



APEX LIGHTS UP THE SKY

The above scenes were taken from activities in New York as the Apex Beauty Products firm of that city launched its new advertising campaign. Projected at a cost of \$1,000,000, the campaign is the first such one in advertising sponsored by a Negro business to cost a million dollars.

top left panel, sign the contracts for the campaign with the Abbott Kimball company, directors of the campaign. Left to right are Phillip E. Wilcox, of the advertising agency, Mrs. Hayes, president of Apex firm, her husband, Holtan Hayes, executive vice president of the firm and Archibald Morgan, vice-president. High above the rooftops at

Lenox avenue and 125th street, top right panel, and swept by searchlights, a special platform was built for the inauguration ceremonies under the 65 foot sign.

Delores Small, Apex's Queen of Love and Beauty and model for much of the new advertising campaign's material, is welcomed to Harlem, bottom left panel, by Betty Granger, women's editor of the Amsterdam, as the two and Mrs. Hayes lead a two hour street parade.

Halifax PTA Reveals Completion Of Projects, Launching Of Others

WELDON
The Halifax County Training school Parent-Teachers Association has completed plans for the purchase of an activity bus, Halifax principal N. M. McMillan reported at a recent meeting of the organization here.

McMillan also reported that 18 new football team uniforms and 27 band uniforms have been purchased. The PTA pledged full financial support to the school's program.

During the meeting it was brought out that the membership rally, which has just concluded, was a success. Miss L. H. Moore served as chairman for the drive.

The association then heard reports from its delegates to the third district meeting of the North Carolina Congress of Parents and Teachers. Mrs. A. C. Coefield, Mr. and Mrs. Ellis represented the group at the NCCPT in Warrenton. S. G. Jenkins is president of the Halifax PTA.

Mrs. M. E. Corbett Dies In Gate City

GREENSBORO
Mrs. Mary Eliza Corbett, 89, a resident of Greensboro since 1916, died early Tuesday morning, Nov. 20, at the residence on North Dudley Street. She had been in declining health for the past three years.

The widow of the late Cornelius N. Corbett, who passed in 1923, she is a native of Alamance County. The couple moved to Danville, Va., following their marriage and lived there until coming to Greensboro 49-years ago. She is survived by two daughters and two sons, Mrs.

Verly H. Austin, Washington, D. C., Miss Margaret L. Corbett, Jethro and Ellis F. Corbett, all of Greensboro.

Funeral services were conducted from the Bethel A. M. E. Church on Regan Street at 11:00 P. M., on Wednesday and interment followed at Yanceyville, N. C., on the same afternoon.

St. Agnes Nurse Attends Meet

RALEIGH
Mrs. Georgia V. Thompson, R. N., Director of Nursing at St. Agnes Hospital, Raleigh, has just returned from Cincinnati, Ohio, where she attended

Eight From NCC Members Of Student Group

Eight North Carolina College students attended the annual integrated North Carolina State Student Legislative Assembly at the State Capitol in Raleigh last week.

The students were Robert Perry, Gwendolyn McCallum, Alfred Richardson, Clifford Koonz, Earl Edwards, Grady Bell, Adele Brandon, and Lloyd Yancey.

The student assembly is an annual meeting of colored and white colleges in the State. Its organization follows the pattern of the bicameral North Carolina Legislature.

The NCC delegation introduced a bill aimed to improve the system of selection of Justice of the Peace in the State.

In one of the highlights of the session the assembly voted unanimously to repeal the Pearsall plan.

White Woman Sues Assailant For \$75,000

LITTLE ROCK, Ark.
A white woman has filed a suit for \$75,000 damages claiming that she was seriously hurt when a Negro woman—Mrs. Dorothy May Payne sat down beside her on a Little Rock bus.

The white woman, Mrs. Fredda Wright, says during the scuffle which resulted after Mrs. Payne sat beside her, she suffered a skull fracture, brain

an Institute on Nursing Service Administration—conducted by the American Hospital Association in Cooperation with the Department of Hospital Nursing, on November 5-9.

While away, she also attended a Conference, November 11-14, at Homer G. Phillips Hospital and School of Nursing, in St. Louis, Mo.

concussion, scratches and bruises. She claims, too, that when she tried to move after Mrs. Payne sat beside her, then Mrs. Payne attacked her.

The white woman names both Mrs. Payne in her suit and the Citizens Cauch Co. which began integrated seating last May. She also charged that Mrs. Payne is a member of the NAACP.

Woman Receives 18-25 Years For July Slaying

WINSTON-SALEM
Willie Mae Harris, 30, of 1425 East Eighth Street, pleaded guilty to second degree murder here last week for the July 21st killing of Purcell Barnes, 38, of the same address. She had previously been charged with first degree murder.

Willie Mae was sentenced in Forsyth Superior Court to serve 18 to 25 years in prison. The pistol slaying, she told police, resulted from a long feud between her and Barnes about "money matters."

Judge Frank M. Armstrong passed sentence after testifying detectives told of the woman calling Barnes to a taxicab in which she was a passenger and shot him through the right lung. Barnes lived until July 27th, after being taken to a local hospital.

Bettie Coefield Reigns As Queen At 'Coming Rites For Halifax

WELDON
Miss Bettie G. Coefield, high school junior, was crowned "Miss Halifax County Training School" at an elaborate ceremony held at the school in connection with its homecoming activities.

Miss Coefield was crowned by Mrs. Antonio Orsot of Virginia State College. Her attendants were Misses Vera Richardson, senior, Fannie Johnson, a sophomore, and Jean Williams, member of the freshman class.

Ernestine Harrison was crowned "Miss Elementary" and Eva Williams "Miss Primary." Outstanding events of the homecoming celebration included a parade consisting of bands from neighboring schools, floats depicting extra curricular and activities of various departments of the school, the coronation ceremony and a dance.

Halifax's football team played Greene County in the homecoming game.



Five Inducted At Business School

Five neophytes were inducted by the Eta Gamma and Lambda Pi Phi chapters of the Phi Rho Zeta Business and Professional fraternity and sorority at the Durham Business school last week.

New members of the organization are Misses Louise Sloan, Durham; Maxine Welch, Win-

ston-Salem; Janice Wilson, Beaufort; Willie L. Pittman, Red Springs; and Bettie J. Hazel, Burlington.

Officials of the greek letter organization at the Business school are Willie E. Stone, president; George Frazier, vice-president; Mrs. Daisy L. Jones, secretary.

Feed your baby CARNATION America's "healthy baby" milk!



Deborah Hawkins, Little Rock, Ark., a winner in the Carnation Hometown Healthy Baby Contest.

"MY DOCTOR RECOMMENDED IT," say 8 out of 10 mothers who feed their babies a Carnation formula. Your own doctor knows Carnation, too. It's the safest form of milk for baby's bottle. The most nourishing and digestible. Those first few months on formula are so important...be sure you start your baby out right, on America's "healthy baby" milk!

BEST BRAND FOR YOUR COOKING AND COFFEE, TOO!



World's Leading Brand of Evaporated Milk

All America is saying: **"THE NEW CARS ARE GREAT!"**



The world's finest cars demand the world's finest gasoline... **NEW GOLDEN ESSO EXTRA**

In a survey among users of competitive brands who tested this new power fuel in their own late model high-compression cars...80% noticed an immediate improvement in performance!

ESSO DEALERS OFFER THREE GASOLINES. YOU CHOOSE THE FUEL YOU NEED WITHOUT PAYING A PENNY FOR QUALITY YOU CAN'T USE!



- 1. REGULAR-PRICED!**
Millions of cars deliver satisfactory performance with regular-priced gasoline. Esso is the largest seller among all brands in the entire area served by Esso Dealers. If you get satisfactory performance with Esso, it's not necessary to use a more expensive fuel.
- 2. SUPER PREMIUM!**
Many cars require premium gasoline for their more powerful engines. Super premium Esso Extra is made especially for these cars. If you get full power with Super premium Esso Extra, (with D-FROST, the anti-stalling additive), there's no need to pay for a higher-priced gasoline.
- 3. IN A CLASS BY ITSELF!**
For newer cars with higher-compression engines, Esso Research developed GOLDEN Esso Extra. It is the first gasoline designed to get top power and top performance from today's and tomorrow's engines. It costs more to make... does more for your car. It also contains D-FROST. Trademark

First, last and always... your best buy for Happy Motoring!

For the great new '57 cars, and for all high-compression cars, try the first fuel ever designed to get full power, top mileage, and all-round performance from today's most advanced engines. It's GOLDEN ESSO EXTRA, the power fuel that's really "in a class by itself."

Owners of high-compression cars who tested this new fuel reported such characteristics as better mileage, quicker starting, more power, faster acceleration, and greater engine smoothness.

Whatever make or model you own, try a full tank of GOLDEN ESSO EXTRA and see for yourself whether the improved performance is worth the small extra cost. And if you're planning on a '57, be sure you give it the benefits only the world's finest gasoline, new GOLDEN ESSO EXTRA, can give.

ESSO STANDARD OIL COMPANY

THIS WEEK, TRY GOLDEN ESSO EXTRA...IT'S "IN A CLASS BY ITSELF!"

