

Headed By Bishop R. L. Jones:

AME Zion Church Commission Departs For South America

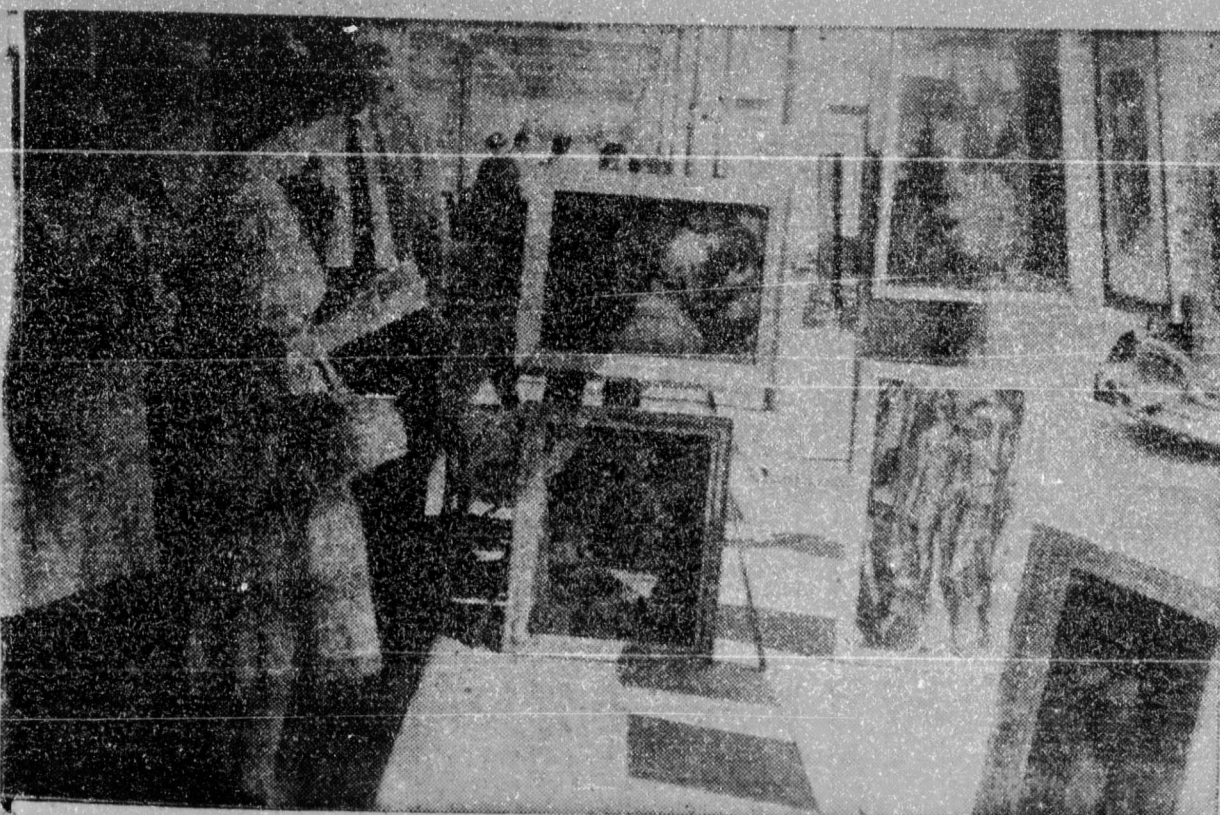
NEW YORK CITY — A commission, representing the A. M. E. Zion Church, headed by Bishop R. L. Jones, left International Airport last week for South America and the Virgin Islands, where they will inspect the work of the denomination.

Bishop Jones will also preside over the two conferences that embrace the work. These two conferences are part of the foreign work carried on by the A. M. E. Zion Church. An extensive program for the improving of the church-related schools and the building of better church buildings was started some years ago and has been progressing steadily since.

Other members of the commission are Rev. L. R. Rodgers, Bristol, Tenn.; Mrs. Elsie G. Keys, Vice-president, Woman's

Home and Foreign Missionary Society, Washington, D. C.; Mrs. Barbara Taylor Jones, President of the Missionary work of the Western North Carolina Conference, Cleveland, N. C.; Mrs. Carrie Taylor, Salisbury, N. C.; Rev. Mrs. Hazel Brownrigg, Connecticut Evangelist, Washington, D. C.; and Mrs. Lillian Reid, Salisbury, N. C. The work is sponsored by the Missionary Department of the church, of which the Dr. J. C. Hogard, Washington, D. C., is the Secretary-Treasurer. He was on hand to bid them bon-voyage. Alexander Barnes, Director Public Relations was also at the scene. The party is expected to return on or about May 1.

PATRONIZE OUR ADVERTISERS



BENNETT ARTIST EXHIBITS
James C. McMillan (right), art instructor at Bennett College, explains to viewers the meaning behind some of the paintings which he had on exhibit during the second annual sidewalk exhibition of the Greensboro Artists' League, an interracial group, in Greensboro Friday. Some of the paintings were done while Mr. McMillan was studying in France, and others were created in his studio at the college.

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Greensboro Friday. Some of the paintings were done while Mr. McMillan was studying in France, and others were created in his studio at the college.

Open To Negroes:

CAREER OPPORTUNITIES

CUSTOMER IS KING

You have no doubt heard that the customer is king. To demonstrate what it means, suppose we pick any one of our tens of millions of American families and follow it on a typical family task—the weekly shopping. The place is Anywhere, U. S. A. It could be Savannah, Seattle, Salem, or your own town.

If you were to glance into this family's shopping, you might find grapefruit from Florida, cheese from Wisconsin, maple syrup from Vermont and apples from India. The family loads these items into a car made in Detroit, with tires from Akron. It returns to a home built of lumber from Oregon, steel from Pittsburgh and

heated by oil from Texas. To make this simple, everyday occurrence possible, many other things must happen first. All have one common aim. To serve and satisfy the customer.

Think of it! To serve and satisfy the customer, freight trains roll through the night. Trucks barrel along great highways. Tankers cross oceans. Blast furnaces roar. Great production plants throb with action.

Distribution includes everything that happens to a product from the time it leaves the manufacturer's plant or a farmer's field until it reaches the consumer, or user. It involves distributing products to wholesalers, retailers or consumers, or engaging in a wholesale, a retail or a service business.

For further information regarding opportunities in the distribution business, write the National Association of Manufacturers, 2 East 48th Street, New York 17, New York.

ADVERTISING ATTRACTS
Strange to say, not many Negroes enter the field of advertising and yet we have more than 75 weekly newspapers and a dozen or more magazines—not counting the professional periodicals that are published each year.

When you choose a career in advertising, you join forces with a business "on the rise." Here is why: Advertising is a part of distribution, part of the process of finding customers for the huge volume of goods and services America is now capable of producing.

Most business leaders see successful distribution as the key to a continuing prosperous economy.

And advertising, reaching many people at one time, is the counterpart in modern distribution of the machine in mass production.

Since World War I, advertising for qualified young people who seek a career "on the rise" and who want the satisfaction of knowing that their work is especially important to the American economy.

Successful people in advertising tell us that they were attracted to the business by its creative, dynamic nature. They like the great variety of activities which make up advertising business, including such different ones as:

Talking with customers, dealing with top business people, analyzing markets, studying advertising media, writing and preparing art work for printed and broadcast advertisements; selecting and producing radio and TV programs.

We suggest that you enroll in a school of journalism, or serve an

apprenticeship with a newspaper for three or four years.

For further information regarding this profession, we suggest that you write the American Association of Advertising Agencies.

**SURE,
I WANT
TO SUBSCRIBE
TO THE
CAROLINIAN
I'M TIRED
OF WAITING
FOR A LOOK
AT THE
NEIGHBOR'S
COPY**

SUBSCRIPTION DEPARTMENT
THE CAROLINIAN
318 E. Main Street
Raleigh, N. C.
GENTLEMEN:
Enter my subscription to THE CAROLINIAN for:
1 year (12 issues) \$4.50
6 months (6 issues) \$2.50
I enclose remittance in amount of \$
Name _____ Street Address _____
City _____ State _____



THE OLD TIMER
"Men who win their wives by soft soap often end up washing the dishes."

POSNER'S ebonaire
WATER REPELLENT HAIR CARE

PRESS your hair with ebonaire
GROUSELESS CREME PRESS

then..
CURL your hair with ebonaire
CREME CURL

Guaranteed to hold your Hair Style from 7 to 14 days
OR YOUR MONEY BACK!

DINNER MUSIC

EVERY EVENING — 7:30 — 11:00 P.M.

CATERING TO COLORED ONLY

TREAT YOUR WHOLE FAMILY

EAT OUT and ENJOY YOUR MEALS AT ...

NEW LINCOLN CAFE

333 South Wilmington Street

DESSERT SPECIALS

JANE PARKER FRESHLY BAKED

APPLE PIES 8" Size Each **43c**

JANE PARKER FRESHLY BAKED

SPANISH BARS Ea. **29c**

"OUR FINEST" FANCY SLICED A&P FROZEN

STRAWBERRIES 2 10 oz. Pkgs. **35c**

CRESTMONT A&P'S OWN BRAND

ICE CREAM 1/2 Gal. Ctn. **69c**

ANN PAGE PURE FRUIT RED RASPBERRY

PRESERVES 12-oz. Glass **29c**

Ann Page Current

JELLY **33c**

A&P RSP.

CHERRIES 2 3oz Cans **39c**



Prices this ad are effective through Saturday
MAY 3

COME SEE YOU'LL SAVE AT A&P

"SUPER-RIGHT" FRESHLY

Ground Beef Lb. **55c**

ALLGOOD — SMOKY FLAVORED

Sliced Bacon 1-Lb. Pkg. **59c**

"SUPER-RIGHT" DELICIOUS ALL MEAT

Franks Perfect for outdoor living. 1-Lb. Pkg. **55c**

COME SEE — COME SAVE AT YOUR FRIENDLY A&P

Florida-Juicy-Fresh

ORANGES D O Z. **39c**

PEPSI-COLA BOTTLING CO.

OF RALEIGH, INC.

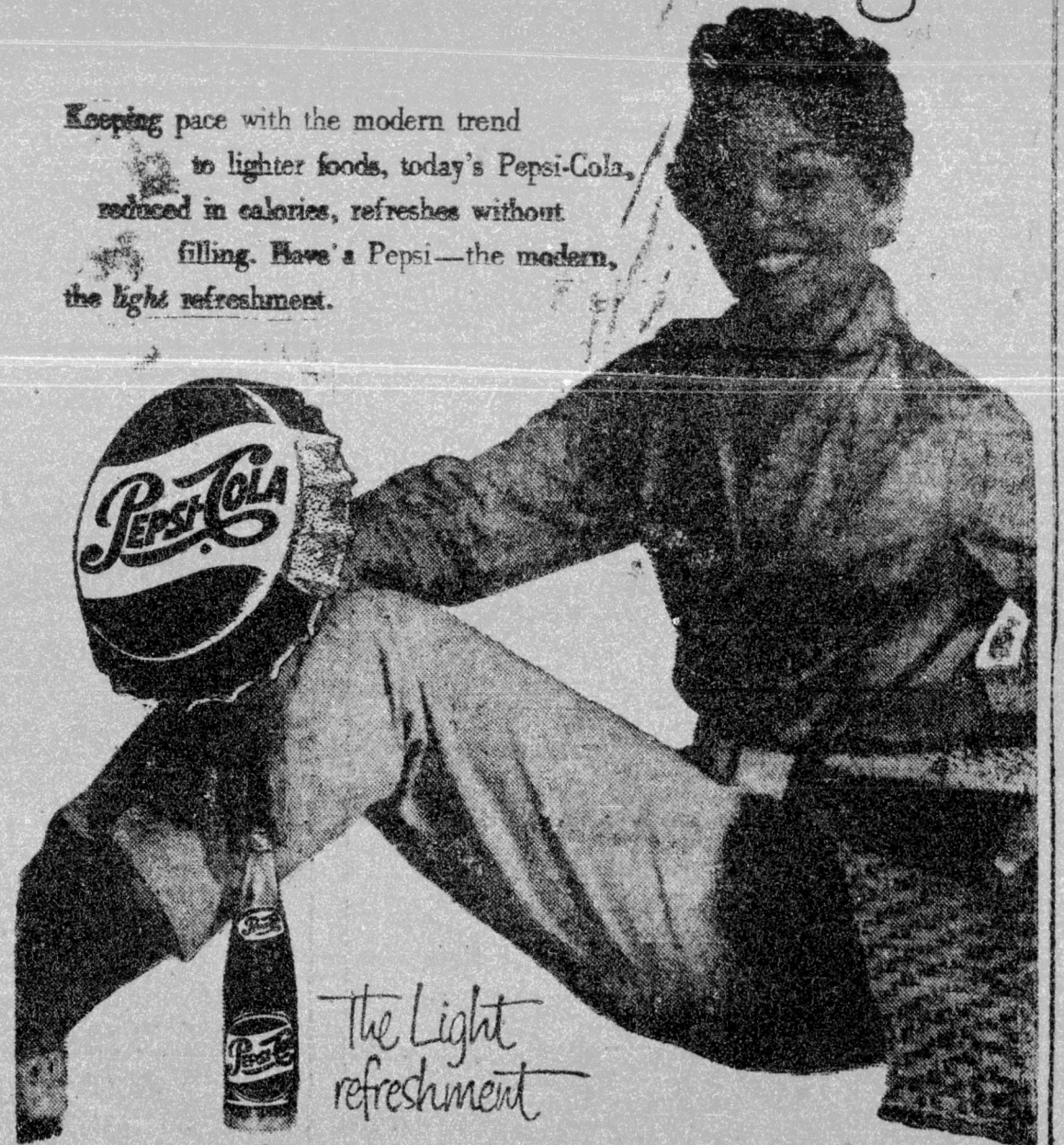
WILL BE AT THE

CAROLINIAN FOOD SHOW and HOMEMAKERS EXPOSITION

Enjoy today's fun ...

Refresh without filling

Keeping pace with the modern trend to lighter foods, today's Pepsi-Cola, reduced in calories, refreshes without filling. Have a Pepsi—the modern, the light refreshment.



Our Mr. Nicholas And His Pepsi-Cola Girls Will Be Glad To Extend The Courtesies That Only



CAN OFFER