

Marie Downing
BEAUTY AND ROMANCE
SPONSORED BY
LARIETTES BEAUTY FOUNDATION



The Lariettes Beauty Foundation was established by the Godefrey Manufacturing Company to study methods of improving women's natural beauty, and to make the results of this research available to the public.

THE BEALS STREET BLUES

Mr. W. C. Handy, our distinguished composer of Beale Street Blues, St. Louis Blues, Memphis Blues, blew his horn in Memphis the other day and Bronzoville gathered round to do him homage. I had the pleasure of flying down to Memphis to join in the fun and to see the Blues Bowl game between the Memphis Blues and the Memphis Merry High of Jackson, Tenn., at the Booker T. Washington Stadium. Almost everyone was there.

I had a wonderful visit on the part of Madame Young and her husband who operate the Lariettes Beauty College. She met me at the plane with a reception committee including Mr. and Mrs. S. V. Qualls, Mrs. L. E. Brown, Mrs. V. I. Ivis, Miss Campbell, and Mrs. Frank Franklin of Chicago, and took me straight to an exquisite luncheon. After the luncheon there was a parade around Handy Park and through Beale Street "where the blues began." Such a crowd! Such fun! Everyone dressed in his Sunday best, the ladies brilliant in their chic gowns, gleaming, satiny black hair proving our achievements in modern beauty culture.

As you know, Beale Street—or Bronzoville as the section is called—is one of the most famous colored districts in the United States. W. C. Handy and his horn trumpeted their way to fame with the rhythmic beats of the street. And when W. C. Handy returned, all Bronzoville danced and thrilled in the blues rhythm he made famous.

There was Lieutenant George W. Lee—one of the few, if not the only,

colored commissioned officer in the World War—Mr. Qualls, manager of the Blues Bowl show, and Nat Williams, high school professor—all distinguished leaders of the race.

The football game marked the first big-time bowl game of the season. The stadium was packed by visitors from throughout the South and from as far away as Harlem. Newspaper men and photographers from the Associated Negro Press, the Associated Press and United Press were on hand to record the brilliant event, which ended in a victory for the local team. And after the game was a grand ball where the elite of Beale Street gathered to pay tribute to Handy and his blues.

I just wish everyone of you could have been with me. There was beauty and romance, the beauty of a great people having wholesome fun, and the romance of a great occasion with the happy courtships of the sleek young men of Memphis escorting the glamorous belles at this outstanding social event of the year. I was happy to find that many of the girls were readers of my column and to know that they had been helped by the beauty hints which have appeared here.

What are your beauty problems? Write Marie Downing, Lariettes Beauty Foundation, Room 521—319 North Fourth St., St. Louis, Mo., and she will be glad to answer them. Be sure to enclose a self-addressed stamped envelope.

BUSINESS

Continued from page 4
ture of the place of the Negro in business world is to be secured.

The Census of Business will begin January 8. It will cover retail trade, wholesale trade, service businesses and laundries, theatres and other places of amusement, hotels and tourist camps, and construction activities. It will be the first complete survey of its kind made since 1926.

"Negro business men all over the country should give extra time and attention to filling out the schedule blanks for the 1940 Census on Business," Dr. Powell stated. "When completed, this Census will furnish the whole nation with a wealth of information about colored business enterprises that could be obtained in no other way. If the information is incomplete or gives a false picture in any way, Negro business is certain to suffer."

Dr. Powell pointed out that in past Censuses many small tradesmen were reluctant to give correct information about their enterprises, fearing that facts would be disclosed to creditors, income tax collectors, or the like.

Plato Price School

BY WILLENE McCLARY—
CHARLOTTE—The Mt. Olive Presbyterian church sponsored a play, "The Pathway to Heaven" at our school on Friday night. A large crowd witnessed and enjoyed it.

The Annual Christmas Program will be given Thursday night, December 21.

Monday morning we assembled in the auditorium for devotions. Dr. Davidson gave many helpful comments on the birth of Christ. The Xmas spirit hovered as many gifts were brought to the rostrum to help make Xmas baskets for the needy in the community. As these gifts were brought, "Oh Come All Ye Faithful" was played. With head bowed, Mrs. H. George led us in a prayer of praise for the birth of our Savior, while Silent Night was played very softly. The Xmas spirit is truly with us at Plato Price.

We have a school song at Plato Price, the words to which were written by Mrs. M. P. Hill, second grade teacher. They are typical of the school spirit shown here. Should you chance to be in an assembly of our student body you will hear

Pastor Gets Apology From B. & W. Corporation

Letter Brings Answer

CHARLOTTE—Las has been brought to the attention of the CAROLINA TIMES that among the first persons to write letters to the Brown and Williamson Tobacco Company protesting the word "pickaninny" on a recent Paul Sullivan Broadcast sponsored by that company was the Rev. J. Lewis Powell, energetic and active pastor of Friendship Baptist church here, and that Rev. Powell received a speedy apology from the Tobacco Corporation and later a letter of apology from Paul Sullivan himself.

Rev. Powell's letter was one of many protests which followed the use of the obnoxious word in the broadcast, and the tobacco company has made profuse apologies for the offense caused by the word.

The letters from Brown and Williamson and Paul Sullivan follow:

Rev. John L. Powell 1,
Friendship Baptist Church
Charlotte, N. C.

Dear Reverend Powell:
This will acknowledge your letter of November 20 concern-

ing the use of the word "pickaninny" on Paul Sullivan's broadcast Sunday, Nov. 19.

We regret any offense which may have been caused by this reference and we assure you that we shall immediately call this to the attention of Paul Sullivan and there will be no reference that will cause any ill feeling in the future. You understand of course such broadcasts are prepared by the commentator, over which our company has no control, but we assure you that no remarks made by the commentator are made intentionally to offend any listener.

We appreciate your interest in our program and we hope you will regularly tune in the Paul Sullivan Newscasts in the future.

Yours very truly,
Brown & Williamson Tobacco Company

D. T. Dunn
Copy-Paul Sullivan.

The letter from Paul Sullivan to Rev. Powell which came later read as follows:
Rev. John L. Powell,
Friendship Baptist Church
Charlotte, N. C.

Dear Reverend Powell:
I am very unhappy that my

use of the word "pickaninny" in a recent broadcast has been misconstrued. For many years "pickaninny" has connoted for me a charming and attractive Negro baby. It was in my attempt to convey this idea that I used the word which I now see was an unfortunate decision on my part. I insist, and you must believe me, that I had no intention of using the word as an epithet or in any opprobrious sense.

Nevertheless, I apologize if I have in any way hurt the feelings for you or your race in general, for which I have always maintained a sympathetic understanding.

Very truly yours,
Paul Sullivan
Radio Station WHAS.

ROCK HILL, S. C. — J. C. Lowery will spend the Xmas holidays in Chester.

Mrs. Mary J. Clemmons of 137 Columbia Street, Spartanburg, who has been ill for several months, is recovering. Mrs. Clemmons is the mother of Bill Clemmons of the Flint Hill section.

Homecoming

Continued from page two
Drug Company, Beckwith Beauty Shop, Fligels Men's Store, Knox Radio Service, The Log Cabin, Second Street Inn, Art Flower Shop.

Individual and club sponsors included, Mrs. Delia Shropshire, J. Z. Miller, Mr. and Mrs. L. Duren, Mr. and Mrs. James Duren, James M. Duren, Mr. Mrs. G. E. Duren, Mr. Koddy, salesman, Mr. Townsend, Insurance Salesman, of the Winston Mutual, Mrs. J. L. Lowery, Mrs. J. Jamison, Mrs. Maggie Moore, Pagan Lodge of Elks No. 266, Little Y's No. 2 Boy Scouts, Stewarda Board, Golden Globe Club, Charles Bonaparte, Miss Mary Robinson, James Douglas, Miss Frances Shropshire, Scorpin Social Club, White Rose Social Club, Mr. and Mrs. Howard Hill and the Socialites club.

We thank everyone that contributed to the success of this program.

Legal Notices

NOTICE OF SALE OF REAL PROPERTY

UNDEE and by virtue of the directions contained in the last Will and Testament of Lillie J. Bullock, the undersigned Executrix and Trustee will offer for sale for cash to the highest bidder at public auction at the Courthouse Door of Durham County, North Carolina, at twelve o'clock noon on Friday, the 12th day of January, 1940, the following described real estate, to wit:

BEGINNING at the Street edge of the curb stone on the East side of Pine Street at T. H. Scoggins' Southwest corner and running thence with Pine Street South 30 degrees West 1.18 1-2 chains to a stake; thence South 59 1-2 minutes East 2.70 chains to a stake in R. T. Faucette's line; thence North 28 minutes East 1.34 chains to T. H. Scoggins' Southeast corner; thence North 62 minutes West 2.66 chains to the beginning, containing thirty four one hundredths (34-100) of an acre, more or less. See deed from M. Gladstein and Wife, Betsy Gladstein, to J. L. Wheeler and Wife, M. H. Wheeler,

dated Nov. 11, 1939 and recorded in Deed Book 41, page 288, in the office of the Register of Deeds for Durham County, N. C. Also deed from Abe. Gladstein dated December 31, 1902, and recorded in Deed Book 26, page 265, in the office of the Register of Deeds for Durham County, N. C., it being the same property as that conveyed by J. L. Wheeler and wife to Lillie J. Bullock by deed dated Nov. 28, 1917 and recorded in Deed Book 53, at page 26, Registry of Durham County. Also see Will of Lillie J. Bullock, an exemplified copy of which is duly of record in the office of the Clerk Superior Court of Durham County.

The undersigned Executrix and Trustee reserves the right to require the successful bidder to make a cash deposit of 10 per cent of the amount of the bid on the day of the sale, this the 11th day of Dec. 1939.

(Signed)

LOUISE BULLOCK WRIGHT,
Executrix and Trustee Of The Estate of Lillie J. Bullock, Deceased.

Church Notes

CHURCH NEWS IN CHARLOTTE

The New Hope Baptist church in the Greenville section of which Rev. McMoore is pastor will have their Xmas Tree Tuesday evening Dec. 26, at the church.

Rev. M. McMoore pastor of New Hope Baptist church has accepted a call to the Red Branch Baptist church in Mint Hill, N. C.

Rev. A. H. Prince and F. C. Shirley have returned from Tenn. where they have been attending a special meeting for the Presbyterian church.

Rev. I. S. Poag of Rock Hill, S. C., pastor of Herman Presbyterian church was in the city visiting recently.

The Mecklenburg county schools will close Dec. 22, for Xmas holidays, and will resume work again January 6, 1940.

Mrs. Susan Price, principal of the Paw Creek Hoskins School has improved her school building with lights, windows shades,

because these men were strictly 60-minute players and (barring injuries) no substitutes would be necessary in a game in which all of them played.

THE TEAM:
Player Pos. School
Howard—End — Shaw
Meadows — Tackle — Smith
Anders — Guard — NOC
D. Mack — Center — NOC
Gould — Guard — A & T
Banner — Tackle — A and T
Willie — End — NOC
Bruce — Back — A & T
D. Mack — Back — NOC
Powell — Back — Smith
Walker — Back — A and T

Drop the CAROLINA TIMES a card and let us know what you think of the selection. Tell us what you said as soon as you finished reading the lineup.

For All State High School team the entire Hillside first string would get the call with Coach Herman Riddick in the Coaching position.

and a piano. Mrs. Price has been the principal of Paw Creek Hoskins School for several years.

The Charlotte Medical Ass'n held their monthly meeting at the Private Club House on Martin Street Thursday.

John Lyles was host to members of the Pick Wick Bridge Club Thursday evening at his on S. McDowell St. Those playing were members of the club. C. R. Brewington won first prize and Roy Perry won second prize.

YOUR HEALTH—
Continued from page 4

man is necessary, he should not shoot the rabbit which is on the point of his gun, nor take a rabbit found dead nor one which has been killed by a club or one which a cat or dog has brought in, that is, a rabbit which does not run, is a sick rabbit and in skinning or eating this animal the individual is opening himself to infection with rabbit fever.

Miss Minnie Bell Hunter of Pharr St. left the city Wednesday for Brooklyn New York to visit her sister Mrs. Frankie L. Hunter.

A Prominent Business Woman Praises Mme. C. J. Walker's Preparations



"I use Mme. C. J. Walker's preparations exclusively because I get results from them that I am unable to get from any other preparation," stated a well known business woman the other day.

The secret of the remarkable success of Mme. C. J. Walker's preparations is in the fact that they were blended by the late Madame C. J. Walker to reach certain definite conditions of the hair, skin and scalp, and today, after over thirty-five years on the market, they are growing increasingly popular, and notwithstanding the fact that the Company has always refused to reduce the price on these goods, they are still in demand everywhere.

Mme. C. J. Walker's Gossline, although more than thirty-five years on the market, is still the leader in its field. The reason for this is because it not only serves as a scalp oil, but it gives the hair that silky sheen and natural gloss that is the delight of every woman.

Mme. C. J. Walker's Brown Face Powder is not just another Face Powder, but is the result of years of experimenting to produce the perfect blend to impart a velvety softness and at the same time cooling and refreshing. Just the thing for these hot days.

The Mme. C. J. Walker's wonderful preparations are sold by Walker Beauticians and Drug Stores everywhere, or you can write The Mme. C. J. Walker Mfg. Company, direct. Address: The Walker Building, Indianapolis, Indiana.

Tuck's All-State Grid Team

Football in North Carolina has become something to talk about at this season and the dribbling of basketballs on the College and High school courts is becoming louder and louder. However, sports writers have not yet ceased, replaying certain outstanding plays and games with this printer's ink, and heaping laurels upon players who were made outstanding because of the excellent support they got from the other 10 men on their team. Some have gone so far as to select an All this N' that team. Far be it from this column to give the impression of being "law and gospel" on the subject of football but there are certain college play-

ers right here in North Carolina who would merit making any "All-Star" team if seen by the right people. And if these men could be rounded up and put on the same team for a single game for a single game, what a great smile the (lucky) coach would spread.

If an "All North Carolina" team should be called on for a game, the following men would probably get the call for service because of the work done on the gridiron during the season just closed. All of these men made their presence felt whenever they went into a game and were respected by team mates and opponents alike. No second team has been named

Sing Lee
HAND LAUNDRY
107 Chapel Hill Street and
120 South Mangum St.

CHRISTMAS JOY



ALL OUR PATRONS
Hollywood Inn
118 MANGUM STREET
Mrs. C. C. Hayswood, P. op.

FOR BEST THERE IS IN BARBER WORK CALL AT—
THE CRYSTAL BARBER SHOP
Four masters Barbers to give you quick and courteous service with a smile Closing hours from Monday through Thursday 8 a. m. to 9 p. m. Friday and Saturday 8 a. m. till 11:30 p. m. Please call early and get your work.
"IT PAYS TO LOOK WELL"
Crystal Barber Shop
706 FAYETTEVILLE ST. J. S. SHIPMAN, Prop.

Best Wishes
Christmas Greetings
Carolina Cab
Phone L-7191

GREETINGS
IN GRATEFUL APPRECIATION
We take this opportunity to tell you how much we appreciate your patronage!
Bull City Barber Shop And Beauty Parlor

CHRISTMAS DINNER
Just Like Home - Without the Bother
A real treat for the whole family! Mother doesn't have to wear herself out by cooking a huge meal, and Dad and the children enjoy our home-cooked food. You'll enjoy this Christmas dinner with all the traditions of dinner at home. No reservations necessary.
Make the holidays complete—Give the family a treat—
— DINE AT —
Malone Cafe
801 Fayetteville Street Phone J-6221

Christmas Greetings
DRINK

Take With You Home A Six Bottle Carton Of COCA-COLA, The Pause That Refreshes
Durham Cocoa-Cola Bottling Co.
West Main and Milton Avenue

Reddy's
ELECTRICAL GIFTS
Make A
Cheery Christmas
You may be perfectly sure of the pleasure and joy your gifts will bring . . . when you select electrical ones! The services of Reddy Kilowatt can always be counted on to perform to perfection . . . so for those special names on your Christmas list, select Reddy's gifts. You can pay much or little for them, but no matter the price they will be sure to please.
Choose Some of These:
Electric Refrigerators Sunbeam Toasters
Electric Ranges Sunbeam Coffee Masters
Electric Water Heaters
Universal Oven Electric Percolators
Cookers Universal Waffle Irons
Vacuum Cleaners Electric Irons
I. E. S. Floor and Table Lamps Mixmasters
Pie-It-Up Lamps Electric Heating Pads
SEE YOUR ELECTRICAL DEALER or
Duke POWER COMPANY
430 South Church Phone 4112

Joyous Yuletide
Bull City Cafe
412 East Pettigrew Street Phone L-0913

Merry Christmas
R. S. MCGHEE COAL CO.
PERFECT STOKER COAL
TELEPHONE J-1941