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THE HEART-WARMING "SERMON ON THE MOUNT" TO APPEAR IN THIS PAPER NEXT WEEK. THE EDITORIAL STAFF IS DEVOTING AN ENTIRE PAGE TO THE PUBLISHING OF THIS GREAT SERMON WHICH IS DESTINED TO BRING PEACE TO THE WORLD.

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DURHAM, N. C. SATURDAY, JULY 10, 1954

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WALTER WHITE SAYS—

IKE SPURNED DIXIEGRATS

TIME MAGAZINE RATES NEGRO MARKET AT \$15 BILLION

REPORT SAYS NEGRO INCOME HAS QUADRUPLED SINCE 1940; FORCE AGAINST BIAS SEEN

NEW YORK
Businessmen everywhere are paying more and more attention to the huge and profitable but long-ignored Negro market, TIME, the weekly news-magazine, says in its business essay in the current (July 5) issue. The conclusion is based on a survey conducted by TIME's news bureaus throughout the country.

Overall, TIME says, the Negro market is estimated at \$15 billion a year. Census figures show that the total income of Negroes has quadrupled since 1940, and their median income has shot up even faster. For non-whites (ninety-six per cent of whom are Negroes) the median income has risen almost four times from \$489 in 1939 to \$1,943 in 1951, while the white income has increased less than three times over the same period.

Tapping the Southern Market
The increasing notice businessmen are taking of the Negro market is particularly evident in the South, where two-thirds of the 15 million U. S. Negroes live.

To help tap this market some Southerners have begun employing Negro salesmen. A Negro hired by a Packard dealer in Charleston, S. C., for example, sold two new and three used cars in his first 15 days. The month before, the entire staff had sold Negroes only four.

White, Bunche Acclaimed At National Meet

DALLAS
President Eisenhower's executive action to end segregation and his forthright support of anti-bias court rulings "decisively bashed hopes of the Dixiecrats that he would be guided by them on this fundamental issue of racial equality," Walter White, the veteran executive secretary of the National Association for the Advancement of Colored People, told a vast audience at the closing session here last week of the Association's 45th annual convention.

Sharing the platform and the crowd's ovation in the Dallas Sportatorium was Dr. Ralph J. Bunche, the highest ranking American in the United Nations Secretariat.

Upon his arrival here Saturday night, Dr. Bunche was met by a motorcade and given a police escort to the home of his host, the Rev. Dr. Ernest C. Estell, pastor of St. John Baptist Church.

ATLANTIC CITY TO HOST 1955 NAACP MEET

DALLAS
The 46th annual convention of the National Association for the Advancement of Colored People will be held in Atlantic City the last week of June. The New Jersey resort city was chosen by the convention which closed its 45th annual session here last week. The 1955 meeting will be the first the Association has held in the North since 1950 when Boston was the site of the convention.

The convention named the following delegates to the seven-person nominating committee: Joseph Kennedy, San Francisco; Joshua Thompson, Ambler, Pa.; Dr. E. J. Stringer, Columbus, Miss.; and Bowen K. Jackson, Baltimore.

The Board of Directors selected three members to serve with the convention-designated members. W. W. Laws of Savannah, Kelly Alexander of Charlotte, N. C., and Alfred Baker Lewis of Old Greenwich, Conn., were named to the committee which will nominate 16 candidates for the Board of Directors.

SHAW UNIV. GETS \$38,000 FROM UNCF

RALEIGH
Announcement has been made by Dr. W. R. Strasser, president of Shaw University, that the university has received a grant of \$38,000 from the United Negro College Fund. The grant will provide funds for capital improvement and operating purposes, Dr. Strasser said.

The sum of \$7,476.34 of the grant was allotted by the Fund for annual operating expenses. This amount brings the total of the 1953 UNCF campaign results.

Improvements made with allotments from the Funds are: Additions to Convention Hall, a new heating plant, new campus inn and bookstore, brick garages for cars and buses, dining hall equipment, deep freeze units and ice maker road and walks, faculty homes, two tennis courts, and part of the cost of the West Campus building.



RETURNS TO EUROPE—Professor Pauline F. Newton is shown studying a global map of the countries which she will visit on her return trip to Europe this month.

In Europe last in 1952, Miss Newton, who teaches English at North Carolina College, joins Professor Gladys Cooper of the Department of Commerce, who is concluding a year's study on a Fulbright Award in England, and Mrs. Omeda R. Livingston, who is also touring Europe.

Two other NCC professors will go to Europe later in the summer. Miss Newton is being accompanied by Miss Carolyn Smith, instructor at St. Augustine's College, Raleigh.

ANNUAL NEW HOPE MISSIONARY CONVENTION SET FOR JULY 13-14

"Improving The Teaching In Our Church Schools" will be the theme of the seventy-second annual session of the New Hope Missionary Baptist Auxiliary Sunday School Convention and the twenty-third annual session of the New Hope Auxiliary B. T. U. Convention when it meets at the Shiloh Baptist Church near Morrisville, N. C. July 13-14.

The Rev. Miles M. Fisher, president of the convention, will deliver the annual address during the opening session Tuesday morning. Report of the treasurer and auditor, appointment of committees, election of officers, and introduction of visitors will be the other feature of the session.

In the afternoon of the first day's session, a panel discussion will be held on the subject, "Improving The Teaching In Our Church Schools." Participants will be L. F. Caldwell, the Rev. T. Van Rhoel, J. M. Schooler, Mrs. C. E. McLester, Mrs. G. W. Herndon, the Rev. H. Roland, and the Rev. D. J. Williams. The afternoon sermon will be delivered by the Rev. H. G. Walker.

Deviations will be conducted for the opening of the B.T.U. Convention by the White Rock delegates. Following the opening, an oratorical contest will be held by the young people. Members of the intermediate group will be in charge of the dramatic performance. The Rev. J. A. Brown will preach with the Ebenezer Church Choir furnishing music.

Other speakers and participants during the two day meet will be Mrs. Pecolia Hogan, Mrs. Herndon, Mrs. Georgia Barbee, Mrs. J. B. McLester, Mrs. A. Filmore, the Rev. J. A. Thomas Sanders, Trenton, N. J.

Mrs. E. S. Berry, former secretary to the late C. C. Spaulding, noted insurance and banking executive, left Durham early this week for Boston, Mass., to attend the funeral of her mother, Mrs. Paralee G. Sanders.

Mrs. Sanders, 80, widow of the late John A. Sanders died in Boston Friday morning. She had been ill for several months. Last rites were held at the Davis Funeral Home on Walnut St., in Boston Tuesday morning.

Large Number Tar Heels At NAACP Meet

By J. B. HARREN
DALLAS, TEX.

Among North Carolina delegates attending the 45th annual convention of the National Association for the Advancement of Colored People in Dallas were Kelly M. Alexander, Mrs. U. S. Brooks, Mrs. Ethel Johnson, Charlotte; W. R. Saxton, Asheville; Mrs. L. L. Graham, Burlington; and Mrs. B. C. Burnette, Mrs. Blanche Johnson, Miss Addie Lawrence, Miss Laura Hammonds, Tarboro.

Others from the North State were J. B. Harren, Rocky Mount; John C. Cullum, Fayetteville; C. H. Bostick, Pinehurst; P. B. Price, Rev. W. Carlsson, Rev. J. J. Johnson, Laurinburg, Mrs. Ruth M. Morgan, Wendell; John D. Williams, Spring Hope; Rev. E. B. Turner, Lumberton; Cortez Puryear, Charles McQueen, J. H. Roseborough, Rev. G. L. Fauntleroy, Winston-Salem; David Stith, Nathaniel Bond, Miss Shirley James, Durham; Charles Stewart, Laurinburg; Harvey Roberts and P. R. Carrington.

Meeting alternately in three churches in the Texas city, the final curtain was rung down on the convention activities Saturday, July 3. Atlantic City, N. J. will be the scene of the 1955 meeting.

Walter White and Dr. Ralph J. Bunche, delivered the two closing addresses to an overflowing interracial audience of (Please turn to Page Eight)

Sports World Rocked By Resignation Of Famous Quint Coach

DURHAM MAYOR LAUDS BOOK WRITTEN BY MRS. COTTON, RETIRED SCHOOL TEACHER

Durham Mayor, E. J. Evans, recently cited Mrs. Ella Baris Cotton of Fayetteville Street on the publication of her autobiography, "A Spark For My People." Mrs. Cotton, a retired school teacher, gathered material for her book from the wide and varied experiences she had during her days as a teacher in the southern school system.

"A Spark For My People" depicts the struggle of the Negro in his upward march of progress in the field of education. Containing some 400 pages, the autobiography paints a vivid picture of the Negro, his problems, and aspirations in life.

In commenting on Mrs. Cotton's book, Mayor Evans said, "We are proud that a book of such excellence and prominence was written by a citizen of our community and are pleased to see the national fame and pro-



minence that will come to you from this splendid volume, into which you have poured all the full richness of your life among the Negroes and white people of the South."

S.C. Woman Breaking Down Communist Propaganda

WASHINGTON, D. C.
On Labor Day the tape measure will reign supreme at Atlantic City where Miss America for 1954 will be selected from the 100-odd beauties on hand. However, on the island of Sumatra, some 10,000 miles away, "Miss America" has already been chosen, and by an overwhelming vote. She is 32-year old Myrtle Thorne, a graduate of Howard University.

Throughout southeast Asia a battle is being waged which, at times, waxes even hotter than the current shooting war. There are no raids or bombings and no day-to-day casualty lists; however, it is war in every sense of the word, and the fate of the world could hang in the balance. This is the battle for men's minds.

On Sumatra the opponents in this battle of ideologies are Miss Thorne, a U. S. public affairs officer, on the one hand, and a hand-picked group of 200 Communist propagandists, on the other.

Miss Thorne, who is a native of Charleston, S. C., joined the staff of the U. S. Information Agency in 1951 following six years as an instructor in English at Howard. She had received her degree at the Washington school in 1943 and a Master's in English at Smith College the (Please turn to Page Eight)

Bennett College Host To Annual Leadership Meet



GREENSBORO
The first leadership school for religious workers of the Baltimore Area of The Methodist Church is in session at Bennett College. The Rev. Levi B. Miller of Baltimore is serving as dean of the school.

Leaders in the field of Christian education are in attendance from the four annual conferences comprising the area; the Delaware, East Tennessee, North Carolina and Washington Conferences. Bishop Edgar A. Love of Baltimore is the resident bishop.

General courses offered are: "The Minister as Teacher", by the Rev. Ernest T. Dixon of Nashville; "The Work of the Church School Superintendent", by the Rev. Howard A. Bailey of Philadelphia; "Adult Work in the Church School", by the Rev. Robert S. Clemmons of the General Board of Education, Nashville, and "A-

Husband Slays Wife, Woman For Morals Offense

WILMINGTON
Two women were killed instantly Sunday night by shot-gun blasts fired by the husband of one of the women who charged that his wife and the other woman were engaging in unnatural relations.

Charles Skyes, the accused man, is being held by Wilmington police officials on the charge of murdering his wife, Dorothy, and Doris Murray. Sykes told police that the affair had existed since 1948, and that he and his wife had separated recently following an argument.

Upon finding his wife on the porch of a friend, Sykes shot her with his shotgun. The Murray woman was said to have been in the house at the time of the shooting, but fled.

Later on, Sykes found the other victim and shot her at another house a little before the police arrived. He dropped his gun at the command of the officers and surrendered.

(Please turn to Page Eight)