

Call TE-4-5558 And Give Your "Want Ads". We Will Write It, Charge It And Let It Work For You

New Business Opportunities Loom For Negroes In Next Twenty Years

BY BAKER E. MORTON

CHICAGO (ANP) — The future of Negro business already established and the lot of those in the vast expanding population's demand for higher living standards. Likened unto our educational system, the business structure of our society is constantly expanding and blossoming into a wide distribution of both large and small firms where ever there are needs to be filled.

Some one half million new business are predicted to come about in America by 1976. Currently there are 42 million small firms in the nation and by 1976, in order to keep abreast with present trends, there will have to be 37 million by 1976.

This fact has a very significant bearing on the Negro who is entertaining the thought of going into business himself, but is undecided about the type of firm, small business or outlet that he would like to

start. Growth and progress are shared by all members of a business community and big businesses are not necessarily aloof from, but rather are intertwined with small businesses. How large a firm may grow is not controlled by a preconceived theory, but by the nature and nature of the needs a market asks to fill, and the skillful management displays in filling them.

The man contemplating his own business would do well to consider and remember that, to be meaningful, the size of a firm is of little significance as long as it is related to its function.

Many Negroes have gone into business such as restaurants, ice cream shops, grocery stores, taverns, and the like and are either successful or in the red up to their necks.

Small businesses thrive because the needs of so many millions of people can best be served by them. When they fail, it is probably because the need of the community for that particular service was filled elsewhere.

Big business and small business are different only in the fact that one or the other is performing best, the needs of a community. Many large companies cannot adequately fill the needs of a community and vice versa.

With the standard of living

in America rapidly and constantly increasing, there will be an ever-present need for more businesses, both large and small to fill the needs of an advancing public.

There are any number of businesses the Negro could consider starting without limiting himself to certain kinds of businesses.

It can hardly be said that the certain red or candlestick business is any more expensive than the tavern, business. And there is a definite market for curtain rods and candle sticks as far-fetched as it may appear.

There's the self-employed seamstress who could have a unique small business making slip covers, could blossom into a profitable little business, there's the man who is a bobby glass-cutter, who could manufacture glass tops for tables, etc.; the painter who is adept at the art of painting; the lady who knows how to make dresses, and many other crafts and skills that could be turned into profitable businesses within the community. A community delivery service also is a good business idea.

The modern living room in the home reflects the scale and scope of the U. S. economy today and offers numerous suggestions for all kinds of needs.

Consider for example, the firms that provide the furnishings for today's modern living room. Many

of these promising businesses are technologies that Negroes have developed in anticipating the ownership of a business and in seeking to provide the community in which they live with a service that the residents of that community are currently shopping elsewhere for.

PATRONIZE OUR ADVERTISERS

Palm Springs Means Pools And Beauties



With pools and beauties galore, and abundance of celebrities of stage, screen, music, radio and television, Palm Springs, California is fast becoming the most talked about resort in the world.

These two lovelies are shown at the edge of El Mirador's fabulous olympic size pool — ready to dive into the warm desert water. One of these beauties inspired the new popular song "Back Door."



ST. AUGUSTINE'S COLLEGE STUDENTS SERVE AS STUDENT LEGISLATORS — Miss Alice Peterson, Senior of Atlantic City, N. J., and Kenneth Major, Sophomore of Miami, listen to a heated discussion of the Peasant Bill during the recent State Student Legislature held here.

Held At J. W. Ligon School: CAROLINIAN Among Firms, Individuals Receiving Awards At Boy Scout Dinner

The annual recognition dinner of the Wake Division, Boy Scouts of America, was held in the cafeteria of Ligon Junior-Senior High School, Tuesday night.

D. H. Keck, outgoing chairman, presided. The Rev. C. L. Gidney delivered the invocation and led the singing. Rev. D. N. Howard, who has charge of the work, presented the guest, Dr. W. H. Watson gave remarks, in which he welcomed the group to his school.

The main feature of the dinner was the installation of new officers. Bill Roth installed the new officers.

C. H. McLendon is the chairman. P. A. Williams, H. C. Head, R. H. Toole and Dr. W. H. Watson are vice chairmen. F. H. White is the commissioner and has as his assistants W. H. Hurdle, Rev. C. L. Gidney and M. C. Hill.

Other officers include G. F. Newell, D. H. Keck, Dr. N. L. Dreyer, C. A. Marlowe, J. D. Lewis and Howard Pullen. Messines H. L. Taylor, D. N. Howard and Lena Jefferson served as the dinner committee.

Awards were made to William Jenkins, Mrs. Alma White, Louis H. Goodson, Thomas

Christ F. H. White and Rev. J. W. Jones for outstanding work done in the interest of the Boy Scouts. The CAROLINIAN and radio station WRAL were given plaques for going beyond the call of duty to promote the work of the scouts.

Dr. Grady D. Davis, Dean, Second Religion, Shaw University, was a prominent speaker. He congratulated the persons present and all of Raleigh to get behind the scout movement to make the community a better place in which to live.

KK Klan Attacks White Lawyer Who Went Over To The Enemy (NAACP)

BELTON, S. C. (ANP) — Attorney John Holt Culbertson, 47-year-old white lawyer who, in 1952, deserted the "southern way of life" and became a member of the NAACP, was the subject of an attack at a week-end rally of the Ku Klux Klan here recently.

Since his defection from the South's way of life, Culbertson has earned the hatred of every segregationist organization in the region, especially the Klan, which he has fought vigorously.

Referring to Culbertson's activities in the state NAACP, State Grand Dragon J. H. Bickely of Marion, told 1,000 Kluxers.

"The NAACP is a Communist front organization being manipulated by a bunch of Jews for their own advantage."

Culbertson's original claim to nation-wide fame dates back to 1947 when he headed the defense for 28 white men accused of lynching Willie Earle. The Negro had been accused of

Legal Notices

NOTICE OF SERVICE OF PROCESS BY PUBLICATION
STATE OF NORTH CAROLINA
COUNTY OF WAKE
IN THE SUPERIOR COURT
TRUEBIE EVANS, Plaintiff
vs.
LEACH SCOTT EVANS, Defendant
TAKE NOTICE THAT
A pleading seeking relief against you has been filed in the above entitled action.

The nature of the relief being sought is as follows: To secure an absolute divorce on the part of the plaintiff based upon the grounds of two years continuous separation between the plaintiff and the defendant.

You are required to make defense to such pleadings not later than January 15th, 1957, and upon your failure to do so, the party seeking relief against you will apply to the Court for the relief sought.

This 26th day of November, 1956
SARA ALLEN,
Atty. Clerk of Superior Court
P. O. CARNAGE, Attorney
November 24, December 1, 8, 15, 1956

Girls-Women
Here is an opportunity to work in New York and suburbs. Many "sleep-in" domestic positions available. Good salary, good hours, good food. Wonderful opportunity to see New York. Transportation advanced to applicants with satisfactory references.
Write: Boulevard Employment Service
131 Sheridan Boulevard
Inwood, New York

C. R. WEST
SUPER MARKET
802 N. CRAHAM ST.
Veal Chops . . . lb. 29c
Veal Steak . . . lb. 39c
Pet Milk or
Carnation . . . 8 CANS \$1.00
CHARLOTTE, N. C.

Santa Claus
Dropped His Bag Here
A COMPLETE LINE OF
Toys-Hobbies-Games
Fish Make
Lasting Gifts
CRAFTS & HOBBIES
713 N. Person St. Phone TE 2-9772

The Whole Town's TALKING ABOUT

Town Talk
THIN SLICED

IN THE SUPERIOR COURT
NORTH CAROLINA
WAKE COUNTY
NOTICE OF SERVICE OF PROCESS BY PUBLICATION
SILAS DUNN, Plaintiff
vs.
LOTTIE LOCKLEY DUNN, Defendant
TO LOTTIE LOCKLEY DUNN:
Take notice that a pleading seeking relief against you has been filed in the above entitled action in the Superior Court of Wake County, North Carolina.

The nature of the relief being sought is as follows:
A Special Proceeding for the sale of real estate for partition, in which you have an interest, it being alleged that said real estate consisting of a house and one lot and the actual division of the same would not be practical and could not be had, and that it is to the best interest of the plaintiff and the defendant that said land and real estate be sold and the proceeds received from the sale be partitioned as provided by law in such matters.

You are required to make defense to such pleadings not later than the 4th day of January, 1957, and upon your failure to do so, the party seeking or other pleadings in the matter as you may deem necessary.

This 5th day of November, 1956.
SARA ALLEN,
Assistant Clerk Superior Court,
Nov. 10, 17, 24, Dec. 1, 1956

SHOP 'TILL 9 P.M.
at TIP TOP
New Bern Ave. Store Daily

Chuck Roast MORRELL'S FAMOUS POUND **39c**
Roosters LARGE TENDER POUND **25c**
BACON KINGAN'S RICHMOND BRAND POUND **39c**
Sausage KINGAN'S RELIABLE MILD OR HOT POUND **29c**
EGGS GRADE A SMALL DOZEN **39c**
BAKE-RITE 3 LB. CAN **69c**
Salad Dressing DUKES QUART **43c**
Collards TENDER HOME GROWN POUND **10c**
Carrots CRISP SMALL CALIFORNIA CELLO BAG U. S. NO. 1 WHITE **2 Lbs.**

3 45 4/5 quart
2 20 PINT

PARK & TILFORD
(RESERVE)
WHISKEY A BLEND
FOUNDED 1840
Over 100 Years of Quality
BLENDED AND BOTTLED BY
PARK & TILFORD DISTILLERS CORPORATION
LOUISVILLE, KY.

Blended Whiskey 65% Grain Neutral Spirits, 86 Proof.
Park & Tilford Distillers Corp., Louisville, Ky.

CLASSIFIEDS

Number of issues and cost per word
ISSUES 1 2 3 4 5
Cost per word 4 3 2 1 1
Classified display per line, per issue 10c 15c 15c 15c 15c
Each word abbreviation, initial or symbol count as one word.
Punctuation marks are NOT counted as words.
The minimum number of words in any want ad is 13 words. You will be charged by ordering your ad to run 5 or 12 issues.
Weekly Want Ads may be telephoned through Wednesday up to 10 A.M.

SITUATION WANTED

YOUNG MAN — Desires work. High School graduate. Can drive. Call TE 2-4033.

WANTED

Young lady to work at Dry Cleaning. Pick Up Shop. Call Temple 4-1301.
WOMEN — New Easy Ready-Cut House Coat Suits. Earn from \$17.40 to \$28.18 Weekly. Write: Accurate, Style, Inc., 9001 New York.

SPECIAL SERVICES

SPEECH WRITERS FOR BUSY PEOPLE — 10-15 min. \$8.00, advice, personal problems \$100. Information and research on any subject; correspondence; parliamentary law course. M. H. Boulton, Box 2761, Prairie View, Texas.

FUNERAL HOME

RESTFUL PINES MOTEL has beautiful furnished and well heated rooms for rent. Very reasonable weekly rates. For information call Temple 4-3301.

AUTO SERVICES

STEPHENSON'S USED CARS — 218 Hillboro St., Dial TE 3-9333

AUTO & TRUCK RENTALS

WAKE-UP-DRIVE-IT-CARS, TRUCKS, AUTO TRAILERS FOR RENT 301 N. McDowell St. — Dial TE 2-6000 — Night TE 3-6994.
Get your money out of used refrigerators, stoves and furniture NOW. Use our classified ads. Dial TE 4-5338

BUILDING AND HOME IMPROVEMENT SERVICES

STANDARD CINDER BLOCK CO., Inc. — Solite Concrete and Cinder Block. N. McDowell St., Dial TE 2-2168.
Looking for a job? Let us help you find one. Dial 45558.

FOOD SPECIALS

JOY'S AMERICAN GRILL — 220 E. Martin St., Raleigh — Dial TE 2-9266

Cooper's Bar-B-Q

BAR-B-Q and Chicken (Our Specialty) Pig and Chicken 109 E. DAVIE ST.

FUNERAL HOME

RALEIGH FUNERAL HOME 24-Boul. Service, Raleigh, N.C. Phone TE 2-483

NURSERY

POWERS NURSERY — Fayetteville Highway. Phone TE 2-0756.

PHOTOGRAPHER

FREDERICK L. SHERARD — 125 E. Hargett St., Studio TE 3-80 — Box 2-2670.

RENTING A ROOM!

Register it with us at TE 4-5553. This space will cost you only 5c.

SERVICE STATIONS

DUNN'S ESSO STATION — 57 S. Bloodworth St., Phone TE 2-9466.
Consult our classified ads regularly; there are many bargains offered.

Used Cars Bought and Sold

Jenkins Used Cars 321 S. Blount Street Dial TE 2-0344

USED APPLIANCES

TUTTLE APPLIANCE CO. 612 N. Person Phone TE 4-8978

ALL APPLIANCES HAVE VERIFIED VALUES

1 ft. Frigidaire Deluxe Model Refrigerator. Looks like new, for only \$129.50
360 BTU Coleman Oil Space Heater. Used less than 60 days. Only \$85.50
Maytag Wringer Washer. Used less than 1 year. Originally \$109.50. Now only \$75.50
8 ft. Frigidaire Porcelain Refrigerator. New Unit 1 year Warranty. For only \$89.50
Deluxe Model Gas Range. Apartment size. Looks like new, for only \$75.50
Imperial Model Kenmore Wringer Washer. \$89.50
Hot Point Automatic Washer. Used less than 2 years, for only \$49.50
Several Reconditioned Easy Spin Dry Washers. From \$39.50 up
Deluxe Model Electric Range. Norge. \$79.50

Ask for CHESTER GRANT

BROOKS APPLIANCE CO. 225 S. Wilmington St. Dial Temple 3-4660

WATCH SERVICES

DAVIDSON'S WATCH SERVICE — 132 I. Hargett St., Phone TE 3-4539