



Termed the tobacco industry's eloquent spokesmen in Old Gold cigarette's "Brown Skin and Bright Leaf," the story of the Negro's role in the tobacco industry, Negro personalities like June Ballard and William Company. Curtis play an important part

Important part in introducing the products of P. Lorillard Company. For you are the person that all these people have worked diligently to satisfy. As you enjoy your next smoke from America's first family of cigarettes—Old Gold, regular size, king size...filter kings or a famous Kent cigarette...king size or regular with the exclusive Micronite filter remember that...

Just as all the shades of tobacco, from the great tobacco producing states enter into the satisfying blend of your cigarette...all the shades of skin known to the human race have entered into the greatness of this country's tobacco industry...and into the success of a great company like P. Lorillard Company.

### Capital Close-Up

(Continued from Page Two) society as a world of make-believe "much of it created by the Negro press." Rough, unflattering but important reading. John Hope Franklin presents his "New Negro and the New Deal" with a sure touch, offers canny analysis without "praise or condemnation."

Dr. Logan summarizes the period from Alain Locke's 1925 publication, tracing the development of the "talented tenth" through the Niagara Movement, the Dubois-Booker Washington clashes and Supreme Court vacillations and rever-

sals, Republican lily-whitism and Democratic segregation, discrimination in labor organizations and women's clubs, and the impact of war on the world of "the Negro mind and spirit." Dr. Dorsey discusses the Negroes political ideologies, decides that he wants to know "positive government which protects the weak and curbs the strong"—that he wants to know, "Whose liberties to do what and with what consequences?"

The conference was a memorial to quiet, retiring Alain Locke, philosopher, Rhodes scholar, great teacher and great American.

#### Here They Are!

Val J. Washington, GOP Minority Groups Consultant, turned teacher, recently, talked to Morgan College classes in political science, and to the Social Science Club, gave—on request—an inside view of politics, beginning with his start on Chicago precincts, included Democratic Congressman Dawson and Powell as examples of successful politicians. He urged college men and women to "enter politics at some level"—attempted to give students of government the directions to help them understand government and politics as full or part-time careers.

Scovell Richardson, Federal Parole Board Chairman, is back from Indianapolis where he spoke for the Kiwanis Club's luncheon for the State Conference basketball champions. This was the first year that Negroes were admitted to the State Conference, and the first time in that organization's 45 years that an Indianapolis team had won. Winning team was Crispus Attucks' High School. The Assistant coach, Al Spurlock, turned out to be Mr. Richardson's roommate at University of Illinois. The runner-up was Roosevelt High School of Gary. The coach, John Smith, another college mate.

The Parole Board Chairman talked on crime and the juvenile delinquent. Indianapolis

Kiwanians will be sponsors for new parolees. Dorsey Lane, FOA attorney, on leave from Howard's Law faculty, sparked career week discussions at Biston-Hoffman High School in Arlington, Va., told students the old South offers opportunity and atomic power the elements of peaceful development. Their generation, he told them, will stand up and demand rights and accept responsibilities.

E. Frederic Morrow of the Department of Commerce, went to Atlanta's Morehouse College to advise on business; returned with Alpha Phi Alpha's Han-of-the-Year award.

#### TIRED OF BEING PUSHED AROUND

New York Mrs. Anna Rabinovich, a costume jewelry shop owner, after being held up three times, evidently got tired of being pushed around and decided to do something about it. The opportunity to do so came when the woman, who is in her middle 50s, one day last week looked up to face a burly fellow with a gun in his hand. He wanted cash and he he wasn't fooling.

Ingoring the threatening demand, the lady executed a deft movement that wrested the weapon from the man's hand, stepped on the burglar alarm, and, when he fled, took off after him.

She caught him a half block away from her store and held on to him until a passing traffic cop came to her rescue.

Mrs. Rabinovich explained, "I was just tired of being held up and thought I'd take a chance," as she noted she had been robbed three times since 1945.

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## Institute Held At Mount Zion Baptist Church This Week By New Hope Convention

The New Hope Baptist Association Sunday School B.T.U. Convention held an Institute May 2-6 at the Mount Zion Baptist Church on Fayetteville St. The Institute provided an opportunity for the officers and members of churches in this area to learn more about the Bible, the Church, the Sunday School and other auxiliaries and matters pertaining to church life.

Aside from the academic aspect of the program, provision was made for the appearance of inspirational speakers and choirs during each night of the week.

Serving as teachers during the week were Dr. Miles M. Fisher, pastor of the White Rock Baptist Church; Rev. J. R. Manley, pastor of the First Baptist Church, Chapel Hill; Mrs. J. B. McLester, Hillside High School English Teacher; Dr. C. E. McLester, pastor of the Morehead Avenue Baptist Church; Rev. E. T. Browne, pastor of the Mount Vernon Baptist Church; Rev. Harold Roland, pastor of the Mt. Gilead Baptist Church; Mrs. A. L. Filmore, Miss Lyda Van Hook and T. Walker.

Courses were given in various phases of Church Leadership the Sunday School, Baptist Training Union, Missionary work and the Vacation Bible School.

Some of these courses were "The Deaconship," "The Trustee and His Work," "When Do Teachers Teach?" "Drama in the Church," "Investments in Christian Living."

Serving as Director of the Institute was the Rev. William H. Fuller, pastor of the Mt. Zion Baptist Church.

## 250,000 Negro Voters For North Carolina By 1956

## BROWN SKIN AND BRIGHT LEAF

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

Chapter VIII-The End of The Rainbow

There's a pot of gold at the end of the rainbow.

Nowhere has this simple folk belief been translated into more solid fact than in this country's tobacco industry, where the contributions of a rainbow complex working force producing products for a many-hued public has put considerable cash into the pockets of worker and manufacturer alike. And, under the American system, the tobacco rainbow's pot of gold has long-range implications—meaning equality under the laws of economics.

Tobacco's rainbow is a two-sided coin for the impartial observer—who must consider both its implications for the workers and farmers who make up the Negro masses and its implications for the American business scene.

Consider the statistics on farming, for example. In the land-poor South, where impoverished Negro sharecroppers once struggled without any hope of improving their status, Negro tobacco farmers now receive 18 per cent in the heavy-tobacco-producing states. The Negro farmer's share of the tobacco dollar is closed to two hundred million dollars—an impressive figure that is growing mightily every day. In a state like North Carolina, for example, Negro farmers take home 25 per cent of the cash receipts from tobacco marketing.

Small wonder, therefore, that sharecroppers' cabins are being replaced by prosperous hundred-acre farms; that elder Negro farmers are going back to school to learn scientific farming techniques; that young farm boys and girls are resisting the temptations of the city to stay down on the farm and woo a living from the golden land. They have faith and hope in the future of the land—and their enlightened labor will eventually mold it in the form of their dream.

When it comes to the manufacturing end of the tobacco industry, P. Lorillard Company, the nation's oldest tobacco manufacturer, presents a history with bright threads of obligation woven into its fabric. began and continued with the manufacture of tobacco products which would make and maintain the Company's reputation. Through the pattern run strands which represent fair dealings and relationships with the 3200 suppliers of the tobacco product and the skilled hands and minds that turn it into finished wares—with those who advertise them and market them—with all who play their part in an old and successful enterprise.

A business honorably and efficiently conducted contributes to a nation's greatness and welfare in pioneering ideas, by the taxes it pays, in the work and services it gives, and by enjoyment of its goods. P. Lorillard Company, maker and seller of the best and finest tobacco products for nearly two hundred years, conducts just such a business.

Another strand in the Lorillard fabric is this centuries-old and untold story of the Negro's role in the tobacco industry.

To the keen observer, "Brown Skin and Bright Leaf" is self-evident that the end of the rainbow is already visible on the horizon—as Negro farmers command higher prices at

researchers in tobacco produce new discoveries in college laboratories, as Negroes fill positions of distinction in manufacturing and on labor-management teams, as Negro salesmen and personalities spark the sales of the tobacco industry's products to all markets. And, like everything else, another sign of the growing trend is this work-in-recognition of the Negro's achievements in tobacco.

To you, the ultimate consumer, all of these people play an

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DEL MONTE TOMATO KETCHUP..... 14-Oz. Bot. **19c**

NABISCO RITZ CRACKERS..... 1-lb. Pkg. **33c**

Swift's Pard **ANN PAGE**

**DOG FOOD** **PORK & BEANS**

7 1-lb. Cans **89¢**      3 1-lb. Cans **35¢**

**APPLE SAUCE** A&P Brand 2 16-Oz. Cans **25c**

**DESSERT SHELLS** Jane Parker Pkg. of 6 **20c**

**EVAP. MILK** White House 3 Tall Cans **35c**

**LAYER CAKE** Jane Parker Mother's Day Each **89c**

**Farm Fresh Fruits & Vegetables**

FULL EARS GOLDEN FLORIDA

**CORN** 4 EARS **19¢**

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**GRAPEFRUIT** 8 Lb. Bag **43c**

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