



SOLICITORS OF WHITE ROCK BAPTIST CHURCH BUILDING FUND

White Rock Bldg. Fund Captains in Planning Meet Recently

One hundred women of White Rock Baptist Church will solicit contributions from the membership of \$100.00 per captain to raise \$10,000.00 during the month of June on the Building Fund.

Sunday, June 11, from left to right, the following captains were present at a planning meeting: First row, Mesdames Blanche McNeil, Mittie Tatum, Julia Lucas, Nora C. Peddy, Nannie Greene, Naomi Thorpe; second row, Mesdames Constance Pattillo, Hattie Johnson, Sarah Smith, Flora Wright, Frances Schooler, Icelene Payton, Edith Johnson, Evelyn Thorpe, M. T. Geer, Onnie Midgett and Chairman Fund Raising Committee, L. B. Frasier;

third row, Mesdames Gladys Faucette, Ida Burthey, Lorine H. Lynch, Blanche Noel, E. A. Ciley, Dorcas Overby, Martha Horton, Josephine Clement, E. L. Singleton, Thelma Lennon and W. J. Kennedy, Jr., chairman Greater White Rock Committee.

Fourth row, Mesdames Piccola Jones, Minnie Cromartie, Charmin Watson, F. G. Frazier, Edith Stroud, Jochebed Locust, Evelyn Drake, Fannie Harrell, M. L. Kennely, A. F. Stephenson, Lavonia Parker, Victoria Cain, Mable Brown; fifth row, Mesdames Louise Jenkins, Catherine Henry, W. B. Hill, Roberta Perry and Lyda R. Betts.

Captains not present for the picture are: Mesdames Marion

Alston, Lavonia Allison, Veatrice Bright, Lou S. Barnes, M. K. Clay, Marion Clemons, India Cooke, Esther Davis, Martha Doms, Andolia O. Eaton, Minerva Fields, Julia Garrett, Flonnie Goodloe, Margaret K. Goodwin, Willie B. White, L. L. L. Vaughan, Madge T. Hargraves, Maud E. Logan, Roxie Davis, C. Dalrymple, G. B. Henderson, Thelma Hill, Thelma Jeffries, Bettie Johnson, Ruth Kennedy, Magnolia McClamb, Grace R. Williams, Virginia Alston Hallie B. Massey, Grace Massey, Mable Mabry, D. Newborn, Ray N. Moore, Irene D. Jackson, Ola H. Hill, Dorothy Harrison, M. T. Forte, Alice Kennedy, Lela W. O'Neal, Amanda Long, Hattie Hayes,

Gazella Lipscomb, L. T. Moore, Catherine R. Page, Pearl Page, Mildred Page, Lyda Wray, Josie Pittman, E. B. Pratt, L. Richardson, Lola T. Riddick, Beulah Russell, Charlotte Sloan, Leona L. Smith, Geneva Stanback, Otelia Stewart, M. H. Smith, Elna Spaulding, Marorie Shepard, Madge Turner, Mamie Weaver, Christine Totten, Josephine White, Loretha Parker and E. W. Cotton, co-captain with Julius Lucas.

The following captains and their teams have already contributed their \$100 or more: Mrs. Evelyn Drake, Mrs. Josephine Clement, Mrs. Lorine Lynch, Mrs. Flonnie Goodloe, Mrs. M. L. Kennedy, Mrs. Josephine White and Mrs. Mable Mabry.

Two Attend the 58th Session of Women's Clubs

Mrs. Edith M. Johnson, Health and Physical Education teacher and Miss June Williams, student, from Whitted Junior High School attended the Fifty-Eighth Annual Session of the North Carolina Federation of Negro Women's Clubs in Bricks at the Franklinton Center, Inc., June 8, 9 and 10.

Mrs. Johnson was elected assistant Director of Federated Girls' Clubs in North Carolina. She is the daughter of Mrs. Ruth G. Malone of this city and the late William Malone. Miss Williams was elected State President of Federated Girl's Clubs. She was also first runner-up in the Miss Federated Teen-ager's contest. She is the daughter of Leonandras Williams of this city and Mrs. Mary W. Alston of Washington, D. C.

Howard doctors exhibit skin ills

Six physicians, teachers at the Howard University College of Medicine, as well as staff appointments at Freedmen's Hospital and D.C. General Hospital, will present a scientific exhibit at the annual meeting of the American Medical Association (AMA) in Atlantic City, next week. The exhibit is entitled "Pediatric Dermatology (Observations on Negro Infants and Children)." It displays color illustrations of a wide variety of skin disorders which the clinicians had observed over a period of years in colored infants and children.

Thirteen war-injured children to come to U.S.

how high he rises, no matter how far he goes, no matter how much money he makes, when the chips are down, the Negro achiever is still regarded as 'just another Negro.'

"I carry no brief for nor against the many-pronged revolution that is taking place today. As a man and as a businessman, my interest is in how this revolt affects the consumers and the institutions serving them."

He insisted that all leaders should strive for a dispassionate view and be more concerned with what people are for rather than what they appear to be against. In this way the leadership can recognize the challenges and opportunities for institutions to better serve the interests of America and the needs of the Negro people.

"I submit, the Negro-oriented institutions that survive the crisis of today and grow in the years ahead will be those that identify with this generation, have a recognizable institutional commitment consistent with its needs, its hopes and its aspirations. This generation believes in involvement and demands that individuals and institutions identified with it be equally involved."

Mr. Goodloe then discussed the Negro consumer's "mood," current "attitude" and feelings of "identity" and "involvement." "The new urban Negro," he said, is more sensitive, more demanding and more assertive. He has changed his attitude toward other people and himself as well. He takes more pride in himself and his own racial identity. Some of the sociologists call this 'new feeling' one of 'Negritude'; others call it 'Negroness' and some of the activists call it 'black power.' But no matter what you call this new-found pride in self, we must recognize this new self-respect, this new insistence on self-determination as a shift from being against many things to one of being for essential items. To me, this is the positive thread and beneficial effect of this present day revolution."

He summarized his convictions by listing the "Five Faces of Change" that he regards as the "challenge" of today:

1. The Pace of Change in American life that makes it necessary to think and plan ahead to avoid inevitable upheaval and uncertainty in the wake of change.
2. Revolutionary Change—It is dangerous and suicidal to ignore the revolution that is raging in the American market to cope with it. ket place and not to prepare to cope with it.
3. Institutional Change—The shifts in the size, location and basic nature of the Negro market affect the character of Negro-oriented institutions that will survive.
4. Change Alternatives — Leadership of Negro-oriented institutions mustn't examine the



NURSES PRESENT DURHAM CITY COUNCILMAN

On Monday evening at (May 29) at A. B. Duke Nurses Residence Auditorium, the Santa Filomena Honor Society of Lincoln Hospital's School of Nursing presented at their annual Tapping Exercise, J. S. Stewart, President of Mutual Savings & Loan and a member of Durham City Council, who spoke on "The Struggle for Identity."

The following new members from the Junior Class were inducted: Misses Linda Floyd, Alice Harrell and Theresa Fields.

Shown from left to right: Misses Lenora Graham, Beverly Miller, Retha Young, old members: Rev. M. M. Fisher, IV, J. S. Stewart, Misses Linda Floyd, Alice Harrell and Theresa Fields, new members.

(Photo by Purefoy)

HAVE YOU SEEN THIS MAN?

The search for 77 year old, Gilbert Morrison, of Cross Lane, Beltsville, continues into its second month as his devoted family use every available avenue to seek information of his whereabouts.

County Police Department, Beltsville, Md.



GILBERT MORRISON

Morrison, a Negro, is 6 feet tall, weighing 150 pounds, with gray hair, brown eyes and no teeth. When last seen he was wearing gray wash trousers, a brown coat, drak green cap, plaid shirt, black shoes, a gray overcoat and horn-rimmed glasses.

He has become senile since suffering a stroke and has wandered away from home prior occasions.

If you have seen this person please call the Prince Georges

Local Births

The following births were reported to the Durham County Health Department during the week of June 12 through 17.

Willie and Serrisa Lyons, girl Edward and Inez Lewis, boy James and Helen Mason, girl Wilbert and Sarah Winston, girl Wilburn and Carrie Parker, boy Leroy and Katie Williams, girl Frederick and Joyce Demmings, girl Earlie and Evelyn Parker, girl Renwood and Mary Pulley, boy Charles and Constantine Evans, boy Houston and Joletha Leathers, boy Thomas and Rufus Davis, girl

available alternatives and choose the most desirable ones for the growth of the Nation as well as the growth and prosperity of the institutions.

creasingly responsive to appeals oriented to him and which take cognizance of his hopes and aspirations as well as the changes taking place today. Educators, businessmen and politicians who fail to keep abreast of the shifts in attitude can expect to lose out when unpredictable response patterns emerge or, worse, 'old and reliable' customers, sup-

porters or voter suddenly disappear. And, we find new, highly belligerent 'non-customers' demanding attention." "The institution that makes a sincere and overt effort to meet the needs, the hopes and aspirations of the people will, I believe, reap rich dividends in increased acceptance, loyal support, growth and real progress."

Joseph Goodloe, NCM Executive Urges Negro Oriented Institutions to Meet the Challenge of a Changing World

Spotlight on HEALTH Science Features

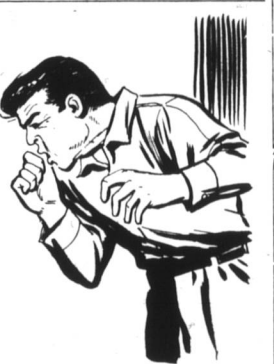
Coughs Can Be Put To Work

Coughs resulting from chest colds and other respiratory illnesses are an act of nature designed to produce a specific result — removal of mucus from the respiratory tract. When, in any respiratory disorder, this mucus is too thick and sticky to flow, congestion occurs, and the patient is saddled with an uncomfortable and unproductive cough.

At this time a cough suppressant is often used. A narcotic preparation or other drug will stifle the cough. But, as soon as this medication wears off, the cough will recur and continue until the congestion is cleared up — or more medication is taken.

If this condition becomes severe, a physician should be consulted. Many times, for such a cough, he will recommend an expectorant. This type of drug does not stifle cough. Instead, it stimulates secretion of respiratory tract fluids which thin out sticky mucus. Thus the cough is made productive and accomplishes its mission.

One expectorant is glyceryl guaiacolate. It has been used for many years and because of its strong flavor is considered to be the basis of the myth that cough medicines taste bad. Recently, however, a form of glyceryl guaiacolate became available which provides all its benefits without the bad taste. It is called 2/G. One half to 1 teaspoon of 2/G provides 3 to 4 hours relief. Be-



cause of this small required dosage, 2/G is also quite economical. A severe cough is often a warning sign of perhaps more serious illness, particularly in the very young and old. If a cough persists, a physician should be consulted. However, an expectorant can put minor coughs to work, instead of stifling them.

Editor's Note: We strongly urge leaders of all Negro-owned and operated institutions should not just plan to taking place in American life today. This digest of an address by Joseph Goodloe is being published as a public service in order that the recent statement of his personal convictions to the AACUBO might be given wider circulation as others leaders consider plans for necessary changes in their organizations.

With social, economic and attitudinal changes taking place at such a rapid pace, the Nation's Negro-oriented institutions should not just plan to fit into the society of tomorrow but should be helping create tomorrow and must start today. J. W. Goodloe, executive vice president of the North Carolina Mutual Life Insurance Company, said recently.

Speaking at a meeting of the American Association of College and University Business Officers, Goodloe urged educators and businessmen to have a more receptive attitude toward the revolution taking place in America today.

Mr. Goodloe's address in its entirety is as follows:

"As chief administrative officer of North Carolina Mutual, it has been necessary for me to give increasing time,

thought and attention to the problems of change that affect our business," he said. As a consequence, "I have developed some rather strong convictions that the problems of change are really challenges and opportunities that must be met if Negro-oriented institutions are to grow and prosper."

"This many-faceted revolution that rages throughout America speaks to us—as men as educators and as businessmen. As men, no matter what our vocation, we must stand up to the forces at work on Main and the back streets. We face a crisis that cannot be solved unless and until we confront the challenge of serving the urban Negro in terms of this generation."

He stressed the Negro consumer's difference as a "special marketing" group as one "forced" on him and not one assumed "by choice." Unlike the sports buff, the religious person, the bride, or the teenager, the "Negro cannot—instantly or in time—change his identification. 'Special market' categorization for all other groups is discretionary. The Negro has no choice! Descendants of immigrants can melt away in the mainstream of American life, but the Negro remains a Negro. No matter

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