

# This Is It

(Continued from page 1)

writers have said, included among those who have said it is Dale Carnegie who sold enough copies of his book 'How To Win Friends and Influence People' to become rich enough to need neither friends nor influence.

I don't exactly agree with that 'most pleasing sound' jive, though. If somebody called me by my full name—Burke Linwood Holloway—I would hardly know who they'd be talking to, but, on the other hand, if when a person refers to me by any of the varied names I've picked up in my travels, I get hep.

And those names I've picked up are many. Here in Raleigh, 'Two Found' calls me 'Van Dyke', because of John decoration I employ when working on a 'project'. The fellows at Cleo Harris' barber shop call me 'Mr. President' because of my affiliation with the HSBDA. Mr. Morris, the cafe owner calls me 'Kid'. Jimmie Taylor has made the name 'Linwood Hollywood'... and Lee, the waiter, has had the audacity to call me 'Seatey'.

Then, of course, some people call me everything from 'That Double-crossing Dog' to a 'No Good Bum'.

It was in the entertainment business that I first found myself gaining a lot of names. As a sideman with the Kemp Long orchestra, I was called 'The Famous Fat-man' even though I weigh in at 93 pounds. My own bandmen subsequently called me 'Little Lin', 'Little Hamp' and 'Honeyboy' when the gold was flowing, and 'Burke the Bum' when it wasn't.

Folk in Norfolk call me 'Holloway' in Harlem I'm 'Honeyboy' and in Durham, I'm 'Burke', 'Fat-Man' and 'Ye Scribe'.

In other places, I imagine, I'm called many other things.

What what does it matter? A name's only something to be used and confused to advantage. A good one is to be

held in exaltation, though.

**THE MOST IMPORTANT**

Whoever prepares news releases for the Oconeechee Council, Boy Scouts of America must feel that the Scouting movement is more to be honored than the Negro race.

At least that's the opinion I gather from a recent release received at my desk. The release (meant for publication) concerns the establishment of Scout camps in the area.

In reference to camping for Negro scouts this season, the release says: "The Council will conduct Camp Whispering Pines for (this small 'n' is theirs) negro Scouts... that capital 'S' is also theirs.

I feel that the name of an entire race is more to be considered a proper noun than that of a movement who agrees.

**TALE MAY NEVER BE TOLD**

**THE REAL TALE BACK OF**

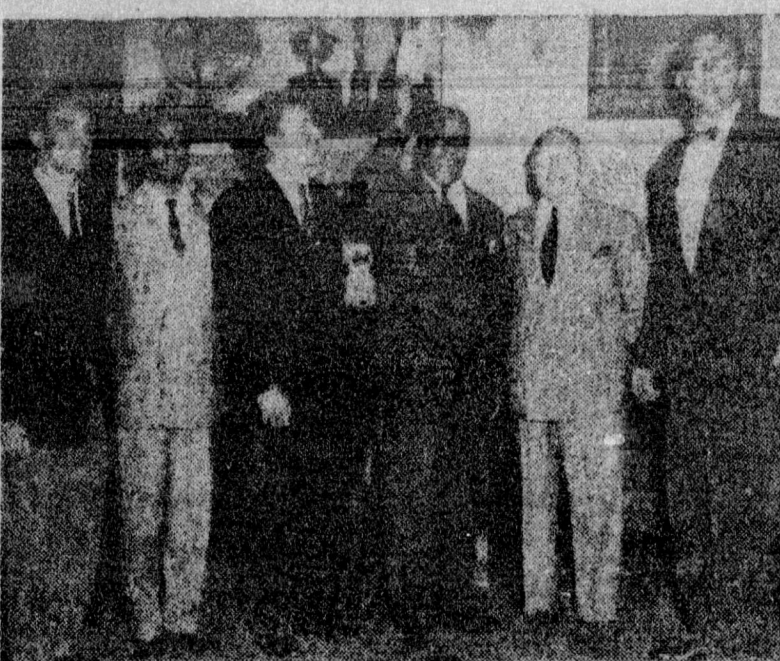
JOHNNY MCLENDON'S recent resignation from his coaching and athletic department post at North Carolina College at Durham may never be told in a newspaper.

We respect 'Little Coach's' reluctance to tell all of the reasons why he quit the school where he has consistently built championship basketball teams for over a decade, but we know, too, that Coach is holding something back just as a great Sport like himself feels it is his duty to do.

You may believe me when I tell ya that Coach McLendon's resignation is to be considered as a signal that something is wrong over at the school Dr. J. E. S. founded, and that the fault is administrative.

Sure, President Elder is doing a bang-up job, and some others of the executive administrative staff are doing O.K., but there's a rotten apple in the barrel over there, the presence of which will soon be exposed.

Remember you heard it here FIRST.



**ASSURED TRYOUTS** — For the first time in its history, the interracial Pioneer Athletic Club of New York City will send a full track squad to the Olympic tryouts to be held in Los Angeles this month. Joe Yancey, 4th from left and director-coach of the club, holds high the check presented by Schenley Import Corporation which will be added to the funds already raised in behalf of the Pioneer Club.

Among the track stars headed for California are from left to right: Hugo Malocco, 400 meter; Roscoe Browne, 800 meter; Richard Malocco, 400 meter; Joe

Yancey; Theo. C. Wiebe, chair- man of the board of Schenley Import Corp., and Stanley Lambert, shot-put star.

John Gomez, mound ace for the Florida A. and M. College baseball team during the 1950, 51 and 52 seasons, compiled a record of 29 wins and four defeats. He recently signed a professional contract with the New York Giants and will report to the Sunbury base on October 25. The tilt will be of national importance — both on the gridiron powers.

Louis Sharpe, Fiancee end on the 1951 squad, was an all-state selection in his native Ohio. Columbus is his home.



TIME FLIES... Mrs. Adelaide Johnson, 195, is kissed by pilot Robert Cuba, after landing at New York's La Guardia field following her first air trip.

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**YOUR brain budget**

1. A chairman of a meeting holds which: (a) sledge, (b) gavel, (c) bat, (d) baton?
2. Fiduciary means which: (a) held in trust, (b) financial, (c) executor, (d) accomplice?
3. The product of which is most needed to digest fat foods: (a) liver, (b) thyroid, (c) adrenal, (d) parotid?
4. An amputee would be found in the kit of which: (a) plumber, (b) physician, (c) carpenter, (d) piano tuner?
5. A fishbird would be most interested in which saw: (a) back saw, (b) buzz saw, (c) bucksaw, (d) seasaw?

**ANSWERS**

1. (b) 2. (a) 3. (c) 4. (b) 5. (a)

**Crossword Puzzle**

**HORIZONTAL**

1. Pacer stake
4. Meadow
12. Former U.S. President
14. Lubricant
16. Remains erect
18. Mode of house (pl.)
21. Anticard
23. Common
25. Hawaiian
26. Combining form: dawn
28. A left
34. Cookie
36. Paid a bribe
38. Moroccan
39. Dress
43. To let fall
45. Winged
47. Look at halibut
49. Before
40. A caravan
42. Continent
44. Cooled lava
46. Transfixes
48. Spanish ball
49. Forward

**VERTICAL**

1. Land measure (pl.)
3. Word of negation
5. Tallness leaping amphibian
4. Anglo-Saxon slaves
6. Roman number
8. Corded cloth
7. Andor

**PUZZLE NO. 190**

35. Kind of starch  
37. Large tub  
38. River of England  
39. Plural ending

**Answer to Puzzle No. 189**

ASSE	MASH	BOB
DIEN	ARAR	ARO
BRAY	RYE	ISA
RENOTEST	LV	
AMOUR	PIP	KAR
HI	SEMIAR	BI
ARC	FAR	REVER
LO	REFOVAR	
ANODE	SALE	
BOY	NO	MERITS
EDD	FREE	IRON
LED	EATS	EERY

## KY. NEWSMAN IS 1ST TO FINISH P.R.O. COURSE

LOUISVILLE, Ky. — John Benecor of the Louisville Defender, Jamin Horton, Jr., advertising director, recently completed the full course in public relations at the University of Louisville. He was the first Negro to finish the course at the institution.

A former newspaper owner, school teacher and insurance man, Horton is a recently national director of public relations of the Phi Beta Sigma Fraternity. He is a member of the public relations board of the Louisville Health and Welfare Council and numerous civic and business organizations of national and local scope.

A product of the University of Omaha, he studied law at Omaha Law College and took a year in advanced economics at Louisville Municipal College before studying at the University of Louisville.

Horton plans to open a public relations consulting firm this fall.

From 1935 to 1950, average egg production per bird in North Carolina increased from 100 to 136 eggs per year. This was an increase of 36 per cent.

North Carolina's 1952 4-H Club Week will be held at State College from July 21 to 26. Farm and Home Week will be held August 18-21.

**THE STARS**

By LYN CONNELLY

THE NATION'S music moguls reportedly are sitting on the hottest campaign song since radios rocked with "Happy Days Are Here Again" as FDR was nominated 20 years ago... Like that song, this one is an old favorite and a bonanza for Eisenhower backers—"I Love the Sunshine of Your Smile"...

Done in march tempo, the tune is expected to hit juke boxes, radio and TV sets with the same "Happy Days" impact shortly before the GOP convention July 7... Which just goes to show how every angle is exploited during a political campaign.

The Sportsmen Quartet, Jack Benny's "Hm-mm Boys," will be living out of trunks all summer as a result of personal appearances from San Diego to Seattle and from New Orleans to New York...

Ghony Simms has packaged her own TV show and already has attracted the interest of one network... The TV films produced by the Protestant Broadcasting and Film Commission, in which puppets enact Bible stories, are being used widely in Sunday schools, too... They've been hailed by churchmen for bringing many youngsters to classes.

**PLATTER CHATTER**

COLUMBIA: — Frankie Laine's latest and one of his hottest discs is "That's How It Goes" with "Shaw in Lover's Lane" backing it... Champ Butler continues his swing up the ladder with another good waxing, "Two" and "Meet Me on the Corner"... The ever popular, beautiful "Oh, How I Miss You Tonight," is done in a haunting and appealing fashion by Sammy Kaye's orchestra... "You" backs it... The Mariners get into the revival act by coming up with a real old favorite, the beautiful "Jennine I Dream of Liliac Time" with "One Love" on the flip side.

CAPITOL: — Hank Thompson comes up with a real tear-jerker in "Don't Make Me Cry Again" backed by "Waiting in the Lobby of Your Heart," a song that shows promise... Les Paul and wife Mary Ford continue their successful careers with two more revivals (where are they all coming from?) — "I'm Confessin'" and "Carioca."

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