

EDITORIAL VIEWPOINT

Reasons For New City Hall

Each Raleigh citizen must decide for himself on October 29 whether he favors building a new City Hall on New Bern Avenue. There are several reasons why it should be advantageous to erect the new City Hall on the New Bern Avenue location.

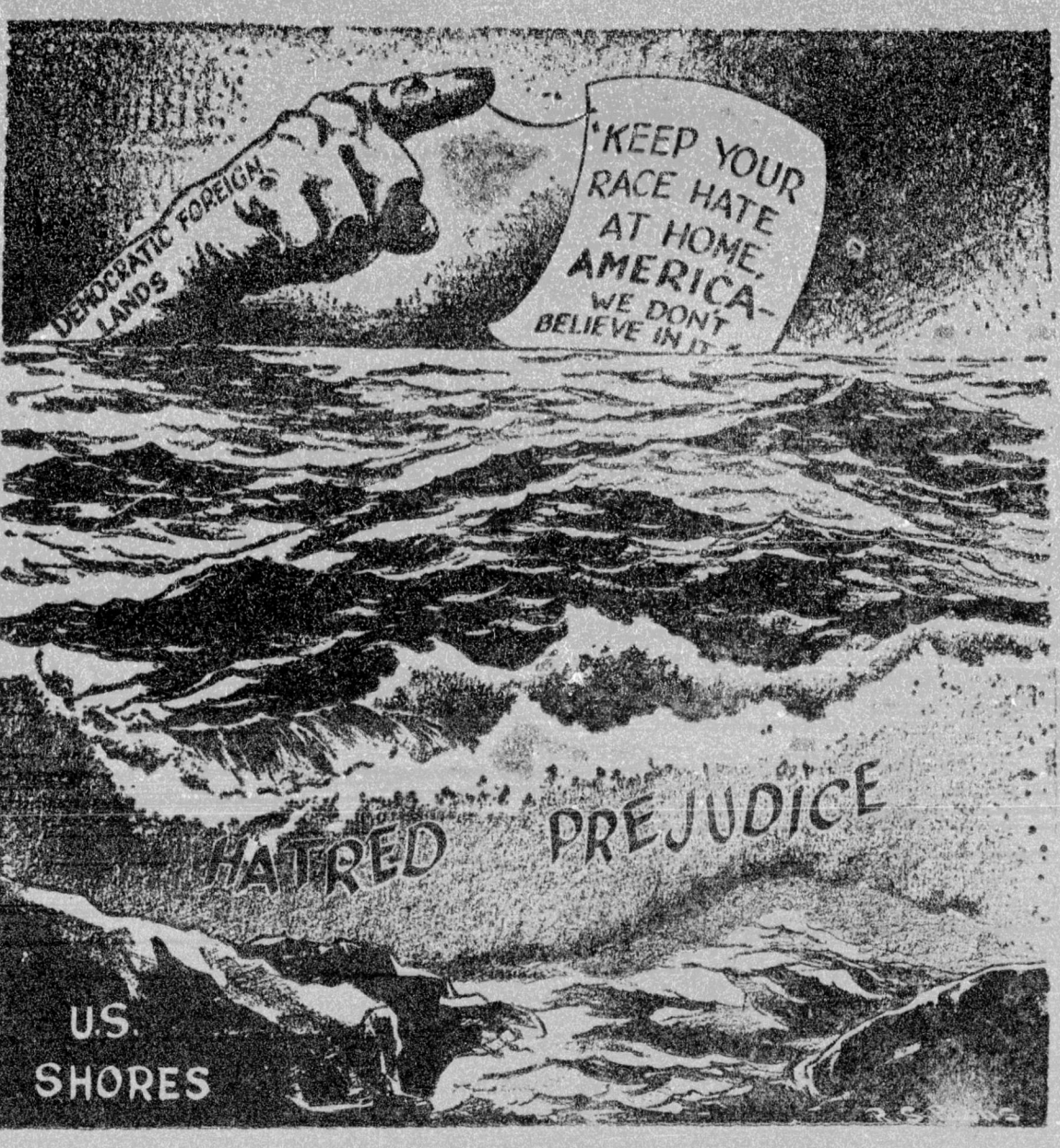
What Can We Do?

The daily press recently carried the story of Virginia losing an attempt to get a Supreme Court hearing for its highly publicized legal scheme to block school integration. Thus, the lower court in Norfolk—it is assumed—will set a new date by which integration must take place.

Negro Buying Potential Untapped

A 15-Billion Dollar-a-year Negro market in this country—equivalent to our entire South American market—is barely being exploited for lack of proper advertising and marketing techniques. The market to which we refer is the buying potential of approximately 16 million Negro people, with its median income of \$2,580.

Hate Is Destroying Our World Leadership



SENTENCE SERMONS

BY REV. FRANK CLARENCE LOWERY For ANP

ARE YOU REGISTERED? 1. The one important thing that man received first, will remain with him to the very last, even when placed in a hearse; it is his name, which he must guard through life against ill-fame.

What Other Editors Say

REDUCING IS DANGEROUS — Women and young girls all over the nation often lose their sense of balance when it comes to the subject of over weight. Everyone of like figure plans to cut down a few pounds beyond a sylph.

JUST FOR FUN

BY MARCUS H. BOI

I LOVE A PARADE! I love all kinds of parades—be they circus, Elks, Inaugural, military, church, fraternal, MARDI GRAS, homecoming, or the DEVILS PARADE!

Gordon B. Hancock's BETWEEN the LINES

THE NEW MOON The time is at hand when this country can no longer be safe in belittling and disparaging Russia's progress in science and technology. This column some months ago deplored the fact that one of our great weeklies carried a long dissertation, the substance of which was a comparison between this country and Russia, and by which comparison it was pointed out that Russia was lagging far behind.

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