

Greatest Sin Today Is 'Materialism,' Graham Declares

San Francisco—Evangelist Billy Graham says the American of 1958 will sell his soul in order to keep up with the neighbors.

He told 14,200 persons at the Cow Palace Wednesday night that the greatest sin today is "materialism."

Materialism, Graham said, includes "overindulgence in everything... too much food... too much drink... too little sleep... too much sex."

The 39-year-old evangelist said keeping up with the Joneses is the prime example of covetousness.

Neglect Children
"Lots of women work who don't need to," he said. "They neglect their precious children in order to get more money to keep up with somebody else. They could live on their husband's income and rear their children to know God."

He described three kinds of covetousness:

"The physical realm, where we care more for the personal appearance of our body than the soul; the realm of the imagination, where a person talks one thing but thinks another; and the realm of ambition, where self ambition is placed above all else."

Tells of Beat Generation
Graham also had a message for the so-called "Beat Generation."

"There are some fellows

coming down here from the Beat Generation—whatever that is," he said. "They're filled with frustration, confusion—they are mixed up, searching for something."

"They give themselves to all their desires. I tell them that Jesus Christ could take their lives and change them as from night to day."

A spokesman for Graham said that following the evangelist's message, 288 persons came forward to make their "decision for Christ."

Before his nightly sermon, Graham said he may extend his San Francisco Bay Area crusade from six weeks to seven because of the near-capacity crowds. The crusade is now ending its second week.

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Russian Rocket To Moon Said Failure

Rome—The Italian news agency Continental reported Wednesday the Soviets had attempted to fire a rocket to the moon but that the first stage of the missile exploded, causing heavy damage but no casualties.

The agency said the abortive attempt came at 7:03 a.m. Moscow time on May 2 at a secret base in Siberia known as "Sputnikgrad." It said a "stern investigation" was underway and that Soviet Premier Nikita Khrushchev had ordered the experiment to be repeated as soon as practicable.

The longest presidential inaugural address was made by William Henry Harrison in 1841. It was 10,000 words.

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How Many Ways Can You Continue a Sale When the Customer Says...

1. I'll think it over...
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Because Mother deserves the finest... the season's prettiest proportioned slips at the lowest prices ever! And nothing could be easier to care for than heavenly nylon-tricot! All drip-dry smooth. All are shadow-proof for your sheer summer dresses. A. Dacron-nylon-cotton trimmed in lace and pleated nylon. Sizes 32 to 44. Normal to tall—2.98. B. Dacron-nylon-cotton trimmed with embroidery and lace. White. Sizes 32 to 44. Normal to tall—2.98. C. Angel's Touch slip deep in crystal pleats. White, pastels. Sizes 32 to 44. Normal to tall—3.98.

WOMEN'S LINGERIE . . . STREET FLOOR

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FROTHY NEW PETTI-SLIPS

For you who love the cooler comfort of a half-slip, Penney's priced-drip-dry nylon tricots and smooth easy-care cottons. All charmingly trimmed! All in small, medium, large sizes. All are shadow-pannelled for peek-protection!

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WOMEN'S LINGERIE . . . STREET FLOOR

1⁹⁸

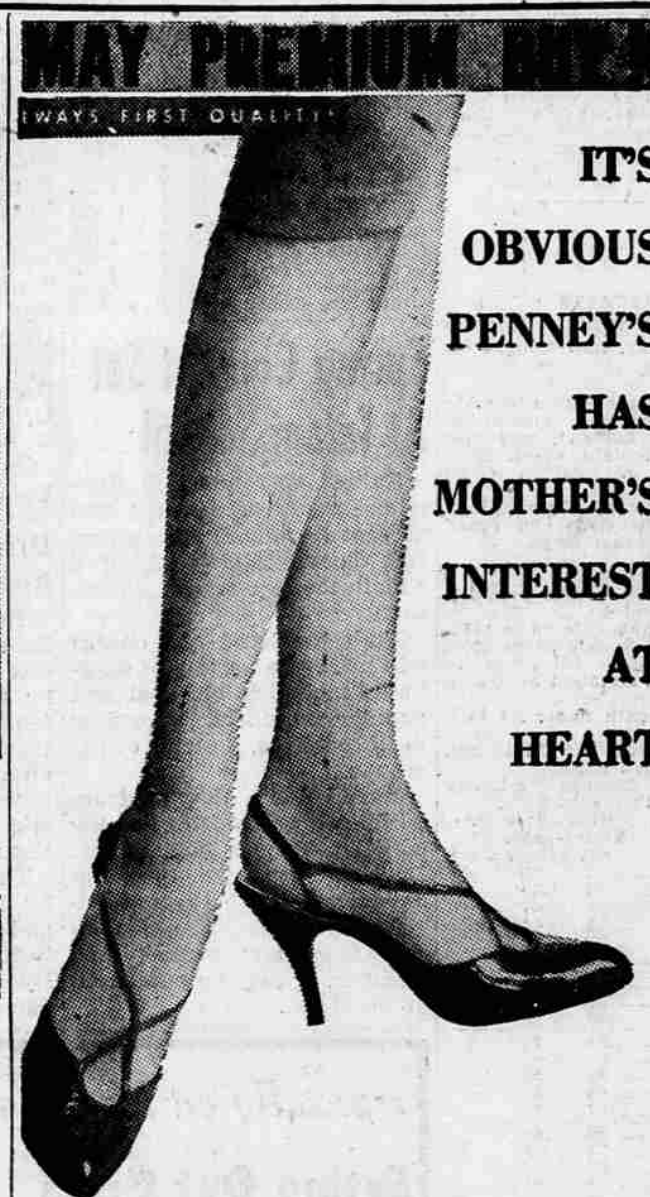
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The perfect blending of acetate and rayon gives you a shower-fresh fabric that's crisp to summer in—easy to care for. The classic lines are smartness itself—can't be priced easily. Red, black or blue stripes. Sizes 12 to 20, 14½ to 22½.

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DRESSES—PENNEY'S MEZZANINE FASHION FLOOR!



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SEAMLESS FASHION LOVING SHEERS

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Beautiful buys at Penney's thrifty price! A whisper sheer—natural look in seamless nylons that sheath your legs in one soft mist of color with no rings or streaks to mar the lovely effect! Glowing shades in a choice of conventional seamless or longer wearing micro-mesh sheers. Sizes 8½ to 11. Proportioned lengths.

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