



STROM THURMOND
TO THE PEOPLE

DECEPTION IN SLOGANS

The history of slogans almost exactly parallels the history of advertising. In present day usage, no other gimmick is a better and more used seller than the descriptive or catchword slogan. Admittedly, the emotional or intellectual appeal of a slogan is illusive, but it undeniably exists.

The sloganizing of legislative issues is a relatively new development. Even major legislation in the Congress, prior to the advent of radio and television, was known for the most part to the public at large after its passage. In post-war years, however, with the development of rapid communications and news media, the public has followed closely even some of the less important legislation before the Congress. Since legislation has become

a matter that is "advertised," it too has come, in many cases, to turn on slogans.

An example of the deceptiveness of the slogans on legislative issues is one characterized by the phrase "closing tax loopholes." From time to time there does develop, either through an oversight by the Congress in the passage of the act, or through court decisions construing the act, unintended and unjust results. Unfortunately, however, the phrase "loophole" is not so restricted in its use, and is deceptively used to describe an intentional and purposeful feature of the tax law.

A major example of the deception which arises from the use of the term, "tax loophole," is that of the tax dividend credit and exclusion. In 1954 when the Internal Revenue Code was revised, a provision was written into the law which provides that the first \$50 of dividends received by any individual is excludable from taxable income, and

therefore, not taxable. In addition, a credit is allowed equal to 4% of the remaining dividend income received, subject to certain limitations.

Since dividend income is the only type of income which receives such treatment, those who object to the purpose of this provision, or wish to make an appeal for votes of the general public in the full knowledge that those who receive dividend incomes are unorganized, characterize their efforts to repeal the provision as one to "close a tax loophole." The use of "tax loophole" in this connection is completely deceptive, for the dividend tax credit and exclusion is not a loophole. It was intentionally enacted for two reasons.

The first reason was to promote the investment of private savings in free enterprise ventures to provide additional jobs for our growing population. In most industries, an investment of thousands of dollars is required to provide a job for one

person. This money can come only from private sources, and individual savings are the largest single source of these funds.

The second reason lies in the very nature of the tax treatment of income received from dividends. Dividends, by their definition, are paid by private corporations from the profits of the business which they

conduct. The profits of the corporation, however, are taxed prior to the payment of dividends, usually at a flat rate of 52%. When the dividends are paid to the stockholders, who have invested their money in the corporation for its operation, the individual must pay personal income tax on these funds. It is apparent, therefore, that the income,

on which this so-called "favorable treatment" is given, has already been taxed once before the imposition of the tax on which the credit and exclusion is given.

We are all aware that all is not gold that glitters, and we should be equally aware that every tax treatment called a "loophole" is not a give-away.

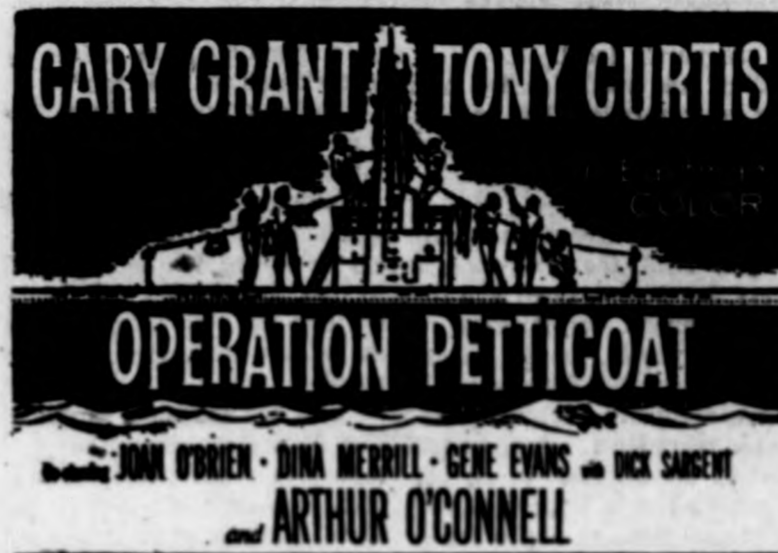
GRATITUDE

I am very grateful to the people of South Carolina for the magnificent vote of confidence given me in the June 14 primary. I shall continue to give my best efforts to my duties in the Senate and my responsibilities to our people in order to fulfill to the utmost the great confidence placed in me.

**THE SHOWPLACE OF LAURENS COUNTY
MIDWAY DRIVE-IN THEATRE**

— WHERE HITS ARE A HABIT —
CLINTON-JOANNA HIGHWAY

FRIDAY Thru WEDNESDAY
June 24-25-26-27-28-29
FIRST RUN SHOWING
20,000 Laughs Under the Sea



It All Started When They Smuggled 5 Girls Aboard
Their Sub! No Wonder the S. C. Sea Tiger
Turned A Shocking Pink!

ADMISSION — THIS — **75c** Per Person
ATTRACTION
Pass List Suspended Saturday, Sunday, June 25-26

NOW SHOWING

Last Times Tonight
2 — BIG COLOR HITS — 2



— ALSO —
The Long, Hot Summer
HOLLYWOOD JACKPOT **\$500.00** TONIGHT

"THUNDER IN CAROLINA" Starts Thursday, June 30

S. C. GRADE A MEDIUM 3 Doz.

EGGS \$1.00

S. C. GRADE A LARGE Dozen

EGGS 39c

ECONOMY CUT Pound

Pork Chops 39c

HOMEMADE PURE PORK 3 Lbs.

Sausage \$1.00

RIB Pound

Beef Stew 39c

Irby's Market

Musgrove Street Phone 489

Southern Style Sea Food

Southern homemakers have long appreciated the convenience and economy of using Carnation evaporated milk in cooking. The better blending qualities of evaporated milk insure creamy, smooth texture, and because evaporated milk is a concentrated form of milk, it enhances dishes with extra nutrients. A popular use of evaporated milk in the South is in combination with fish. Shrimp is a favorite, and the home service department of the Carnation Company has developed two delicious dishes featuring this shellfish. Green peppers are filled with a flavorful mixture of shrimp, vegetables and evaporated milk in one of the dishes... the other is a variation of baked potatoes in which the vegetable becomes a tempting supper or luncheon entree.



Photo by Carnation Co. N.P.

SHRIMP STUFFED GREEN PEPPERS (Makes 6 servings)
6 medium-sized green peppers, cut in half
2 tablespoons butter
1/2 cup chopped celery
1/2 cup chopped onion
2 cups chopped cooked shrimp
1 cup fine dry bread crumbs
1/2 cup (small can) Carnation undiluted evaporated milk
2 eggs, beaten
1 teaspoon salt
1/2 teaspoon pepper
1 1/2 teaspoons Worcestershire sauce
Cook peppers in boiling salted water 5 minutes. Drain. Meanwhile, melt butter. Add celery and onion and cook 5 minutes. Combine celery mixture, shrimp, crumbs, evaporated milk, eggs, salt, pepper and Worcestershire sauce; mix

well. Fill green peppers with shrimp mixture. Arrange in buttered shallow baking dish. Bake in moderate oven (350°) 25-30 minutes.
SOUTHERN BAKED POTATOES (Makes 4 servings)
4 large baking potatoes
1 cup cooked sliced shrimp
1/2 cup (small can) Carnation undiluted evaporated milk
2 tablespoons melted butter
1 teaspoon salt
1/2 teaspoon pepper
1/2 teaspoon cayenne
1 tablespoon dehydrated minced onion
1 tablespoon chopped parsley
Grated Parmesan cheese
Bake potatoes in hot oven (400°) 1 hour, or until potatoes are tender. Remove tops from potatoes and scoop out potato; reserve shells. Mash potatoes. Combine potatoes, shrimp, evaporated milk, butter, salt, pepper, cayenne, onion and parsley; beat well. Fill potato shells with potato mixture. Sprinkle with cheese. Place on baking sheet. Bake in moderate oven (350°) 20 minutes, or until thoroughly heated.

Help Retain Laurens County's

SENIORITY

BY VOTING FOR T. DAVID SLOAN FOR

RE-ELECTION TO THE HOUSE



Sloan invites you to check the Journal of the House of Representatives for the years 1957-1960. He has placed this record in the Laurens County Library so that you can see what he has done for the past 4 years.

Sloan is one of the few men that has represented Laurens County in the past 25 years that has ever tried to do anything for the following:

FARMER — Has authored and fought for legislation to aid the farmer. Check the record and you will see.

MERCHANT — Opposed Floor Tax. Has always voted for aid to the small merchant. Check the record and you will see.

LABOR — Believes in a 50-50 proposition between management and labor, with each treating the other fairly. Has always voted fairly and impartially on labor legislation. Check the record and you will see.

AGED — Has always voted for legislation to aid our old people. Check the record and you will see.

TEACHERS — Supported 18 1/2% teacher pay raise. Check the record and you will see.

SENIORITY: Sloan will rank fifth on the powerful HOUSE JUDICIARY COMMITTEE.

EXPERIENCE: Any legislator will spend his first two years gaining experience and making friends with the other members. Sloan is the only candidate with experience. His leadership will be needed in Columbia. Please remember, there are 121 House Members other than the Laurens Delegation. Sloan knows these other members.

Sloan favors new industry, good roads, good schools, separation of the races, less waste in government, tax relief (voted against tax increases), strict supervision of insurance companies (voted against present insurance law), and fair and impartial representation of the people.

Sloan has worked hard in Columbia to get where he is now. Keep him in the House so that he can use his experience and seniority for your benefit.

Sloan is married with one child, a member of the First Methodist Church of Laurens, a Mason, a Veteran, and a graduate of Furman Univ. and the Univ. of S. C. Law School.

Your Vote and Support for T. David Sloan, Jr., is Respectfully Solicited

(Paid for by friends of T. David Sloan)



Important!

A Message of Extreme Importance to the Welfare of Our County

THINK ---- before it is too late. It is YOUR Decision!

Are you really interested in good government? As a person interested in law and order, how did you cast your vote for Sheriff in the first primary? What will influence you in the second primary June 28?

We plead with you to lay aside personal prejudices and cast your vote for the BEST QUALIFIED MAN for the job.

It is admitted both candidates are good men—but which is Best Qualified for Sheriff? Which man can best serve us during the next four perilous years?

Think on These Matters Earnestly and Prayerfully

Under Sheriff Wier we have experienced no friction between the races. We have had no sit-down demonstrations from our good Negro citizens, contrary to what has happened in many other counties. If we do encounter such difficulties, which candidate could better meet the situation and keep order?

The NAACP wants no part of Sheriff Wier

THINK ON THIS. It will be too late to be sorry if we do not return to office one of the most skillful, devoted and kind law enforcement officials in South Carolina!

Caldwell W. Wier, in his quiet and methodical way, has done many things for which all Laurens County citizens should be grateful. We call attention to only a few of his outstanding accomplishments during the last four years:

- (1) In a few hours after a Negro boy had killed a highly-respected lady at Owings Station, the youth was arrested and confessed the crime. Although this was a most aggravated case, a lynching was avoided by the skillful handling of the case by Sheriff Wier. He has handled many other serious cases just as efficiently.
- (2) He has closed Floyd's Barn, near Fountain Inn, a notorious beer joint and public nuisance.
- (3) He has closed Armstrong's place, near Gray Court, which was a den of iniquity and a crime incubator. Since then he has personally and successfully, opposed the issuance of a beer license to a second applicant in a hearing before a state official.
- (4) He has closed the infamous Lake Thomas joint between Laurens and Clinton, the Durbin Hi-Note in Youngs Township on Highway 101 and the "Bloody Bucket" in Scuffletown Township.
- (5) He has always been highly considerate of the juvenile offender and deeply concerned for his welfare and that of his family. This has been demonstrated many times, both in and out of court. There is no kinder, more understanding officer of the law than Sheriff Wier, anywhere.

Sheriff Wier is recognized all over the state as an upright, honest and experienced officer. HOW CAN WE POSSIBLY AFFORD to give up his services for a good, but inexperienced man? The SAFETY of Our Women and Children, of Our Homes and Property, depend largely upon your Sheriff.

Weigh the candidates' experience and qualifications carefully—then vote for the man who can best protect these precious possessions for the next four years. This is no personal matter but one of great concern to YOU, Your WIFE and CHILDREN.

Do not take for granted Our Sheriff will win without your help. Pick up your telephone now and ask someone else to stand behind and vote for Sheriff Wier.

Let us show this fearless, experienced, and faithful officer that we appreciate honesty, sobriety, hard work and ability in our public servants.

(PAID FOR BY FRIENDS OF SHERIFF CALDWELL W. WIER)