SHAW BATSMEN TAKE CIAA CROWN

Beating The Gun

BY ALVIN MOSES

NEW YORK—(ANP)—LARRY DOBY, the quiet-mannered intelligent youngster whose name has hit the baseball headlines quite often during the past two weeks, rates every rave-notice this or any other column has given him.

Time was when the very same fans who now are LOUDEST in their praise of the graduate of Effa and Abe Manley's Newark Eagles of the Negro National league pointed with scorn at his .165 batting average and said he wasn't a patch on our beloved Jackie Robinson's Dodger-jacket. These fans reasoned without the quiet couragee of the lad whose high points "Bricktop" Wright, of the Riverton Housing development, was first to stress to this writer.

While it is entirely too early in the season to say just how far, wide and handsome Gilbert Doby of the Cleveland Indians of the will wind up when the ((figger-fitberts" tabulate 154 games, one thing is self evident even now. His way of playing the game, his ability to be assimilated measured by any barometer one desires to employ, his sticking-to-his-guns when writers thought it best to farm him out, has made him a family-member of Lou Boudreau's battling crew.

SPETAKING OF LOU BOUDREAU

I submit that sports is the great leveler. But all games of life must have men identified with it like the selfsame Lou Boudreau, Burt Shotton, etc, etc. Doby was made to feel like an American with no holds barred. From President Veeck in the front office right down the line, the Boudreau policy was adopted wholeheartedly. The youngster was warmed and inspired every inch along the way especially when the days "were dark and dreary, raining and the winds were never weary" to borrow a few lines from our poet friends.

WRITERS UP A TREE

Scores of fans have brought to my attention the inconsistent reports white writers have circulated as to Doby's premanancy with Cleveland despite his terrific hitting power. For example, this piece appeared in the N. Y. Daily News a few days ago:

"Lou Boudreau has to cut three players from his squad before May runs out, and he still doesn't know if Larry Doby will be one of 'em. . . . Larry admits that he had expected to be sent out for seasoning during spring training."

The 23-year old lad out of Patterson, N. J., who is fast conquering the tragedey of his color in this land and big league problems that deter many youths of his age, has always called Boudreau a . . . "good fellow." A Daily Mirror article printed on May 17 gave this impression to millions of its New York readers: "Larry Doby has had some tense moments before coming an official member of the Cleveland team of the American league as this piece attests.

"Brought before owner Bill Veeck on July 5 in his hotel room in Cleveland, Doby said upon being introduced, Pleased to meet you Mr. Veeck." The Cleveland president grabbed Doby's hand and answered: "To you my name is Bill." Right then, according to the softspoken youngster, he felt as though he was a real member of the team. He took the contract preferred by Veeck and readily signed it without looking at its contents.

"He hasn't even read the duplicate given him, admitting he turned it over to my wife Helen, who is my lawyer; a pretty good one too." The players have been a great help, too, said Doby just as Hank Edwards strolled over and kiddingly asked Larry for a loan of a couple of hundred. 'He always kids me because I like clothes. I buy a shirt now and then so he thinks I've got money. Doby hasn't shaken the jitters as yet as he admits to close friends and interviewers."

FINISH

He is lavish in his praise of the following group of baseball men for helping him materially in this connection: Hank Greenberg, Bill McKechnie, Muddy Ruel and Manager Lou Boudreau.

WILL SYPHON NEGRO PLAYERS

Because of Larry Doby's promise and his desire to do something for other colored players, President William Veeck appointed Abe Saperstein, owner-coach of the famous Harlem Globetrotters basketball team to develop a national program that will bring young Negro baseball players into the far-flung Cleveland farm system. It is the best news teen-agers have heard on the sports front since our great-grand dads celebrated the singing of the Emancipation Proclamation, and this is no time for jokes as far as my opinion counts.

Saperstein, known to all of us writers who have covered Negro National League ball games for the past 10 or more years as "Abe", should serve Bill Veeck well in my opinion. An alumnus of Illinois U., he played basketball at Lake View H. S., Chicago. He became associated with Negro baseball 16 years ago and as we look through a faded scrapbook of that era we find a few letters from him that are quite chummy despite the fact that we are not close friends in the true sens of the word.

At one time he owned 50 percent of the Birmingham Barons. At present he operates a Globetrotters baseball team in addition to his court outfit. A bundle of energy, Abe Saperstein will come up with numerous colored stars for Cleveland as the years roll along.

CASH, AWARDS GO TO NCC ATHLETES

DURHAM — A spirited address by William F. Burghardt at the Awards Day banquet in the North Carolina College dining hall Monday night, climaxed a full Awards Day program at the College in recognition of all North Carolina College athletes who participated in varsity athletics during the 1947-48 school year.

Burghardt, who is professor of physical education at West Virginia State College, was head coach and director of athletics at North Carolina College from 1937 through 1942.

Earlier Monday afternoon, 65 N. C. College athletes received letters and awards for their participation in sports. Coaches Herman Riddick, L. T. Walker, E. C. Turner and J. B. McLendon introduced their outstanding players and President Alfonso Elder presented the letters and awards in an impressive ceremony in B. N. Duke Auditorium.

Monday afternoon the athletes saw a series of sports movies in the music assembly, and the day ended with a colorful dance in the men's gymnasium, following the banquet Monday night.

During the program in the B. N. Duke Auditorium Monday afternoon, William Middleton, All CIAA center and 1948 football captain, received a trophy as the most valuable football player of the year, and Samuel Witfield, end, was given a trophy for the best blocker of the year.

For baseball, cash awards went to George Lipscomb, centerfield, whose batting average was .355, and William Peerman, pitcher, whom Coach Turner pointed out as having made a distinct contribution to the success of the team through his experience and team spirit. All graduating athletes received maroon sweaters.

Football letters went to Haywood Allen, Thomas Allen, Jerry Coward, Edward Darden, James Elliott, Carl Galbreath, Edward Gordon, Herman Hines, A. Jones, J. Linenberger, Curtis Lynch, Arthur McGuire, William Middleton, Joseph Mitchell, Preston Mitchell, Willie Moore, Elwood Nichols, Joseph Person, Robert Shields, Lonnie Starr, Butler Taylor, Jerome Turner, Samuel Whitfield, Charles White, James Wynn, William Lafeyette and Angier Lawrence.

Receiving basketball letters were Richard Miller, Frank Galbreth, Frank Harvey, Robert Herring, Harold Hunter, William Springfield, Eddie McCarroll, Elmer McDougal, Henry White and William Young.

Dr. Elder presented baseball letters to Andrew Williams, Willie Bradshaw, Larry Coleman, David Ghist, Albert Leach, George Lipscomb, Douglas Parks, William Peerman, Robert Perry, Eladio Rodriquez, William Simms, William Springfield and James Wynn.

Letters for participation in track were given to Earl Foster, Grady Bethel, Charles White, Malcolm Dixon, Robert Hill, Thornton Hayner, Harold Jones, Donald Leake, Hilburn Sparrow, Otis Thompson, Robert Wheeler, Samuel Whitfield and John Dickwilder.

James T. Taylor of the Veterans Administration was master of ceremonies for Monday night's banquet which got under way with words of welcome from President Alfonso Elder. After a response from Samuel Whitfield, Dr. J. M. Hubbard brought greetings from the Alumni Association of N. C. College, and Dr. W. H. Robinson, chairman of the Athletic Committee, represented the N. C. College faculty.

Other brief speeches came from Coaches J. B. McLendon, L. T. Walker, E. C. Turner, Herman Riddick, W. E. Williamson of the NCC physical education department and Coach William "Gus" Gaines of Fayetteville State Teachers College.

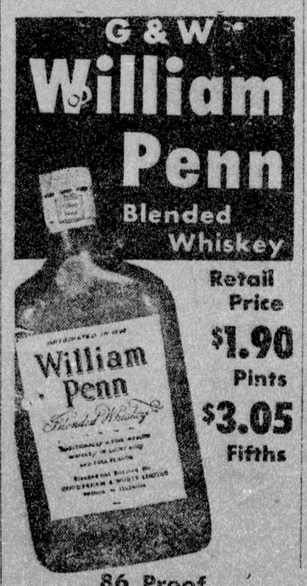
New Basie Vocalist Makes Hit On Disc

NEW YORK — Count Basie, the "Jump King Of Swing," presents the disc debut of his new singing protege, talented Jeanne Taylor, via his new RCA Victor recording of "It's Monday Every Day" and "I've Only Myself To Blame," which hit the nation's record stalls this week.

Miss Taylor, rising young film starlet who has shown much promise on the Hollywood scene, approached the Count while he was playing a west coast ballroom engagement last December and expressed a desire to make a record with his band. Basie gave her a trial on the top pop ballads, which established her as a brilliant new vocal stylist.

The "Jump King" and his band, returning from a series of concert appearances, one-night stands and college prom dates through the midwest, check intothe Swank Town Casino, Buffalo, N. Y., for a week's engagement, starting Monday, May 24.

Edbar Rager, councilman, New York City: — In these times, if you are not an anti-Communist, you're a Communist."



LOUIS-WALCOTT FANS BEGIN RUSH TO BUY TICKETS

By ALMOSES

New York (ANP) — Madison Square Garden reminded one of World War I breadlines as fans clamored for prized tickets put on sale here Monday, May 17. The price scale of $10 to $50 has met the popular reception as we predicted it would in our argument against a top-price similar to the Conn Louis fiasco.

We reached the Garden box office at 8:30 and fans had been congregating there since 7 a.m., shopkeepers informed us.

Save for Dempsey in boxing, the Joe Louis name has been the "open sesame" in a box office sense for promoters the nation over since 1937. Whether Louis wins or loses his contribution to prizefighting represents the finest any boxer of any race has achieved.

I know of clergymen, social leaders, executives high in enterprises affecting the lives of thousands of local colored citizens who are buying ringside seats for themselves and friends for two reasons alone: (a) they want to be there to see the great man who held the heavyweight title longer than any predecessor and defended it as often as the clock ticks, kayo Walcott and thus redeem himself for his poor showing in bout No. 1.

(b) If a new kind is to be crowned, like most humans they wish to sit in on the wake and be able to tell their children about it in years to come.

We suggest that you buy a $10 seat, as there will be plenty of them available and visibility at Yankee stadium will be good from all points. Bring along your binoculars in any event, whether your seat is closeup or long range.

Louis In Training Windup, Sees Win Over Joe Walcott

NEW YORK (ANP) — Heavyweight Champion Joe Louis is confident his return engagement with Jersey Joe Walcott in Yankee Stadium June 23, will mark another victory for him. Arriving from Bloomingdale, Mich., last Wednesday to open up the final stage of training for the Walcott 15-round, Joe gave the impression that he is in fine shape.

He was met at Grand Central station by his manager, Marshall Miles; Promoter Sol Strauss, acting head of the 20th Century Sporting Club, newspaperman and photographer. Sporting a beard, which he quickly clipped off, the champ said his present weight is 222 pounds, that he dropped 10 pounds at his Michigan camp and expects to lose seven more at Pompton Lakes.

Trainer Manny Seamon declared that Louis is physically better than he was before the first Walcott fight. Accompanying the champ to the Pompton Lakes site were his lawyer, Truman Gibson; Sgt. Carl Nelson, Joe's bodyguard; Theodore Jones, auditor; Romain John, camp secretary, and John Roxborough, camp director.

NAA Weekly Results

SUNDAY, MAY 16
Raleigh 9, Greensboro 1
Richmond 7-10, Durham 4-2
Asheville 8-3, Jacksonville 5-2
Winston-Salem 6-4, Danville 4-2

MONDAY, MAY 17
Raleigh 9, Jacksonville 4
Asheville 14, Richmond 4

TUESDAY, MAY 18
Raleigh 13, Jacksonville2
Danville 6, Winston-Salem 4
Asheville 19, Richmond 6

WEDNESDAY, MAY 19
Jacksonville 6, Raleigh 0

THURSDAY, MAY 20
Raleigh 7, Greensboro 5
Baltimore 5, Durham 3
Winston-Salem 12, Norfolk 11
Asheville 7, Richmond 5

FRIDAY, MAY 21
Greensboro 5, Raleigh 3
Richmond 19, Asheville 5
Jacksonville 6, Durham 4
Baltimore 11, Danville 3
Winston-Salem 9, Norfolk 0

SATURDAY, MAY 22
Raleigh 8, Richmond 4
Norfolk 16, Durham 13
Asheville 4, Winston-Salem 3
Greensboro 8, Baltimore 7

SUNDAY MAY 23
Raleigh 8-8, Danville 6-2
Asheville 5, Winston-Salem 5 (tie 13 innings)
Greensboro 8, Baltimore 7
Richmond 13-5, Jacksonville 5-6
Durham 5-9, Norfolk 13-0

MONDAY MAY 24
Raleigh 2, Norfolk 1
Jacksonville 13, Richmond 3

NAA GAMES FOR THE WEEK

WEDNESDAY, MAY 26
Norfolk at Raleigh
Jacksonville at Asheville
Greensboro at Winston Salem

THURSDAY, MAY 27
Raleigh at Asheville
Greensboro at Winston Salem
Richmond at Norfolk

FRIDAY, MAY 28
Raleigh at Asheville
Danville at Jacksonville
Richmond at Norfolk
Durham at Greensboro

SATURDAY, MAY 29
Raleigh at Asheville
Richmond at Norfolk
Danville at Jacksonville
Durham at Greensboro

SUNDAY, MAY 30
Winston-Salem at Raleigh
Greensboro at Asheville
Durham at Baltimore
Richmond at Norfolk
Danville at Jacksonville

MONDAY, MAY 31
Winston-Salem at Raleigh
Norfolk at Asheville
Durham at Baltimore

TUESDAY, JUNE 1
Raleigh at Winston-Salem
Durham at Baltimore
Norfolk at Asheville
Danville at Greensboro

NAA STANDING

Teams	Won	Lost	Pct.
Asheville	17	3	.850
Raleigh	13	7	.720
Richmond	11	8	.579
Jacksonville	9	7	.563
Baltimore	6	5	.546
Norfolk	6	7	.462
Greensboro	6	9	.400
Winston-Salem	4	10	.286
Durham	3	13	.271
Danville	2	15	.118

Standing Through May 24th.

NEGRO NATIONAL LEAGUE RESULTS OF WEEK

May 17, Newark at Baltimore, rain.
May 18, Baltimore 5, Homestead Grays 4; N. Y. Cubans 6, Phila Stars 3.
May 19, Homestead Grays 8, N. Y. Cubans 6.
May 20, N. Y. Cubans, 11 Homestead Grays 1
May 21, Baltimore 10, N. Y. Cubans 9; Newark 12, N. Y. Black Yanks 8; Phila Stars 11, Homestead Grays 5.
May 22, Newark 5, N. Y. Black Yanks 0; Homestead Grays 7, Phila Stars 2
May 23, Newark at N. Y. Black Yanks, rain; Baltimore 3, N. Y. Cubans 2; Baltimore 9, N. Y. Cubans 6; Phila Stars 8, Homestead Grays 7; Phila Stars 6, Homestead Grays 6 (12 innings, darkness).

CLUB STANDINGS

	Won	Lost	Pct.
Newark	5	3	.625
Phila Stars	7	5	.583
Homestead Grays	8	6	.571
N. Y. Cubans	7	6	.538
Baltimore	7	6	.538
N. Y. Black Yanks	1	9	.100

SCHEDULE OF THE WEEK

May 23, Newark at N. Y. Black Yanks (Buffalo); Phila Stars at Homestead Grays; N. Y. Cubans at Baltimore (Wilmington).
May 25, Newark at N. Y. Black Yanks (Rochester); Phila Stars at Homestead Grays; N. Y. Cubans at Baltimore.
May 26, N. Y. Black Yanks at Newark; Phila Stars at Homestead Grays.
May 27, Phila Stars at Homestead Grays
May 28, N. Y. Cubans at Newark; Homestead Grays at Baltimore.
May 29, Phila Stars at N. Y. Black Yanks (Rochester)
May 30, Newark at N. Y. Cubans (Yankee Stadium); Homestead Grays at Baltimore, Phila Stars at N. Y. Black Yanks (Syracuse)
May 31, N. Y. Black Yanks at N. Y. Cubans (Polo Grounds); Baltimore at Homestead Grays (Pittsburgh); Phila Stars at Newark.

These times of ours are serious and full of calamity, but all times are essentially alike. — R. W. Emerson.

AGGIES TRIUMPH 10-5 OVER BEARS TO END SEASON

GREENSBORO — The twice beaten A. and T. College baseball Aggies, defending champions of the CIAA loop, moved closer to their second straight conference title here last week when they blasted out a 10-5 victory over Charlie England and his fellow Shaw University Bears, putting the two Tar Heel nines in a deadlock for the leadership of the league.

With both clubs boasting seven wins against two losses, Coach Howard C. Gentry's squad will travel the more difficult road from here on in as his Aggies have contests with Lincoln and Delaware to round out an 11-game conference card.

The deceptive handiwork of Guy Bass, A. and T.'s bespectacled curve ball specialist, turne the tide in favor of the locals. The tricky right-hander allowed only five hits in his seven innings on the mound, but was replaced in the seventh by Ernie Canada who finished the game.

Threatening to duplicate their feat of a few weeks ago, the Bears grew first blood in the opening frame when Leftfielder Martin rapped out a sharp single moved to second on a stolen base and came home when Todd hit a safety.

Shaw's ace moundman, Charlie England, got off to a promising start by sending down two men swinging and then retiring the side in A. and T.'s half of the first. After holding Shaw scoreless in the second, the Aggies tied up the score at one-all when George Knox hit a double his first time at bat. Knox moved to third on Joe Grier's single and came home on a Shaw error.

Combining two hits with a series of Shaw errors in the third frame, the Aggies scored practically at will during the inning. The excited fans kept the stadium in an uproar as the local nine took advantage of the many miscues committed by the Bears to completely revolve its batting order. At the close of the inning, A. and T. had a 6-1 lead.

The Aggies scored three more runs in the sixth and one in the seventh inning to account for their 10 runs, while the Raleigh club tallied once more in the fifth, once in the sixth and gained two in the seventh frame to end their scoring for the day.

While Charlie England was charged with the loss against his otherwise brilliant record for the season, he was easily the outstanding man on the losing team. In addition to going the limit on the mound for the Bears, while holding A. and T. to eight hits, the classy righthander did the unusual for a pitcher and topped batting honors for the contest with three clean safeties to his credit. On the mound he was able to strike out five A. and T. batters.

Batting honors for the Aggies were shared jointly by Hubert Simmons, versatile pitcher who played centerfield in the Shaw game, and Tommy Alston, first baseman, who received credit for a brace of singles. Joe Grier, second baseman converted into a backstop, turned in a creditable performance at his new post, while Robert (Blue) Daniels, A. and T. shortstop, also played a good game.

RAMS GET KENNY

Los Angeles (ANP) — Football star Kenny Washington dispelled all doubts that he would return to the gridiron when he signed his 1948 contract to play his third season with the Los Angeles Rams of the National Football league.

It had been rumored that Washington would give up the pigskin for a motion picture career. Last year he averaged 7.4 yards per try in runs to lead the league in average yardage gained. He also had the season's longest run, 92 yards from scrimmage, against the champion Chicago Cardinals.

NCC is Selected As Site of S. E. Tennis Tourney

Wilmington — Plans for the revival of the Southeastern Tournament, which for years was one of the major tournaments in American Negro tennis, were completed Sunday at a meeting of the North Carolina Tennis Association held at the home of Dr. Hubert Eaton.

The tournament, described as "the Gateway to the Nationals," will be held on the North Carolina College courts at Durham from August 9 to August 14. Ten events, including men's women's junior, girls', boys and veterans' singles; junior, men's women's and mixed doubles are scheduled.

Dr. W. R. Johnson has been named chairman of the tournament committee with Coach John McClendon as vice chairman. Officers of the North Carolina Tennis Association include Dr. L. E. McCauley, president; Dr. Hubert Eaton, 1st vice president; J. E. Gregory, 2nd vice president; Miss Hattie Russell, 3rd vice president; Dr. C. L. Hunt, secretary; Dr. W. T. Armstrong, assistant secretary, and Mrs. B. A. J. Whited, treasurer.

Further information concerning registration and entries for the Southeastern will be released in the near future by the tournament committee. The next meeting of the N. C. Tennis Association will be held Sunday at the home of Dr. Johnson at Lynchburg.

H.U. TRACK TEAM, CIAA CHAMPIONS, TO MEET OBERLIN

WASHINGTON, D. C.—Twenty-two members of Howard University's track team, CIAA Champions, will participate in a dual meet with Oberlin College at Oberlin, Ohio on Saturday afternoon. The meet will mark the first competitive athletic event ever held between the two schools.

James Bruce, one of Howard's outstanding performers, will be unable to compete in the meet due to conference regulations in Ohio which prohibit freshmen competing in varsity sports. However, he will make the trip and run an exhibition race with Oberlin's Phil Thomas, Champion miler.

Other members of the Bison team who will make the trip to Oberlin are:

Captain Chris Roberson, CIAA javalin champion; William Collins CIAA 440 champion; Charles Bryant, CIAA pole vault champion; Richard Lee, Harry Bright, John Lassiter and Neal Humphry, CIAA relay champions, and Basil Keane, Virgil Anderson, James Cox, Warren Ashe, Joseph Jenkins, Clinton Crocker, Herbert Blackman, Hugh Lindsey, Hubie Daub, Emmit Glasgow, Richard Bass, Robert Morton, Eugene Baxter, Edward Jones.

FILM SLATED ON NEGRO HOUSING

HOLLYWOOD, Cal. (G) — Edward Dmytryk, Director, and Adrian Scott, producer, two of the ten film writers, producers and directors, who won postponement from the Federal Court on contempt charges, are financing an independent film, entitled, "Albert Sears." The film is a hard-boiled-straightforward message, dealing unflinchingly with the Negro housing problem. It promises to seep deep into the very foundation of prejudices and covenants as they have been practiced in this country.

James P. Warburg, author-economist, — "There has never been an inevitable war."

SAX WIZARD TO PLAY FOR DANCE AT AUDITORIUM

RALEIGH — Illinois Jacquet, the exciting "Dynamo of the Saxophone," will bring his outstanding sextette to Raleigh's Memorial Auditorium for the annual Pre-June German, scheduled for Monday, June 7.

The Saxophone Maestro's appearance in Raleigh will be one of the first in a six week's tour of the South's key cities. Although Jacquet has never before played in the South, he already has a tremendous following in this region as a result of the playing of his records on juke boxes and radio shows.

In addition to pitting the key cities of the Southeast, he may be expected to swing through several of the southwestern states including Texas, Arkansas and Oklahoma.

Originally hailing from Texas, his first name to the contrary, the mighty mite of the saxophone has been offered guarantees of as high as $2,000 a night in the Lone Star State.

Now back in New York City following a series of one-night stands in the midwest, Jacquet has been conferring with his management corps on the formation of his 17-piece band, the organization of which he is expected to postpone until completion of his southern tour.

He will also discuss plans for his concert tour with Sarah Vaughan, which will get underway early in September and include more than 60 concert dates in cities from coast- to coast.

WIN 7, LOSE 2, TO EARN BASEBALL CHAMPIONSHIP

BY J. W. WALLACE

It's a rare thing for a school to win two conference championships in one year but it looks as if the Shaw University Bears have done just that. To the CIAA football crown, awarded the institution at the close of the past season, the Bears now claim the right to add conference baseball honors.

The Shaw nine piloted by Coach James E. Lytle boasts a record of seven wins against two losses for the conference's best average. Lincoln University with four victories to two defeats may turn out to be the closest contender. The Lions have only two more scheduled contests and even if they win both, they can claim only a .750 average for six out of eight against Shaw's .778 record.

The A. and T. Aggies, CIAA champions of the past season, played the loop's fullest schedule with 11 games, but their three losses toppled them from the pinnacle with a .727 average. The N. C. College Eagles won 6 out of 9 for a .666 standing. The Bears won one and lost two against both A. and T. and NCC. In each case the locals took the home game handily and then blew the exchange encounter.

For Shaw, when the CIAA confirms the championship, it will be the case of a hero who triumphed after he had left the stage. The Bears hung up their togs following their encounter with A. and T. May 17. And they were none too happy at the moment. They had just dropped a crucial contest to the Aggies 13-6, putting the Greensboro lads ahead with an 8 win-2 loss record. The Bears had come up to A. and T. with only one loss in 8 games and a victory over the Aggies would have closed their season at 8 successes in nine games.

With their schedule completed, the Bears could only wait to see who would knock out whom. The Lincoln Lions, who started late but came through for a strong season, were the one to deliver the blow. The Pennsylvania team on its home diamond took the measure of the A. and T. nine as the Greensboro squad played its final game. The defeat wrecked the Aggies' hopes for a second consecutive baseball championship and vaulted the Bears to the very top of the championship picture. That's where the Shaw group was posed at week's end, just waiting for an official "hold it."

ATTACHMENT

A Wenatchee (Wash.) woman asked garbage disposal officials to help her retrieve a pink girdle from the city dump, claiming the garment had sentimental value. That's the way things get when they've been around you a long time. — News, Spruce Pines, N. C.

Arthur H. Vandenberg, U. S. Senator from Michigan — "Aggressive Communism threatens all freedom and all security whether in the old world or the new."

LEADER IN HIS FIELD

Walter Franklin Anderson, Director, Music Department, Antioch College; formerly Director of Music, Wilberforce University; concert pianist, organist and composer; works recently played by Cleveland Symphony Orchestra; distinguished himself through experiments with application of music to problems in social work.

LEADER IN ITS FIELD

1. FOR QUALITY—Quality always has been Pepsi-Cola's keynote . . . unswerving standards of quality that govern the making of Pepsi, from the original ingredients through every step of blending and bottling.

2. FOR FLAVOR—There's just one way you can really judge a flavor, and that's to try it. Try Pepsi-Cola. We're sure you'll make it your favorite drink.

3. FOR SIZE—Naturally you want more for your money. That's just good sense. And every big bottle of Pepsi-Cola holds not 6, not 8 but 12 full ounces. Compare that with ordinary soft drinks. Pepsi is the best buy—the best value.

Pepsi-Cola