

1939 NAACP MEMBERSHIP DRIVE AT SHAW

# ANNOUNCING NEW YORK WORLD'S FAIR BUILDING AND LOAN CONTEST

Sell Building and Loan during your spare time and win a free trip to the New York World's Fair. All expenses paid.

## First Prize

Railroad and Pullman accommodations to New York and return, plus \$4.00 per day, for 10 days.

## Second Prize

Railroad accommodations to New York and return, plus \$2.00 per day for 10 days.

## Third Prize

Bus accommodations to New York and return. No cash allowance. Note: Winners may choose cash in lieu of above prizes. Cash prizes to other contestants to be determined by number of shares sold. (50 per cent of Entrance Fees)

Each entrant will be credited with votes as follows:—

1st week of campaign	100,000
2nd week of campaign	50,000
3rd week of campaign	20,000

(A decrease in votes of 10,000 per week thereafter)

Contest Shall Begin April 1, 1939  
and  
Close July 1, 1939, at 8:00 p. m.

Contest is open to everyone except persons receiving compensation from the association.

### For Further Information Call Mutual Building And Loan Association DURHAM, N. C.

144 FARRISH STREET  
816 FAYETTEVILLE STREET

PHONE J-3921  
PHONE F-5921



In inaugurating the 1939 membership campaign of the Shaw University branch of the NAACP, president William C. Raines (left) of the Shaw University Student Council sold the first certificate to President Robert Daniel (right) of Shaw. The student branch of the NAACP is making a determined effort this year to outstrip all other colleges in securing new members for the organization.

## Notes From DURHAM'S BLUE BOOK BY MORINE DIXON

The Durham Chapter of the A and T Alumni Association held its regular meeting Thursday, March 9, at the home of the President, Walter Grandy on 606 Dunbar Street. The meeting was one of the most interesting of the year. Due to the fact that they were surprised to see Horse Lane, an old outstanding athlete of A and T college. Horse Lane brought greetings from the Golden Belt Chapter in North Eastern North Carolina, told some of the accomplishments of that chapter and how the old A and T Spirit was growing in that section. He was in the city of Durham on official business with the North Carolina Negro High School Athletic Association in their Annual Basketball Tournament of the Eastern District. As a member of the Executive Committee he was kept busy during the time that he was in the city, and had but few minutes to stop in to see and say hello to his A and T Friends. President Grandy was happy to present Horse Lane to

the group. After brief remarks from Mr. Lane a delicious serving of salad drips and smokes was enjoyed. The meeting then proceeded. The finance committee reported that the money for the \$25.00 trip to the 4-H club boy who grew the largest amount of corn per acre would be ready whenever the club boy would report. After a few remarks by the president and secretary, the meeting adjourned. The next meeting will be held at the home of Prof. Moffitt in April.

### CAUGHT STROLLING SUNDAY

Mary Hester Livas in an orchid frock, perfect fit with box pleats and buttons down the front; Minnie Turner in a light beige spring coat pink hat, black patent leather bag and shoes; Vivian Merrick in a black and grey tweed tailored suit with a dark rose blouse and hat; Bernadine Bailey in a beige coat and black chic hat; Hazel Ridley in a beautiful coat with a blue fox collar, black hat and shoes, and Adeline Spaulding in a black

... Marie Downing  
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LARIUSE BEAUTY FOUNDATION



The Lariuse Beauty Foundation was established by the Godefroy Manufacturing Company to study methods of preserving women's natural beauty, and to make the results of this research available to the public.

In the last column we discussed the problems confronting the overweight girl who wishes to look her best for spring. Today we will consider her too-slim sister. The girl with too many angles and too few curves wears her clothes with even less style than the heavier woman. There is a certain dignity in manliness, but scrawliness looks simply under-fed. And as a general rule it is harder to gain weight, than it is to lose it. Losing weight, in most cases, is a matter of will-power, self-control when it comes to starches and sweets, and regular exercise. The underweight girl has to resort to all sorts of tricks to coax a few elusive pounds to stay with her. Here are a few suggestions which may help.

### Adequate Sleep Necessary

One of the first requisites for gaining weight is sufficient sleep. Doctors will tell you that no two people require the same amount of sleep. If you are underweight, don't think that eight hours sleep is sufficient for you. If you can't arrange to get more than that at night, try taking afternoon naps, if possible. Sleep is a tremendous aid to beauty, and an extra hour every day will do wonders.

### Diet Important

Too often the underweight girl has a very small appetite and prefers non-fattening to fattening foods. If you find it impossible to eat heartily at your meals, try to make up for it with between-meal snacks. Drink a glass of milk at mid-morning and another (or a glass of fruit juice, with a piece of

cake or a sandwich) during the afternoon. Warm milk or some of the food drinks at bedtime are very soothing and will prove a good weapon in your gaining campaign. At your regular meals, too, you should concentrate on calory-rich dishes. The starches and sweets which are forbidden the heavier girl should comprise a large part of your diet. Eat your vegetables creamed, whenever possible, and drink milk rather than tea or coffee. Don't make the mistake of avoiding exercise entirely just because you are underweight. You should not take too strenuous exercises, of course, but a brisk walk every day will improve your appetite and help you to sleep soundly. Exercise in the fresh air will put a sparkle in your eye and roses in your cheeks.

Don't get so wrapped up in your gaining routine that you forget about your regular beauty schedule. Brush your hair until it shines, keep your skin clear and clean, and your hands and nails in condition at all times. Follow these simple rules and by the time you are ready to don your Easter outfit, you will be blooming with health and an outstanding figure in the Easter parade.

What are your beauty problems? Write Marie Downing, Lariuse Beauty Foundation, Room 521—319 North Fourth St., St. Louis, Mo., and she will be glad to answer them. Be sure to enclose a self-addressed stamped envelope.

## WEST DURHAM CHURCH

There will be an ordination service at the West Durham Baptist Church Sunday afternoon March 19th at three o'clock. Four men have been selected by the church to serve on the Deacon Board of the church. The names of the candidates are: Eurch Coley, John Roberson, William Brown and Lee Brown. The ordination sermon will be delivered by Rev. Thomas, pastor of the Mt. Vernon Baptist Church, and the music will be rendered by Mount Vernon Church choir.

Three other pastors have been invited to participate in the ordination, Revs. J. E. Mc Lester, pastor of the Second Baptist Church; W. L. Wilson, pastor of the Olivet Baptist Church, and M. C. Carter, pastor of the New Bethel Baptist Church. The deacons, and as many of the members of these churches are invited to be present.

This promises to be a service of sacredness and interest, and the public is invited to attend.

**STOP—LOOK—READ**  
Other Clubs whose new came in too late for publication were: Silver Moon, Don't Worry, Three C's, Rosebud Duchess, Young Women's Social Club, Sunny Side Social Club, Van (Please turn to page eight)

tailored suit, white blouse, black hat, shoes, purse and gloves.

**SORRY, WE WANT A YOUNGER MAN FOR THIS JOB**  
(You look too old)



Yes, employers do judge your age by your hair. And if your hair is gray you might as well wear a tag saying, "I'm old—too old for this job!" Have you ever lost out on good jobs for this reason? If you have, don't worry—you can keep it from happening again. Simply color your hair with Godefroy's Lariuse. No matter how gray yours is now, it will instantly take on glowing, youthful-looking color when Lariuse is brushed through it. No experience necessary—directions in package tell you how to apply Lariuse. Takes only a few minutes. Color will not rub off or wash out. Use Lariuse—keep your age a secret. Who knows, it may mean a new job for you... and new friends... and new chances for romance. Get a bottle today. IF YOUR DEALER DOES NOT HAVE IT, SEND \$1.25 (no extra postage) DIRECT TO

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