

Announcing . . .

THE FORMAL OPENING

OF RALEIGH'S MOST MODERN AND UP-TO-DATE TONSORIAL PARLOR

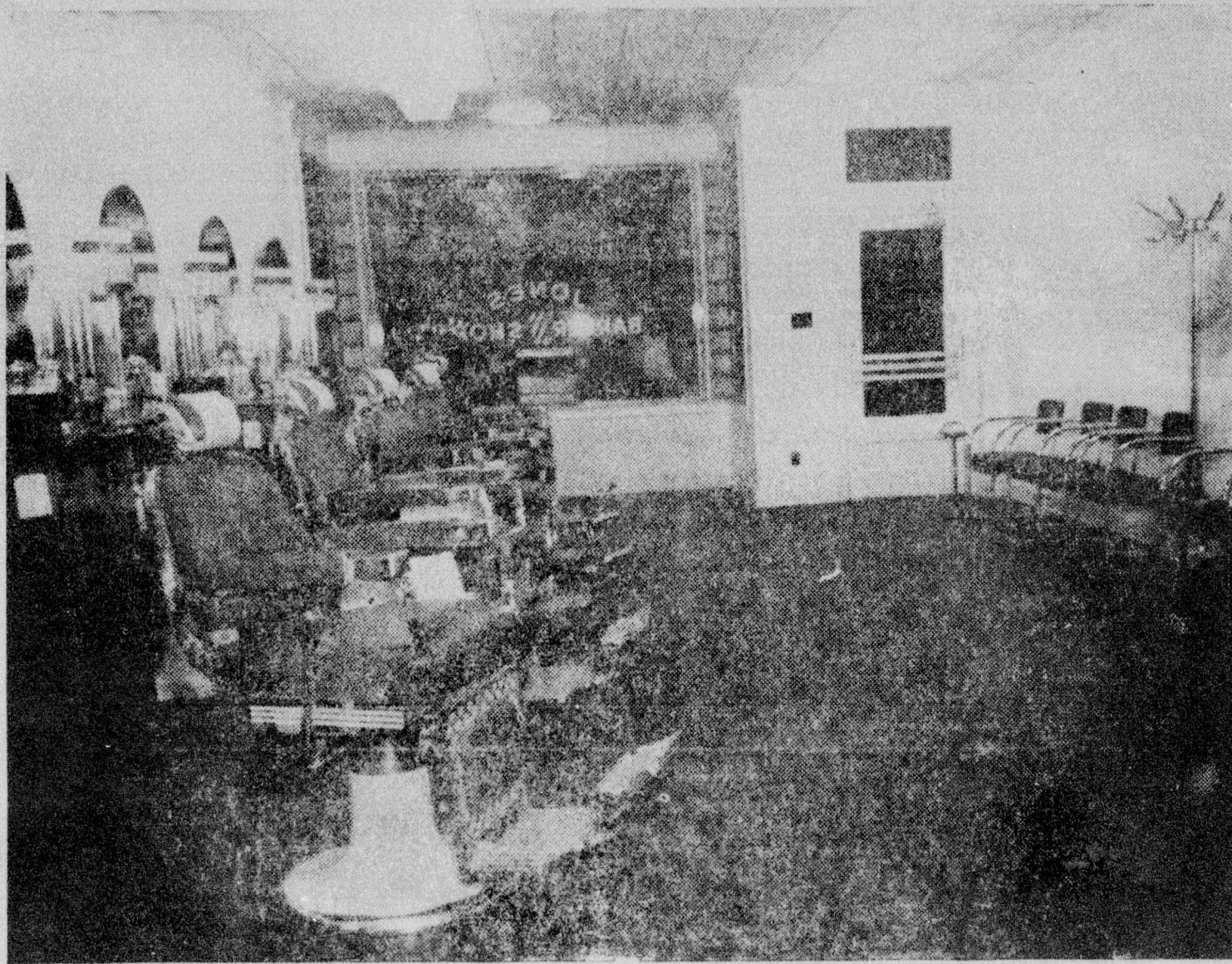
JONES BARBER SHOP

W. RAYMOND JONES, Prop.

Located in the newly erected

JAMES G. TAYLOR MEMORIAL BUILDING

131 E. HARGETT ST. — DOWNTOWN RALEIGH

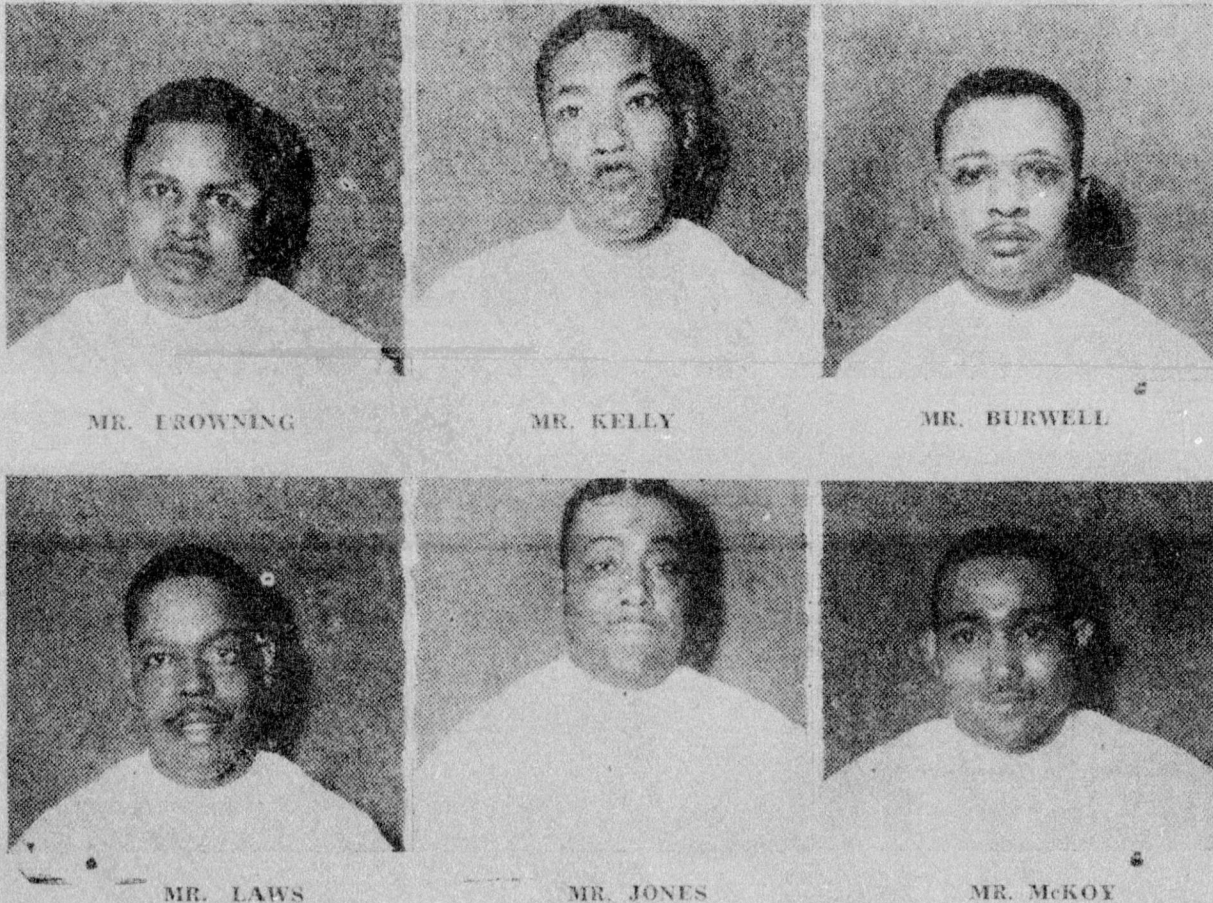


With neither money nor quality spared, the Jones Barber Shop has gone to the limit in bringing to Raleigh a brand new barber shop. Carrying five tri-color chairs upholstered for the most comfort to its patrons, this shop offers the very latest in equipment and appointment.

The management with near 30 years of experience in the barbering business, has made every purchase with a view toward rendering to its patrons the best in barbering and comfort.

Housed in a newly constructed building that has the latest in lighting and central heating, we feel justifiably proud and fortunate in being able to lease the main space in the Taylor Building.

It enables us to adequately house the fine equipment that we feel our patrons should enjoy in the confines of a barber shop.



MR. EROWNING

MR. KELLY

MR. BURWELL

MR. LAWS

MR. JONES

MR. MCKAY

Your Inspection and Patronage Invited

FEATURING

★ Electric Fountain

★ Shower Bath

★ Latherizing Machine
Latest in eliminating the old brush and mug method

★ Up-To-Date Rest Room
Equipped with soap, towels, etc.

★ Modern Shoe Shine Parlor
Manned by two of Raleigh's best bootblacks

MAIL ORDER CLIPPERS PROVIDED START FOR BARBER SHOP OWNER

A pair of mail-order premium hair clippers and many hours of completely new and the most outstanding service and hand work are the ingredients which make up the success story of W. Raymond Jones, the proprietor of Raleigh's newest, most modern and up-to-date barber shop.

More than thirty years ago Mr. Jones received a pair of hair clippers as a prize for selling bling for a mail order concern.

Mr. Jones, then a youngster living in Zebulon, took advantage of the absence of his parents from home to work on the heads of his brothers.

"And after a while," he said, "I got pretty good at it." The clippers that I had won didn't last long, so my father bought me a new pair with which I began cutting the heads of other boys as well as those of my brothers.

ENTERED BERRY O'KELLY
Upon entering the Berry O'Kelly High School at Method, Mr. Jones found out that most of the other boys were working so he found himself a job too, but unfortunately it didn't last long.

"After I got fired I sent home for my clippers and came on to Raleigh and went to work in the old Collins Walker Barber Shop."

During the 28 years which he has worked on Hargett Street, Mr. Jones has established a record for providing the best possible service for his customers, but always he puts it, "wanted to provide them with even better, in fact, the best possible service."

Last week this determination and hard work paid off, not only for Mr. Jones, but for the Raleigh public with his moving into the new Taylor Building at 131 East Hargett Street.

Equipped at a cost of \$6,300, with completely new and the most modern and efficient equipment available, the new Jones Barber Shop is well equipped and staffed to provide the Raleigh public with the ultimate in comfort, sanitation and service.

"One of my major interests," declared the owner, "has been the provision of rapid, comfortable services and the safeguarding of the health of patrons."

TILE FLOORING

Every possible effort has been made in the direction with the provision of the shop with asphalt tile floor, individual waiting seats for the patrons, five new and completely modern barbers chairs, chromium-trimmed mirror cases with built-in sterilizers and a sufficient number of handbells to permit their easy access by the working barbers.

Five courteous and experienced barbers staff the shop. They are, in addition to Mr. Jones, Walter Browning, Herbert L. Kelly, Lovelace Borwell and Malikiah McKay.

In addition to facilities for the providing of the best in tonsorial service the shop also boasts of shower baths and modern and sanitary rest rooms for the use of its patrons.

No shaving mugs or brushes are used in the shop. Instead the latter is provided by means of "latherers," mechanical devices which only the lather and dispense it without the use of a brush.

"I have felt that this type of shop is something which as long been needed by the Raleigh public," Mr. Jones declared, "and I feel certain that the public will respond."



ON FORUM BROADCAST — Father and Daughter Broadcast over the Negro Forum of the Air, WNOE, N. O. La. Father is Dr. Andrew E. McDonald, Den-

ist who has created a sensation by use of hypnosis in Dental Treatment. With him is his daughter, Mrs. Marcia McDonald Fenelon, recently appointed Notary Public by Governor Earl K. Long. On the left is O. C. W. Taylor, Founder and moderator of the program.

OFFICIAL BLASTS ATHLETIC UNION SOUTHERN BLOC

CLEVELAND, Ohio — Jimmie Lee, an official of the American Athletic Union, this week accused the Southern bloc in the Union of denying Harrison Dillard, Negro Olympic champion, the honor he deserves because of his race.

Lee contends that the Southern votes for the "most outstanding athlete of the year" were denied Dillard because of his race and that the Southern vote was an outstanding factor in the final tabulation of nominations for the James E. Sullivan Award given annually to the outstanding athlete of the year.

VOTED FOURTH
The South voted Dillard, outstanding star of the Olympics a fourth spot behind an Atlanta, Ga., white girl whose national and international reputation is in no way comparative to that of the Baldwin-Wallace College star who won the games in London last summer. Lee is said to have learned of the Southern bloc from Dan Ferris of New York, president of the Union.

SEEK MEXICAN HANDS

WASHINGTON (AP) — The state department has entered negotiations with the Mexican government for a new contract whereby agricultural labor may be imported into the United States, it was disclosed here last week.

The negotiations are designed to work up an agreement to provide Mexican workers to farm on U. S. lands here the supply is short. Actually, the use of Mexicans brings an added hardship on the poor white and Negro farmers, as the imported workers receive less pay.

FILL OUT THIS COUPON AND RETURN IT TO:
THE CAROLINIAN
118 East Hargett St. Raleigh, N. C.
I _____ of _____ Raleigh
(Your own Name) (Your Address)

I feel that the appointment of a Negro to fill one of the vacancies on the on the Raleigh City Administrative School Unit, (School Board) would be in keeping with the democratic principles of our city and would serve the interests of more efficient city school administration.

I suggest the consideration of _____ for the appointment. (Name of Candidate)

Felicitations to . . .

JONES BARBER SHOP

"Raleigh's Most Modern"

Acme Cab

DIAL
6262

24-HOUR SERVICE

Congratulations . . .

JONES BARBER SHOP

WE ARE PROUD OF THE WINTER AIR CONDITIONING SYSTEM OUR FIRM INSTALLED IN THE TAYLOR BUILDING IN WHICH THE JONES BARBER SHOP IS LOCATED.

FOR COMPLETE RESIDENTIAL AND COMMERCIAL HEATING AND AIR CONDITIONING SYSTEMS SEE OR CALL

NICHOLSON, Inc.

218 W. Davie St. Phone 2-1122

Congratulations - - -

JONES BARBER SHOP

In Bringing To Raleigh One Of The Most Modern Barber Shops

Fixtures and Equipment Supplied By

J. W. WEAVER CO.

Barber and Beauty Shop Supplies

128 W. Martin St. Raleigh, N. C.