

Are Our Girls Missing Business Opportunities?

BY NORMA LEE PERKINS
FOR THE ASSOCIATED NEGRO PRESS

Some of our girls are missing out on wonderful opportunities to get ahead in the business world, but then others (like the capable Miss pictured above) are making a place for themselves in a highly competitive field.

I should say their 'operating skill' and their training is making a place for them. Once, a great many doors were slammed in a great many faces because those faces were of a

darker hue than their white brothers and sisters. FORMAL BUSINESS TRAINING A "MUST"

Today, doors are still being slammed on job-seekers, but the "why" of it differs. Today those in the executive suites are asking questions like this: "Have you had formal business training?" "Have you a certificate from an accredited business school?" "Can you operate



YOUNG CAREER WOMAN

an electric typewriter, cut a stencil, type 100 words a minute," etc. Now that we can no longer fall back on that tired excuse, "they wouldn't hire me because of my race," we must endeavor to get that "extra something" which will prepare us for our "big chance" in the world of business.

In this instance that extra something is professional training on advanced business machines.

Today, most business institutions and certainly our colleges and universities are equipped with the latest in modern business machines. Therefore, it would take very little effort on the part of the prospective student to investigate and seek out data which would lead him (or her) to the school which could better benefit him, meet all his needs.

New Digest Cigarette Study Finds Tar And Nicotine Cut

Cigarette manufacturers have reduced, in many cases "significantly," the tar and nicotine content of both their plain and filter tip brands in the last year, says the November Reader's Digest.

The new study, "The Search for Safer Cigarettes" by Lois Mattox Miller and James Monahan, also describes several recently introduced brands as "an entirely new class: low low-tar."

Older filter - tip brands," they report, "are not the same cigarettes they were a year ago. They are milder, better filtered lower in tar and nicotine. And, if the promise pays off, they may be the 'safer' (but not yet safe) cigarettes the public has been asking for.

"Last year, the smoker who wanted a low-tar, high filtration cigarette had only four brands to choose from. . . . Today there are 15 brands which deliver 20 mil-

ligrams of tar or less per cigarette smoked."

Nicotine is reported reduced "significantly" in four brands with smaller reductions in most other brands. The writer reports changes in every one of the American cig-

arette's components—tobacco flavoring, paper, filter tips.

The changes, the writer says, "offer genuine hope for the eventual solution of the tobacco health problem."

Apple juice should not be stored in contact with iron, copper, zinc, lead, tin plate or aluminum. Use stainless steel, glass, enamel, monel metal, black tin or silver.

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For Speech, Hearing Clinic:

Three Money Gifts For St. Augustine's College

St. Augustine's College has been the recipient of three financial gifts which will be applied toward the renovating and equipping of a speech and hearing clinic which is scheduled to open the first week in February, 1960, according to Dr. James A. Boyer, president.

The three organizations making these grants: The N. C. Society for Crippled Children and Adults, Chapel Hill; E. I. Du Pont De Nemours and Company, Kininston; and the N. C. Education Association, Raleigh.

"These grants will enable us to develop one of the five rooms allocated for the speech clinic," said Dr. Marcus H. Boulware, who is the clinic director. "The others will have to wait until more funds are available."

For five years the college has offered evening courses in speech correction and special education

and the realization of a speech clinic is the culmination of its efforts to assist in providing teachers of special education for exceptional children.

The clinic when completed will treat cases of stuttering, cleftpalate speech, cerebral-palsied speech, poliomyelitic speech, articulatory defects, delayed speech, lip reading, auditory training, esophageal speech training will be included.

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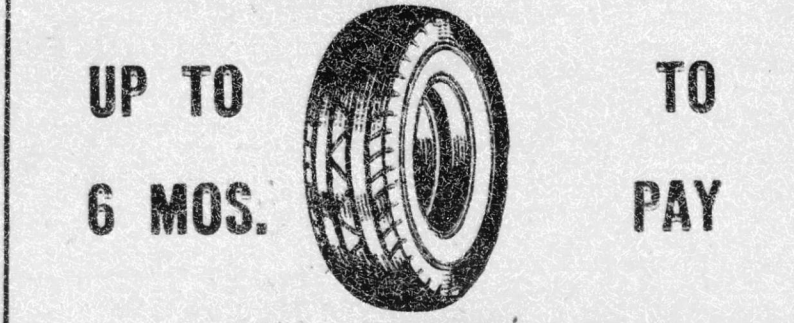
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Directory Of Negro Newspapers Available

NEW YORK—A 1959 directory of Negro newspapers, magazines, and publications in the United States has been published by HY-HY, Inc., International Business Advisory Service.

Edgar G. Harper, executive director of HY-HY, Inc., reports that the directory has been widely distributed to manufacturers, advertising and publicity agencies, and mail order firms interested in reaching the 20 BILLION dollar American Negro consumer market.

"An increasing number of firms are tapping this growing market and finding it very profitable. Many of them are realizing the Negro consumer potential for the first time and there are constant requests for additional information," he concluded.

The directory lists 240 publications in 129 cities and 37 states and is available at a nominal fee from HY-HY, Inc., Suite 469, 55 West 42nd Street, New York 36, New York.



AUTHORS MANUAL — Dr. Ralph L. Wooden, professor of Audio-Visual Education at A&T College, has just completed a manual for Audio-Visual Education, entitled, "Audio-Visual Principles, Practices and Projects." The publication, a soft back production, provides a source of information for classroom teachers, students in teacher training institutions, audio-visual directors, administrators who are responsible for planning and executing audio-visual programs. The 214-page production, now being used in classes at A&T, is to be printed as full length book format. The author, a graduate of A&T College, holds the Ph. D. degree from Ohio State University.

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