

Walls Of Prejudice Tumbling Says Readers Digest Article

Claims Negro Participation In American Life Greater Than Ever

PLEASANTVILLE, N. Y. 000. Since then, many more institutions have opened their doors.

"The wall of prejudice are tumbling down," Maisei says, "in the effort to make the American dream of equality come true for all men."

Appraising Negro progress in industry, Maisei notes that in the South as well as the North, more and more Negro are finding skilled jobs. For example, Lockheed Aircraft today has 1000 skilled Negro workers in its Marietta, Ga. plant alone.

In 1930 there were fewer than 200,000 Negro trade-union members. Currently there are almost two million, and a growing number of Negroes have risen to posts of union leadership. In 1944 the telephone industry hired its first Negro clerks and switchboard operators. Today it has more than 10,000. Big-city banks and department stores, formerly employing Negroes only as janitors, now have many as clerks, stenographers, tellers and accountants.

The Negro's wages have increased to more than four times their 1940 level, the article states. This new prosperity has created a vast new market with a purchasing power of \$16 billion a year.

Full integration is now the rule in the Armed Forces. Among the nearly 8000 Negro officers is Brig. Gen. Benjamin O. Davis, Jr., of the Air Force.

Similar advances are evident in education. In 1932 only 7000 students attended Negro colleges, with possibly 2000 more Negroes in unsegregated colleges of the North. By 1947, Negro-college enrollment had climbed above 70,000; Negroes in other colleges numbered 12,

000. Since then, many more institutions have opened their doors.

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Presents Forty Trophies At Tennis Meet

Warren A. Sanford, Public Relations Representative of the Norfolk Coca-Cola Bottling Works, Inc., Norfolk, Va., representing The Coca-Cola Company, Atlanta, Ga., presented 40 trophies to W. L. Cook, N. C. M. L. Inc. Co. official, at end of finals, Saturday, Aug. 13, of NTA Junior Championships, North Carolina College.

The trophies were then in turn, presented to the winners by Cook, assisted by Mrs. B.A.J. Whitted, Asst.-Treasurer-Cashier, N. C. M. L. Ins. Co.

All 40 trophies were donated by The Coca-Cola Company, Atlanta, Georgia. Hubert H. Rand of the Durham Coca-Cola Bottling Company was scheduled to be present for the formal presentation of the trophies, but because of prior commitments, he was unable to be present.

The Coca-Cola Company and its dealers through-out the nation have for many years been very active in the support of national athletic activities.



Phillips Schuyler, brilliant pianist, returned from a South American tour to fill an engagement at the Lewisohn Stadium in New York. The concert was sponsored by Calvert Distillers Co. whose president, W. W. Wachtel, designated Miss Schuyler as "an Ambassador of Distinction" for bringing credit to America with her allies overseas.

A plaque was also awarded to Tubie Resnik, executive vice-president of Calvert Distillers Company, by Mel Patrick (right) president of the Uptown Press Club. This award was received in Mr. Resnik's absence by Harry Fox, Assistant General Sales Manager of Calvert (center). It cited Mr. Resnik for "advancing the arts by providing opportunity on the basis of merit."

High School Opens September 7th

CHAPEL HILL P. Pope, R. D. Smith, Mrs. M. D. Turner, and C. A. McDougle, Principal.

The new teachers will be Mrs. P. H. James, Durham, who will teach Seventh grade, and a replacement for Science

and English teacher Mrs. E. M. Robinson who will be employed by the Greensboro City System. This teacher awaits election at present.

Plans were all worked out

Lincoln High School has a faculty of sixteen teachers. Returning teachers are Mrs. C. H. Barnes, J. Y. Bell, Mrs. R. P. Bell, Miss D. M. Coston, Mrs. M. G. Frazier, Mrs. M. D. Fulford, Mrs. M. E. Kornegay, E. D. Lowery, Mrs. R. W. Milteer, W. D. Peerman, Miss R.

North Carolina Farmer Gets Greater Production With Less Fertilizer After Having Soil Tested

GREENSBORO A North Carolina farmer has found out the "hard way" that proper use of fertilizer, is a lot less expensive and much more productive than using more than enough.

J. H. McCollum, Route 3, Lumberton, a tobacco grower related last week an interesting story of his experience to S. J. Hodges, agronomy specialist, with the A&T College Extension Service. He purchased eight bags (1,600 pounds) of 3-9-6 tobacco fertilizer per acre for the W. L. Powell Estate for the past ten years. McCollum had never had his soil tested. The only reason he could give for using 1,600 pounds of fertilizer was that it took eight bags of fertilizer to make a good tobacco crop and many of the people in the community used that much.

He spent one day taking soil samples on the 28 acre tobacco allotment on the estate. By late December he had received all of the reports on his soil test. He was amazed to learn that the Soil Testing Division had recommended only 900 pounds of 4-8-10 fertilizer per acre. In studying his reports he noticed at the bottom of the report the following statement: "If you have any questions on our recommendations for crops, contact your local agricultural leaders or write to the Soil Testing Division."

McCollum could not rest until he made a trip to Lumberton to talk this over with the county agent. He told his story, pointing out that the Soil Testing Division had evidently made a mistake in recommending only four and one

half bags of fertilizer per acre for his tobacco crop. The county agent pointed out that for average conditions 30-40 pounds of nitrogen; 60-70 pounds of phosphorus; and 80-100 pounds of potash was sufficient for an acre of tobacco. Before leaving the office, McCollum decided to go along with the recommendation.

By July 15, McCollum was so pleased with his results that he sent for the county agent to come out to his farm. When he was asked if he thought the weather conditions had anything to do with the crop he answered—"We have had favorable weather this year, but I have been here for ten years and have seen favorable weather conditions before, but I

have never seen better prospects for a tobacco crop that I have this year." When asked how he thought it would sell he said he didn't know, but the quality seemed good. He also stated that by following the recommendation of the Soil Testing Division, he had saved \$400.00 in fertilizer, which should go a long way toward harvesting the tobacco.

McCollum is not only convinced that soil testing pays and that one should buy NPK rather than bags of fertilizer, but he has learned much about liming and fertilizing other crops grown in rotation with his tobacco.

Many of McCollum's neighbors who have watched the crop grow all the year, commented on the good tobacco crop he has produced with four and one-half bags of fertilizer. Many tell of the money they have wasted in fertilizer and say they will not plant another crop without first having their soil tested.

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NEWSPAPER EDITOR says:
"I'VE LIKED THE TASTE OF EVERY LUCKY I'VE SMOKED"

FRANK L. STANLEY, editor of the *Louisville Defender*, has this to say about Luckies: "I liked the way my first Lucky tasted . . . and I've liked the taste of every one I've smoked since. That's why I smoke them."

"Luckies taste better than any of the rest"
says **HOLLYWOOD HAT DESIGNER**

MILDRED BLOUNT, famous Hollywood hat designer, has smoked Luckies about four years. "I've tried all the brands, one after the other," she says. "Honestly, Luckies taste better than any of the rest."

"I smoke Luckies because they taste better"
says **CIVIC LEADER**

WILLIAM T. ANDREWS, former New York State legislator, is a Lucky smoker. "For some years now I've smoked nothing but Luckies," says Mr. Andrews. "I smoke them because they taste better to me."

Luckies taste better, first of all, because Lucky Strike means fine tobacco. Then, that tobacco is *toasted* to taste better. "*It's Toasted*"—the famous Lucky Strike process—tones up Luckies' light, mild, good-tasting tobacco to make it taste even better . . . cleaner, fresher, smoother. So, next time it's light-up time, light up the better-tasting cigarette, Lucky Strike.

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