



BULL CITY BARBER COLLEGE



DESHAZOR'S BEAUTY COLLEGE



Salute To Freshmen

Durham's leading civic and business executives took part in a "Salute to Freshmen" welcome program for new students at five trade schools in the city held recently at the St. Joseph's A. M. E. Church. Nearly 200 students from the Bull City Barber College, DeShazor's Beauty College, Durham Business College, Lincoln Hospital School of Nursing and Southeastern Business College were welcomed at the program. The Rev. Melvin C. Swann, pastor of St. Joseph's A. M. E. Church, delivered the convocation address. Greetings from the city's business and civic institutions were delivered by A. T. Spaulding, president of North Carolina Mutual Life Insurance Company; I. O. Funderburg, cashier of Mechanics and Farmers Bank; Miss Nezzie Carter, executive director of the Harriet Tubman YWCA; Mrs. Magnolia Leaks, president of the Durham Housewives League; and T. R. Speight, chairman of the board of directors of Durham Business Professional Chain. Representatives of the five schools who took part in the welcome were W. G. Hart, Bull City Barber College; Miss Marie Allison, DeShazor's

DURHAM BUSINESS COLLEGE



LINCOLN HOSPITAL NURSING SCHOOL

Beauty College; Mrs. L. M. Harris, Durham Business College; Mrs. L. Z. Williams, Lincoln Nursing School; and D. W. Stith, Southeastern Business College. Special music for the program was furnished by the DeShazor's Beauty College chorus. — Photos Burthey.

Assassination of Race Leader Is Attempted in Shreveport, Louisiana

SHREVEPORT, La.—It was announced today from the National Offices of the Southern Christian Leadership Conference that an attempt was made recently on the life of Harry Blake, field secretary of the integrationist organization headed by Dr. Martin Luther King, Jr.

Wyatt Tee Walker, director, revealed that telegrams, requesting an immediate investigation of the

incident has been forwarded to the Attorney General of the United States and the Civil Rights Commission. Copies of the wire were sent to both presidential nominees.

Mr. Blake was returning home from a church meeting when a 1953 model car roared up behind him and fired a shot through the rear side window of Blake's tiny foreign automobile. Blake was un-

harmd but the bullet lodged itself in the seat of his car just inches from his right shoulder. Blake immediately gave chase to the attacking car in an effort to get the license number, "but my little car was no match for the larger car," he said.

Complaints were filed with the FBI in New Orleans and the Civil Rights Commission in the nation's capital.

SCLC closed its annual meeting that had met since Tuesday in this North Louisiana city. Dr. Martin Luther King, Jr. president of SCLC declared "this was our greatest meeting in the history of our organization." More than 3,500 persons attended the three-day meeting held in cooperation with the United Christian Movement headed by C. O. Simpkins, the crusading dentist of Shreveport.

Why we're adding the name HUMBLE on your Esso Station

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than any other premium. Like the remarkable new Uniflo Motor Oil, the all-weather motor oil that leaves your engine clean, reduces engine wear—and the revolutionary "No Squeal" Atlas Bucron Tire.

With the nation's largest oil reserves and unsurpassed refining and transport facilities, Humble opens the way to better values through greater efficiencies.

And through its network of more than 30,000 service stations, Humble will make every effort to give you superior service and products of consistent high quality coast-to-coast.

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One thing our new company name will not change is the valued friendships and close relationships we have developed together with our customers, our communities and our employees. And the Esso Sign will continue to be "World's First Choice" for everything you need for Happy Motoring—including willing service, even finer products, and the best of values.

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