

N. C. Mutual Official Honored In Ceremony At N. Y. Hotel



Top photo shows George W. Cox, Sr., Vice-President and Agency Director of North Carolina Mutual, being presented a plaque by Ralph W. Parsons of the General Agents and Managers Association during a banquet given in Mr. Cox's honor

at the Prince George Hotel in New York City on April 23. Mr. Parsons is also Vice-President and Agency Director of the United Mutual Life Insurance Company of New York. Seated is Mrs. Cox. Bottom photo is G. Rogers Maynard, Second-

Vice President of Metropolitan Life Insurance Company who was speaker for the occasion. Center is S. S. Abrams, toastmaster and District Manager of North Carolina Mutual's Atlanta, Georgia office. At right is Mr. Cox.

NEW YORK

The third annual George W. Cox Sales Convention of the North Carolina Mutual Life Ins. Co. was held at the Prince George Hotel, here Thursday, April 23 with 55 leading field underwriters of the North Carolina Mutual Life Insurance Company as guests of the Agency Department. By virtue of their outstanding performance in the life insurance sales during the last eleven weeks of the first three months of 1955 the representatives won the right to attend the annual affair. The total amount of insurance written during the period was nearly \$12 million.

Featured during the convention were sales discussions and movies on various phases of selling. Highlight of the convention was a banquet in the ballroom of the hotel at 8:00 p.m., given in honor of Mr. Cox, who is Vice-President and Agency Director of the Company. Principal speaker for the occasion was G. Rogers Maynard, second Vice-President of the Metropolitan Life Insurance Company. Toastmaster was S. S. Abrams, District Manager of N. C. Mutual in Atlanta, Ga.

During the program Mr. Cox was presented a plaque on behalf of the General Agents and Managers Association of New York by Ralph W. Parsons, Vice-President-Agency Director of United Mutual Life Insurance Company.

NORTH CAROLINA DURHAM COUNTY

Notice of Administration Having qualified as administrator of the estate of George Pearson Holloway, deceased, Late of Durham County, North Carolina, this is to notify all persons having claims against said estate to exhibit them to the undersigned at 905 Elizabeth Street, Durham, North Carolina on or before the 25th day of April, 1956 or this notice will be pleaded in bar of their recovery.

All persons indebted to said estate will please make immediate payment. This the 25th day of April, 1955. John L. Holloway, Administrator

REGISTER AND VOTE!

BROWN SKIN AND BRIGHT LEAF

The Story Of The Negro's Role In The Tobacco Industry

INSTALLMENT VII

Farming, teaching, research, study, a long history, a dozen different levels of manufacture—all this exciting activity must be going somewhere.

You're absolutely right—it goes to the millions of smokers who buy P. Lorillard products.

Who buys tobacco, and why, and how to influence them to prefer a particular brand, is the business of P. Lorillard Company's many-faceted advertising, merchandising and public relations programs.

And this is where Negroes, as eloquent spokesmen, have come to play an important part in the final link of the tobacco story—the advertising and promotion which introduces P. Lorillard tobacco products to the many-hued American consumer.

Advertising takes many forms. As one of the nation's

largest ranking advertisers, P. Lorillard uses all of them to an impressive degree. On television and radio, Old Gold-sponsored talent shows demonstrate the fact that outstanding talent exists among all racial groups—and perform, we believe, a fine service in educating the public to the fact. Inspiring success stories have emerged from those programs. A recent example is when a teen-age, willowy, pop singer whose debut on an Old Gold TV show marked the beginning of a rapidly rising entertainment career. In every case, P. Lorillard sponsorship of quiz programs has resulted in the frequent appearance of Negro guests and contestants. Cash prizes, scholarships and contracts reward successful performers like the Negro pop singer and delighted audiences smile and, perhaps, reinforce their satisfaction by reaching for another Old Gold.

In prominent places in most of America's large cities, the winsome face of a Negro model smiles down at thousands of passersby, encouraging them to emulate her choice of Old Golds. The appearance of Negro and white personalities on Old Gold posters is part of a continuing campaign to influence the brand preference of smokers of all racial groups and national origins.

Special events, too, find P. Lorillard products in the spotlight, whether they are held in Negro, white or mixed communities. Recently, for example, when The Courier, largest weekly Negro newspaper, presented awards to the winners (Continued on Page Ten)

Don't Miss It! **LAST 3 DAYS** **ANNIVERSARY** our **44th**

-FREE! FREE!-

GRAND PRIZE
CLOCK RADIO

At Your Service Around the Clock. Lulls You to Sleep and Wakes You to Music! Register Today. Drawing Saturday at 5 P. M., April 30, 1955.

NOTHING TO BUY — YOU DON'T HAVE TO BE PRESENT TO WIN— JUST REGISTER!

MANY THANKS FOR YOUR RESPONSE TO OUR EFFORTS IN BRINGING YOU THE SALE OF SALES. PLENTY OF BARGAINS BUT SPACE WILL NOT PERMIT TO LIST THE HUNDREDS OF ITEMS ON SALE.

Evans UNITED
DEPARTMENT STORES, E.

Band Festival At A&T College Friday, May 6

GREENSBORO

More than 1,000 young musicians, members of school bands from throughout North Carolina are expected here for the annual State School Band Festival at A and T College on Friday, May 6.

The event, sponsored by the North Carolina Band Directors Association, in cooperation with A and T College, will bring together 20-odd bands from as many schools, which attained ratings of I and II in the various district festivals conducted during the early spring.

Among the judges for the occasion will be W. Howard, Director of bands at N.C.C. in Durham.

Phillmore Hall, President of the North Carolina Band Directors Association and Hillside High School student, is one of the officers sponsoring the affair.

Musical Tea At Hillside On Sunday, May 7

The Hillside Chapter of the National Honor Society will honor the senior members at its Seventh Annual Musical Tea on Sunday, May 7, at 5:00 p.m. in the Hillside High auditorium.

Dr. Loren R. Withers, a member of the music faculty of Duke University, will be the guest artist for the occasion.

Included among the participants will be Miss Juanetta Lyon, a graduate member and a senior at North Carolina College; and present Honor Society members: Miriam Holmes, Amelia Thorpe, Patricia Spaulding, Reginald Parker, Virdelle Tedder, Barbara Lyon, Ronald Schooler, and Walter Holmes.

Congratulations SPEIGHT'S AUTO SERVICE

The Durham District of the North Carolina Mutual Life Insurance Company is Happy to Felicitate Speight's Auto Service on the Grand Opening of their New Pure Oil Service Station. Your Company like North Carolina Mutual has grown because of the fine service you render to your customers.



Durham District
N. C. Mutual Life Insurance Company

W. L. COOK, Manager

Congratulations SPEIGHT'S AUTO SERVICE

Through the years it has been the policy of the Mechanics and Farmers Bank to lend encouragement to every worthwhile business enterprise in Durham. With that in mind we are happy to extend to Speight's Auto Service our sincere congratulations on the Grand Opening of their very fine New Service Station. We know the new Station will continue to give the same high class service that was given at the old stand.



Mechanics & Farmers BANK

of Durham, North Carolina

