

Fortune Magazine Lists 100 Best Designed Products Of Our Times

NEW YORK, N. Y. — (ANP) — Automobiles and chairs were the two most frequently mentioned items in a vote held recently by Fortune magazine to name the 100 best designed products of modern times. Out of a total of 100 mass produced products, 44 automobiles and 13 chairs were honored.

Fortune magazine this month published for the first time a complete list of "100 Best Designed Products." The poll was conducted last year by Jay Doblin, director of the Institute of Design of the Illinois Institute of Technology.

The provocative list comprises many of the "classics" on which designers seem to have no trouble agreeing. Items such as the Franklin Stove, the Model T, and the Victor Talking Machine are liberally interspersed throughout the list, with the most modern and sleekest modern design.

Here is a list of the first 25 products on the 100 Best compilation:
1. Olivetti Lettera 22 portable typewriter, 1950. Designer: Marcello Nizzoli-Olivetti Co., Ivrea, Italy.
2. Eames side chair, 1947. 3. Barcelona chair, 1929. 4. Studebaker hard-top coupe, 1953. 5. Parker "51" fountain pen, 1939. 6. Lincoln Continental, 1940. 7. Edison Voicewriter, VP-Dictating Model, 1932. 8. Frigidaire Sheer Look appliances, 1937. 9. Halliercrafters Communications-Receiver, Model SX-42, 1946. 10. Bell "500" telephone, 1951. 11. Godeffroy "doma" patented 1954. 12. Nacchi "Mirela" sewing machine, 1958.
13. Saarinen "womb" chair, 1948. 14. Cord 810, 1938. 15. Vespa 125 c.c. motor scooter, 1956. 16. Borg

"Flight" bathroom scale, 1954. 17. VW-Karmann-Ghia coupe, 1955. 18. Singer vacuum cleaner, 1948. 19. G. E. wall refrigerator, 1954. 10. Leica IIIc camera, 1940. 21. "American Modern" dinnerware, 1937. 22. Revere Ware cooking utensils, 1939. 23. Flint stainless steel kitchen tools, 1946. 24. Breuer chair, 1928. 25. Raleigh bicycle, sports model No. 23, 1925.

Yes, We All Talk

By Marcus H. Boulware

MOTHER'S DAY SPEECH
A person might open by saying that the world should be happy to participate in the celebration of Mother's Day because motherhood is the most noble calling to which a woman can devote her time - careers not expected. Accent the idea that motherhood and mother love are unchanging throughout the centuries.

Let one of your points show that motherhood, in its fundamental aspects, has not changed since Biblical times. How could it? - Motherhood is a biological event and follows a distinct pathological pattern.

In another point the speaker might pay the tribute that the greatest compliment an individual can pay to his mother is to be worthy of her everyday during the entire year. Show that those who feel that Mother's Day is reserved for one short space of twenty-four hours a year lack the true devotion to a mother. Those who feel that they can fulfill all of their obligations to their mother in a single day of con-

ventional greetings are not deserving of the most precious of all titles - or a good son or a good daughter.

In conclusion, bring out the point that this is the sort of thing that every mother wants most of all is to see her children become good citizens and lead happy lives. Make it known that our own happiness is reflected in the happiness of our mother. The greatest tribute we can pay to her is to be deserving of the love she has lavished upon us and the many sacrifices which she has made in our behalf.

READERS: Send your questions on speech to Dr. Marcus H. Boulware, St. Augustine's College, Raleigh, N. C. Upon request the writer of this column will prepare Mother's Day speeches.

Good management, including crop rotations, can help reduce nematode populations in the soil. Corn may be seriously damaged or killed when too much fertilizer is placed too near the germinating seed. Cheaper production will be the key to a successful swine enter-



BENNETT TO MOUNT HOLYOKE — These six Bennett College students accompanied by Mrs. Louise G. Streat, faculty member, are shown as they left Saturday for South Hadley, Mass. where they will spend two weeks at Mount Holyoke College. Mrs. Streat shown at left of back row will lecture in the area of family life in the general education program. Left to right, front row: Misses Jacqueline Herbin, Greensboro; Laura Sawyer, Salisbury, and LaVonne Harbour, Annapolis, Md. Back row: Mrs. Streat, Gloria E. Brown, Bronx, N. Y.; Anita Duckett, Roanoke, Va. and Demetrius Carstarphen, Oak Hill, Ala.

"Prayer Meetings Will Not Solve Our Problems," Clarence Mitchell

WASHINGTON (ANP) — "It is ridiculous for the Chief Executive of the United States to say that the problem of desegregation can be solved by prayer meetings and holding hands, or by being let alone," declared Clarence Mitchell, chief of the Washington NAACP bureau.

Addressing the regular dinner meeting of the Capital Press club last week, Mitchell pointed out that the problem facing the nation can only be solved "through an orderly process of law."

Mitchell placed the blame on Gen. Wilton B. Persons, assistant to the President, for the White House's "lukewarm" attitude toward a strong civil rights bill. He recalled that the Administration supported Part III in the Civil Rights Act of 1957, although the President himself was not too keen on it.

But a big change has taken place

Student Press Confab Opens UNCF Session

INDIANAPOLIS, Ind.—Four presidents of UNCF colleges and Dr. F. D. Paterson, founder of the United Negro College Fund, will hold a press conference for some 200 journalism students from Indiana colleges and universities at Butler University in Indianapolis, April 10.

Dr. Benjamin E. Mays, UNCF president and president of Morehouse College, Atlanta; and Presidents Milton K. Curry, Jr., Bishop College, Marshall, Texas; Stephen J. Wright, Fisk University, Nashville, Tenn.; and Luther H. Foster, Tuskegee Institute, Ala., will join Dr. Paterson, former Tuskegee president, in answering questions.

Among the Indiana institutions sending campus reporters are Notre Dame, DePauw and Purdue Universities, Washburn and State Teachers Colleges. Professional newsmen, radio and TV commentators will also participate in the conference to be taped for radio broadcasting.

The press conference will open three days of workshop sessions, luncheon, dinner and public meetings at the national convocation of UNCF presidents scheduled in Indianapolis, April 10-12. Sen. John F. Kennedy, of Massachusetts, Ralph McGill, editor of the Atlanta Constitution, and Robert M. Paemster, chairman of the executive committee of The Wall Street Journal, will be principal speakers at this 10th annual convocation. Each has been held in a different city.

Bruce Barton, board chairman of Batten, Barton, Durstine & Osborn, New York City, and national chairman of UNCF's 1959 appeal; John H. Johnson, Chicago publisher; and Eli Lilly, board chairman of Eli Lilly and Company, Indianapolis; campaign vice chairmen, will participate in the programs. Prominent Indians and local UNCF campaign chairmen and co-chairmen from various areas of the country will join the 33 UNCF presidents at the convocation.

UNCF alumni of Indianapolis will entertain the presidents at a dinner and reception Saturday evening, April 11. Willard B. Ransom, president of the UNCF Indianapolis Inter-Alumni Council, is chairman of the affair.

Mr. Lilly, honorary chairman of the convocation, will entertain the presidents, out-of-town guests and Indianapolis civic leaders at dinner Sunday afternoon, April 12. Mr. Lilly's dinner will precede the public meeting in the Murat Theater to be addressed by Sen. Kennedy. The Philander Smith College Choir, of Little Rock, Ark., will provide a musical program.

Merle Miller, attorney, and Miss Jennie Moton, of the Indianapolis Public School System, are chairman and co-chairman, of the convocation. The three-day sessions will kick off the UNCF appeal in Indiana.

Silas B. Reagan, investment broker, and former judge, Henry J. Richardson, Jr., of Indianapolis, head the 1959 UNCF Indiana Campaign.

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THE CAROLINIAN
WEEK ENDING SATURDAY, APRIL 11, 1959

in the Administration's attitude since Gen. Parson replaced Sherman Adams as Eisenhower's chief advisor. This year the Administration is flatly refusing to support Part III.

Atty. Gen. William Rogers has been forced to modify his stand on the proposal to comply with the wishes of the President. He knows that the Justice department needs enforcement powers in the school desegregation fight, still he is opposing the legislation against his own convictions.

Mitchell urged Negroes to raise their sights and goals "in this political arena." He predicted that Negro Congressmen from Mississippi and Negro mayors in major Northern cities will become a reality in the near future.

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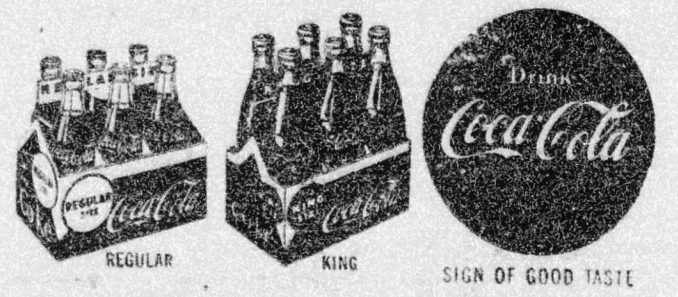
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