

State Resource-Use Conference to Hold 16th Session at NCC Nov. 14

The North Carolina Resource-Use Education Conference will hold its sixteenth annual meeting at North Carolina College Thursday, November 14. The one day conference will begin with its first general session in the college's B. N. Duke auditorium at 9 a. m.

The announcement was made recently by Dr. Theodore R. Speigner, director of the Division of Resource-Use Education at NCC, and state chairman of the North Carolina Resource-Use Education Conference.

The general theme of the conference is, "Resource-Use Education: The Key to Quality Learning and Living." According to Dr. Speigner, the 1963 conference is designed to create awareness in supervisors, principals, and students, "of the unlimited natural resources which are available in every community that should be used to enrich instruction."

Principals, supervisors, teachers and parents throughout the

state have received invitations to participate in the conference, Speigner said.

The keynote speaker for the conclave will be Dr. Stanley E. Dimond, professor of education at the University of Michigan, who will address the afternoon session at 2 p. m. in B. N. Duke auditorium.

Author of Schools and the Development of Good Citizens, and co-author of Our American Government, Dr. Dimond is past president of the National Council for the Social Studies and holds membership in the NEA, Phi Beta Kappa, Phi Delta Kappa, the Association for Supervision and Curriculum Development, and the American Educational Research Association.

In the 10:30 morning session, which will feature the role of young people can play in conserving community resources, Dr. John R. Larkins, consultant, North Carolina State Department of Public Welfare, will deliver the principal address.

James Bud Ward, director of Special Markets Research, a Washington based firm, said forward looking business will see the new mood of the Negro and his aspirations as an opportunity to gain a large share of a very lucrative market.

Acceptable consumer appeals and sympathetic support of the cause of improved race relations. Failing to embark on such a program, business can expect Negroes and white supporters to employ their only weapons, public opinion, purchasing power and voting strength, he said.

dent; William W. Matney, Chicago NBC-TV newscaster; Fitzhugh; Charles J. Smith, III, Columbus, Ga., Special Markets Director, Royal Crown Cola Co.; Mrs. Prothro; James Bud Ward, Washington, D. C. director, Special Market Resources; Mrs. Ora Higgins, Chicago, Asst. Director Personnel, Spiegel, Inc. and Walter J. Archey, Washington, D. C. NAMD executive director.

ket Place." Mrs. Louis Prothro fourth from right, of the Public Relations Department, Pet Milk Company and St. Louis Chapter president, congratulates Professor Fitzhugh and program panelists on their presentation. Looking on from left to right: Howard B. Woods, executive editor, The St. Louis Argus Newspaper; James S. Avery, New York, of Humble Oil and Refining Company and NAMD national president.

NAMD BOARD IN ST. LOUIS
—Board Members of The National Association of Market Developers met in St. Louis recently to plan for the 1964 convention and clinic to be held in Houston, Texas next May 13-16. The board met in conjunction with the St. Louis NAMD Chapter's Second Annual Negro Market Forum where Howard University Professor H. Naylor Fitzhugh spoke on the "New Mood of the Negro in the Mar-

Business Should Note Race's Mood, Marketers Told

ST. LOUIS — A university professor told a St. Louis audience that the new mood of the American Negro is characterized by the urgency of the current civil rights drive with a magnitude that holds significant implications for American business.

H. Naylor Fitzhugh professor of marketing, Howard University, said the civil rights struggle

was influenced by modern communications and the "existing climate of world opinion which is called upon to look to the United States for ideological leadership." Important too, he said, has been the number of white Americans drawn to active participation in the struggle.

Professor Fitzhugh spoke at the Second Annual Negro Market Forum, sponsored by the St.

Louis Chapter, National Association of Market Developers. NAMD is a national, professional organization of specialists in sales, advertising, marketing and public relations directed toward development of the Negro market.

According to Fitzhugh, business policy-makers should be concerned with upgraded employment opportunities, fully ac-



NCC SGA PRESIDENT INAUGURATED — James Ferguson, president of the North Carolina College Student Government Association, is being congratulated

by Dr. Helen G. Edmonds, chairman of the college's Department of History and Social Science, following his recent inauguration in formal ceremonies on the

campus. Ferguson, a native of Asheville and a senior history major, was elected to the office last spring.

Elizabeth City Homecoming Set for November 9th

ELIZABETH CITY — At Elizabeth City State College plans are underway for the annual Homecoming, Saturday November 9. Interesting half time activities are planned. The attendance is expected to exceed

all previous records.

The football classic at 2 p. m. at the College athletic field will match the Elizabeth City State College "Vikings" with the Fayetteville State Teachers College "Broncos."

At half-time the Homecoming Queens, Marcell Forbes, this year's "Miss ECSC" and the Alumni Queen, (not announced at this time), with their attendants will be presented. Miss Forbes of Camden, North Carolina, is a senior and a Business Education major. Honored guests will be introduced and the College Marching Band will give a performance.

Other features of the day include Open House at the President's residence following the game, at which Dr. and Mrs. Walter N. Ridley will greet visiting alumni and friends.

On Saturday morning the Lighthouse College Center will be open to visiting alumni and friends. Breakfast in Lane Dining Hall is scheduled for early arrivals. A meeting of the General Alumni Association is scheduled for Lester Science Hall.

On Saturday evening the Alumni Dinner in Lane Dining Hall and Dance, following in Williams Hall, wind-up the days festivities.

Arrangements for homecoming are being made by the Homecoming Committee. Miss Evelyn A. Johnson is the chairman. Miss Johnson is head of the Fine Arts Department of the College, and director of the College Choir.

Working in cooperation with the Homecoming Committee, the General Alumni Association's president, Mr. Isaac Battle, and officers and members of the alumni chapters throughout the country are assisting in making arrangements for transportation and housing of the hundreds of alumni and friends who will return to the campus.

Bragtown Gets Ready for Visit Of Judging Team

The Bragtown Community Improvement Committee held its regular monthly meeting Monday night at 8:00 p. m. in the Lakeview School Library. Present were: Alice Wilson, vice chairman (presiding), Mrs. Laura Woodard, Mrs. Daisy Cain, Mossett Harris, Carl Hodges, Mrs. Vallie Harris, James M. Cameron, Mageria Glenn, Mrs. Mary Rogers and E. B. Palmer.

The committee made preparations for visitation of the judging team on November 1, to evaluate the progress of the community over the past twelve months in tri-county competition.

Further accomplishments at the meeting consisted of: (1) the appointment of a planning committee to make recommendations for an honorium to be placed in the Bragtown Branch of the Stanford L. Warren Library for the late William Glenn; (2) the organization of girl scout troops; (3) the organization of a Prince and Princess Club (a civic-social group); (4) recommendations to the Lakeview School Advisory Committee of steps to be taken in improving the moral conduct of the school community; (5) suggested plans for informative programs for the community during 1964; and (6) a contract was let to Lawrence Cameron to construct two welcoming signs and community bulletin boards at each entrance of Dearborn Drive.

The next meeting will be held at the school on Tuesday, Nov. 12, at 8:00 p. m.



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