



EIGHT WIN FREE TRIP TO NIA — Because of their ability to sell insurance during a ten week North Carolina Mutual Life Insurance statewide contest, eight of these nattily-attired men won a free trip to the National Insurance Association which met in Columbus, Ohio August 5-8. Among the Greensboro district salesmen, three debit managers won all of the three statewide awards given to that group. Another winner, not shown, Staff Manager F. A. Farnsworth, had left earlier. Before boarding a Columbus-bound plane at the Greensboro-High Point airport, the men were wished a bon voyage by Mr. Abner Lee, Assistant to Agents Director. Shown from left to right are Agent C. F. Snipes, Greensboro District Manager N. L. Greer, Agent J. C. Stricklin, Abner Lee, Agent J. W. Martin, Staff Manager H. H. Crawford, Piedmont Airlines Captain Gaither, Agent B. Reid, Raleigh District Manager C. C. Smith and Staff Manager D. S. Coley.

Relieve sneezing due to hay fever
Use Dr. Guild's Green Mountain GRANULES OF SODIUM

RINGWORM-DANDRUFF SUFFERERS
IF YOU HAVE DRY BRITTLE HAIR, DANDRUFF, ITCHING, ECZEMA, RINGWORM OR OTHER SKIN OR SCALP IRRITATIONS, PERSULAN WILL AFFORD TRANSIENT RELIEF OF THE SCALING AND ITCHING. ASK YOUR DOCTOR, DRUGGIST, BEAUTICIAN OR BARBER ABOUT PERSULAN.

OH, MY ACHING BACK
New! You can get the fast relief you need from nagging backache, headaches and muscular aches and pains that often cause restless nights and miserable tired-out feelings. When these discomforts come on with over-exertion or stress and strain — you want relief — want it fast! Another disturbance may be mild bladder irritation following wrong food and drink — often setting up a restless uncomfortable feeling. Doan's Pills work, fast, in 3 separate ways: 1. by speedy pain-relieving action to ease torment of nagging backache, headache, muscular aches and pains. 2. by soothing effect on bladder irritation. 3. by mild diuretic action tending to increase output of the 16 miles of kidney tubes. Enjoy a good night's sleep and the same happy relief millions have for over 60 years. New, large size saves money. Get Doan's Pills today!

UNCF Names National, Regional Directors

NEW YORK — W. Barton Beatty, Jr., head of the United Negro College Fund's Cleveland-Pittsburgh region since 1935, has been named national campaign director, it was announced here today by W. J. Trent, Jr., Fund executive director. Mr. Beatty's regional assignment will be filled by Joseph Henry Taylor, formerly in charge of vocational services for the Cleveland Urban League.

A native of Cairo, Ill., Mr. Beatty is an alumnus of Fisk University, Nashville, Tenn., one of the Fund's 33 member colleges. He has done graduate work at Howard University and the University of Michigan. He holds an honorary degree from Bishop College, Marshall, Tex., another of the Fund's member institutions.

Mr. Beatty came to the College Fund staff from an assignment with a third member school, Hampton Institute, Va., where he served as secretary and public relations director. His earlier professional experience includes four years as executive director of the Moorland Branch of the Dallas YMCA and four years as boys work secretary of the Detroit YMCA.

Undertaking many civic responsibilities both locally and nationally, Mr. Beatty serves as editor-in-chief of Alpha Phi Alpha's "Sphinx" of the National Publicity Council Magazine and is a board member for Health and Welfare Services. He chairs and serves with a number of YMCA and community councils and committees.

"Mr. Beatty has won many friends for the College Fund in Cleveland, Youngstown, Akron, Columbus, Pittsburgh and neighboring communities," Mr. Trent said. "By enlarging the scope of his work our officers and board members look forward to strengthened support throughout the nation for the Fund's member colleges."

Also a UNCF alumnus, Mr. Taylor, a native of Ripley, Tenn., was graduated from LeMoyne College in Memphis. He holds a master's degree from Western Reserve University and is working toward his doctorate in education.



HUNDREDS TO CHOOSE FROM! MAKE YOUR SELECTIONS EARLY

Classroom Cottons

3.99 to 16.99

Sizes 3 to 6x—7 to 14 Pre-Teen 8 to 14

Winning top-honors . . . our gay dresses for girls chosen with care for newest fashion features . . . finest workmanship . . . easy care fabrics that stay bright and pretty on through winter. A tremendous selection of plaids, solid colors with new details, prints, in every style that's new . . . and becoming becoming to every little girl!

Science Shrinks Piles New Way Without Surgery Stops Itch—Relieves Pain

New York, N. Y. (Special) — For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain — without surgery.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by doctors' observations. Pain was relieved promptly. And, while gently relieving pain, actual reduction or retraction (shrinking) took place. And most amazing of all — this improvement was maintained in cases where doctors' observations were continued over a period of many months!

In fact, results were so thorough that sufferers were able to make such astonishing statements as "Piles have ceased to be a problem!" And among these sufferers were a very wide variety of hemorrhoid conditions, some of 10 to 20 years' standing.

All this, without the use of narcotics, anesthetics or astringents of any kind. The secret is a new healing substance (Bio-Dyne) — the discovery of a world-famous research institution. Already, Bio-Dyne is in wide use for healing injured tissue on all parts of the body.

This new healing substance is offered in *suppository or ointment form called Preparation H.* Ask for individually sealed convenient Preparation H suppositories or Preparation H ointment with special applicator. Preparation H is sold at all drug counters. Satisfaction guaranteed or money refunded.

Watch The Progress of the Construction OF A BEAUTIFUL HOME FOR

Mr. & Mrs. John Earnest Jones

903 E. Bragg Street

BY **JOHN W. WINTERS**

Complete Drafting of Plans—Supervision of Construction ASSISTANCE IN FINANCING

"For Homes That Are Different Let Me Build For You."

TE 3-5251 1309 E. HARGETT

HOT? THIRSTY?
COKE in big King Size for You!

WHEN THE SUN'S BEATING DOWN . . . and the thermometer's blowing its top . . . it's time to stop . . . and refresh . . . with a big King-size bottle of ice-cold Coca-Cola! New King Size gives you lots more of your favorite refreshment! Perfect for a King-size thirst! So . . . cool off! Enjoy a frosty King-size bottle of Coke . . . right now!

REGULAR KING SIGN OF GOOD TASTE

Copyright 1935 The Coca-Cola Company. "Coke" is a registered trademark. Bottled under authority of The Coca-Cola Company by THE CAPITAL COCA-COLA BOTTLING CO., Inc.

Benedict Hires 7 Staffers

COLUMBIA, S. C. — Dr. J. A. Bacons, president of Benedict College, has announced the employment of seven new faculty members for the 1936-37 school year.

They are Dr. Robert C. Givier, the area of psychology and philosophy; Dr. A. L. Baron, in the area of chemistry; Dr. Linda C. Smith, education and English; Dr. J. G. Spaauw, social studies; Mr. Robert Fowler, French and Spanish; Mr. Raymond Patterson, English; and Mrs. Vivian C. Hurley, library science.

Dr. Givier received the B. A. degree from Harvard University. He is a former professor at Tufts College.

Dr. Baron, who received the B. S., M. S. and Ph. D. degrees from New York University, as an educator with special experience in industrial chemistry.

Dr. Smith holds the B. S. and M. A. degrees from the State University of Iowa and the Ed. D. degree from Temple University. She is a specialist in clinical reading and served with Dr. Beatty at Temple University in Dr. Beatty's private laboratory school.

Dr. Spaauw, who received the B. A. and M. A. degrees from the University of Amsterdam and the M. A. and Ph. D. degrees from the New School of Social Research in New York, is a former instructor at Cornell University.



GIRLS GO FOR CARCOATS, of water-repellent cotton poplin to be worn with or without hoods. Knit trims are new, all are fully lined. Beige, Red, Navy in sizes 3 to 6x, 7 to 14. 7.99 to 10.99

SPECIAL VALUE FOR BOYS!



Suburban Coats 9.99

Wool, Orlon and Nylon blended in a fabric that's warm as felt, rugged as a bear! Warm quilted lining, similar to picture shown in Ivy stripes of Brown or Gray. Sizes 6 to 18.

A WONDERFUL WORLD OF FUN AND FASHION

Hudson-Belk

ONE BIG STORE THAT MAKES IT EASY TO DO THAT BIG JOB OF GETTING BOYS AND GIRLS READY FOR

Back to School

Second Floor Youth Center

MIX SWEATERS WITH MATCHING PLAIDS

HAN LON SWEATERS: New shades: Blue Spruce, Hemlock and Redwood, plus basic bright and pastel colors. Short sleeve alipon. Sizes 7 to 14 . . . 3.99 Long sleeve cardigan . . . 4.99

WASHABLE PLAID SKIRTS: 85% Wool, 15% Nylon permanently pleated skirts that drip-dry overnight. Pick any color . . . there's a special sweater dyed to match. Sizes 7 to 14 . . . 5.95

JUMPING JACKS MOCCASIN-TOE Oxfords 6.98 Sizes 8 to 12

Smart, sturdy oxford by JUMPING JACKS. Black leather with black Du-Flex Cushioned Crepe sole. B to D widths. Sizes 12 1/2 to 4 . . . 7.98

"Chatter" PUMPS BY SWEETBRIAR 6.98

Classroom cuties adore this smart pump with gold buckle trim. Sizes 4 1/2 to 8 in Narrow and Medium widths.

ALL WOOL SUITS, that measure up to our high standards for quality and value. Ivy 3 button style, coat is lined and interfaced to keep its shape. Ivy Stripes, Gray or Brown. Sizes 8 to 18 . . . 19.99