the varieties (except Arthur 71) are subject to Hessian Fly if planted too early in the fall. Winter rye may be seeded from now until early November either for a cover crop or for a grain crop next spring. In all cases the ground should be limed and the lime worked into the soil before seeding; that is providing the soil test suggested more lime. Little or no nitrogen fertilizer should be needed on average soils this fall.

To Utilize Corn Stalks

The livestock bedding situation suggests that shredded corn stalks are very efficient for bedding purposes. Now that the corn has been frosted, the plants should dry out quicker and become in condition to be shredded and used in the barns. Straw prices are very high and farmers with corn stalks left in the field could benefit from using them as bedding. The stalks should be dry enough so they will not heat or mold when brought into the barn. Shredded corn stalks have good water absorption power and can be economically used for bedding.

To Evaluate Barn Ventilation

Now that colder weather has arrived and lower temperatures are soon to come, some barns may need some ventilation attention. Closed barns that are full of livestock may need the installation of exhaust fans to remove the warm, humid air. In cold weather signs of poor ventilation are condensation on the windows and ceilings, strong barn odors, and too high temperatures. Extra insulation will help the ceiling problem and more movement of air through the barn will correct the other conditions. Animal comfort is very important for maximum, efficient performance. Open-fronted buildings may need only an open door or window in order to get some cross-ventilation. Ventilation attention before winter arrives is suggested.



A SPECIAL GIFT

Lesson for October 15, 1972

Background Scripture: Exodus 20:14; Proverbs 7; Matthew 5:27-30; 1 Corinthians 7; Thessalonians 4:1-18.
Devotional Readings: Matthew 7:21-29.

America, we are told, is experiencing a sexual revolution. It is true that Americans are in the midst of a tremendous upheaval in this area of human relations. Once spoken of only in whispers, the subject has been brought into the open—"with a vengeance!" some would say. "Old moral positions seem to have been abandoned and many people are wondering 'where it all will lead?'"



Rev. Althouse

To each a gift
Ironically, the time in which the New Testament was written was a day not unlike our own in terms of sexual turmoil. In most of the New Testament epistles there are references to sexual immorality, sometimes within the church itself. Apparently, the early church leaders were straightforward on this subject and did not hesitate to relate it to the Christian faith.

Particularly the Apostle Paul was explicit on sexuality. Paul himself was celibate. His views on sex today cause much misunderstanding and they are sometimes quoted out of context to prove that sex is by its nature sinful and spiritually demeaning.

What we have to remember,

however, are the circumstances out of which Paul wrote. For one thing, Paul expected the imminent return of Jesus Christ. Because preparation for that return should be uppermost in everyone's mind, Paul felt that single people should give all their attention to it and forget about marriage. They would be better-off putting marriage out of their minds because Jesus was coming soon and the whole world would be transformed by that coming (later he was to revise his expectation about Christ's imminent return.).

But Paul was also realistic. He knew that not all Christians had his same singlemindedness: "... each has his own special gift from God, one of one kind and one of another" (1 Cor. 7:7). For him celibacy, abstention from sexual relationships, was quite natural. It is important to note that he realized that it was also natural for others to seek sexual fulfillment. His gift was one thing; theirs was another.

Your sanctification

In 1 Thessalonians 4 Paul speaks of sex in marriage as a means of sanctification. He speaks of the practice of marriage: "... that each of you know how to take a wife for himself in holiness and honor . . ." (4:6), just as in 1 Corinthians 7:3 he counseled: "The husband should give to his wife her conjugal rights, and likewise the wife to the husband."

Obviously, in Paul's mind sex was neither good nor evil in itself. The good or the evil came from the use of sex by people. Exploited and debauched, it could be a curse to men and their society. Used rightly, on the other hand, it could be no less than a special gift from God.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U.S.A. Released by Community Press Service.)