

INNOVATOR, PLANNER, TEACHER AND MANAGEMENT CONSULTANT

KNOW YOUR NEIGHBOR

By **ELWOOD CARTER**
Advertising Director of
The Carolina Times
**Murray J. Marvin Is Happiest
When Working on a Total Plan**
Two separate situations, more than twenty years apart, afford insights into the personality and character of my friend, Murray J. Marvin, North Carolina Mutual's Planning Director and the consultant selected by Publisher Austin to draw a comprehensive plan for the CAROLINA TIMES' progress and growth.

The grapevine was buzzing with the report that Marvin had protested his assignment. He contended the examination was invalid, did not reflect his aptitude or lack of mechanical ability but simply his training and knowledge in tests and measurements. Surprisingly enough he won his point and was assigned to the Public Relations' office.

My next contact with him was three months later. The public relations boys had "twenty-four hour passes," could come and go as they pleased. Other sailors in the "Ship's Company" criticized him because he was staying on the base, working in the office until ten or twelve o'clock every night and all of the weekend. When questioned about this failure to use a privilege he merely said he was "gathering data for a study."

Readers will perhaps recall that the Navy limited the service of Negroes to the Steward's Branch (food service) until late

in World War II. And, the son of the founder of Hampton Institute (Commander Armstrong) had been appointed to set up "service schools" to train Negroes for the other branches of service. All had gone well until after the invasion of Europe (D Day in June of 1944) when the Negro press became highly critical of the use of Negro recruits. It later turned out that Marvin's study was statistical analysis of Navy public relations procedures in general and the causes of the "bad press" where Negro sailors were concerned.

Early in the Fall of 1944, Commander Armstrong called a meeting of all of "Ship's Company" at the Negro camps to give them a lecture on military protocol and how it was "unpatriotic" to "leak" information to the press. He inferred such "malcontents" would be "dealt with" and that such unfavorable publicity impeded the war effort. When Commander Armstrong had finished and started to stride from the drill hall with a group of officers, hall in the midst of the officers saluted and said something quietly to the Commander. We noticed his neck got red and Marvin was escorted from the hall in the midst of the officers accompanying him. Marvin was absent from camp all the rest of that day and the next.

It turned out that Marvin had requested permission to submit his report and evaluation of the "bad press" as stemming from inconsistent

policy in the Commander's office, poor handling of the releases from the local PR office and insufficient follow-through. Marvin's report was seized and he was "restricted" to the base for two weeks. Marvin told me that what really upset the Commander was that the day before he had sent copies of the study by registered mail to Secretary Forrestal, Civilian Aide Lester Granger, head of Granger, the head of the Navy's public relations office in Washington and the Admiral at Great Lakes on the "main-side."

Although, for several weeks, Marvin was literally in "hot water" he was vindicated finally by choice assignments. He became the newswriter for the network broadcast originating on the base for CBS, member of the editorial staff of the base newspaper, later the photographic editor of the FLEET HOME TOWN NEWS CENTER in Chicago as well as assigned to travel with Lester Granger on the 38,000 mile trip through the Pacific area. This last assignment was a more or less direct result of his contention that the "Negro press wanted to know what happened to the men after graduation from service schools" and had nothing to do with "leaks from malcontents."

In talking to Marvin about all this I like to recall his statement, "Commander Armstrong may resent my statement, that he was running a plantation so he could become ad-

miral of the black land Navy." But he has to respect my integrity of purpose. He cannot ignore the fact of improved press relations when the releases dealt with Negro sailors and not him. Truth will always prevail over the long haul.

Shortly after Marvin's arrival in Durham in 1961 I mentioned my Navy experiences with him to publisher Austin. He became extremely interested in the man Marvin. And, this brings me to the second experience here in Durham twenty years later.

From time to time, Publisher Austin began stopping in Marvin's office at North Carolina Mutual. Sometimes I had an opportunity to be there with them. Their conversations ranged from the philosophy to the specific. And, almost inevitably they would get around to problems of publishing a newspaper. One day, on Parrish St. in front of the bank, Austin told Marvin, "I would like to see you apply the planning skills you use at North Carolina Mutual to the growth and progress of the Carolina Times." I thought Marvin's reply would burst up a budding friendship. Instead, Austin replied, "You're right as rain. You know our motto is 'The Truth Unbidded.' I cannot quarrel with the truth. We share a lot in common. Outlook! Community Interest! Perfection. Why not work with us?"

It wasn't until then that I realized how closely Publisher Austin had been observing Marvin and how much, simply from conversation, he knew about his outlook, perspective and way of doing things. For he had noted certain maxims that appeared to get Marvin's guideposts:

—On Business—"Let's look at the whole ball of wax—not merely the wax drippings."

—On Negro Business—"There's always a future for first class Negro business, but Jim Crow—second class business is dead."

On Teamwork—"No one of us is as smart as all of us."

On Communication—"Messages are conveyed by pictures, words, symbols, numbers, colors, action and inaction. Watch the static on your lines of communication. It may be all the people hear."

Public Relations—"Publicity is the end result of doing things meaningfully."

Over the years I have watched Murray Marvin's career unfold with interest. When he left the Navy he found his own consulting firm, Marvin and Marvin, with his wife Mrs. Delores Marvin. In addition to doing consulting work for individual companies he designed a program for the National Insurance Association and handled the work of the N.I.A. on a consulting basis for a number of years. Then, when they decided to devote full time to trade association work, Delores and Murray Marvin became the first and only Negroes to qualify in the American Society of Trade Association Executives.

In 1958 Marvin became the first Negro to qualify in the University of Chicago's "Executive Program" and not only earned the "Executive Program

Certificate" but his M.B.A. as well. He has a tremendous capacity for work and serves as a part-time instructor at North Carolina College (teaching Personnel Management and Administrative Practices). The impact of the visual aids he has made for use in his classes is known to us on the newspaper because some of his former students have worked at the Carolina Times under the internship program. And, they make mention of the charts and graphs that Marvin uses to emphasize certain business principles.

We welcome his work and service and look forward to creative and innovative developments such as the KNOW YOUR NEIGHBOR feature he has suggested.

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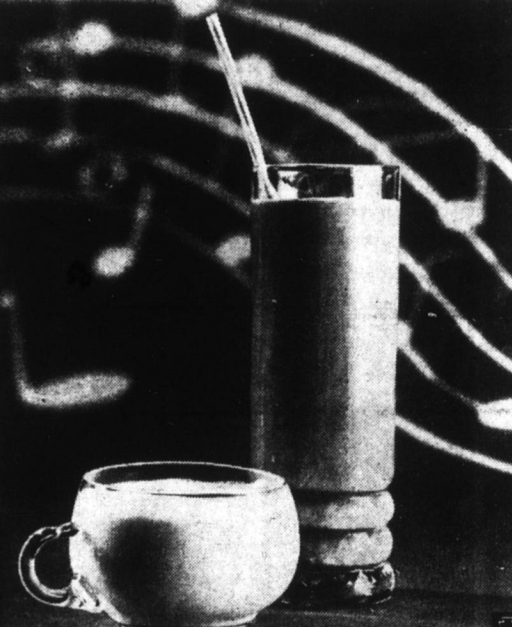
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Jazz Up Your Dieting



Counting calories? These days more adults are than aren't, so you have lots of company. Once it was thought, "Unless you suffer, it isn't dieting." Today you can indulge in all sorts of delicious flavors and still lose off pounds. Sego Liquid Diet Food offers a flavor array that would match a soda fountain menu. By jazzing up these flavors with a bit of ginger ale, juice or liquor, your diet meals will not only look like soda fountain specials, they will taste like them too! Try these and see.

DIXIELAND GROG
10-oz. can Chocolate Fudge 2 Tablesp. Kahlua
Sego, chilled
Mix: Serve in a tall glass. (279 calories)

BOURBON STREET PUNCH
10-oz. can Vanilla Creme 1 Tablesp. Grenadine Syrup
Sego, chilled 1/2 bottle (8-oz.) Diet Ginger
1/4 cup Orange Juice, chilled Ale, chilled
1 Tablesp. Lemon Juice
Mix: Sego, juices and grenadine syrup. Pour in Ginger Ale. (300 calories)

**REPORT OF CONDITION OF
MECHANICS & FARMERS BANK
OF DURHAM IN THE STATE OF NORTH CAROLINA
AT THE CLOSE OF BUSINESS ON DECEMBER 31, 1965**

ASSETS

Cash, balances with other banks, and cash items in process of collection	\$ 2,115,299.49
United States Government obligations, direct and guaranteed	3,561,694.66
Obligations of States and political subdivisions	527,152.36
Securities of Federal agencies and corporations not guaranteed by United States	2,449,888.04
Other securities (including corporate stocks)	103,979.71
Other loans and discounts	6,051,872.84
Bank premises, furniture and fixtures, and other assets representing bank premises	316,213.20
Real estate owned other than bank premises	1,008.00
Other assets	115,019.22
TOTAL ASSETS	\$15,242,127.52

LIABILITIES

Demand deposits of individuals, partnerships, and corporations	\$ 5,699,524.11
Time and savings deposits of individuals, partnerships, and corporations	5,921,761.85
Deposits of United States Government	310,598.62
Deposits of States and political subdivisions	2,058,641.84
Certified and officers' checks, etc.	183,440.21
TOTAL DEPOSITS	\$14,173,966.63
(a) Total demands deposits	\$ 6,793,135.04
(a) Total time and savings deposits	\$ 7,380,831.59
Other liabilities	150,590.77
TOTAL LIABILITIES	\$14,324,557.40
Total deposits to the credit of the State of North Carolina or any official thereof	\$ 422,204.97

CAPITAL ACCOUNTS

Common stock—total par value	\$ 486,155.00
No. shares authorized 200,000	
No. shares outstanding 97,231	
Surplus	426,080.00
Undivided profits	5,335.12
TOTAL CAPITAL ACCOUNTS	917,570.12
TOTAL LIABILITIES AND CAPITAL ACCOUNTS	\$15,242,127.52

MEMORANDA

Average of total deposits for the 15 calendar days ending with call date	\$13,874,817.65
Average of total loans for the 15 calendar days ending with call date	6,096,155.75
Loans as shown in item 7 of "Assets" are after deduction of valuation reserves of	95,593.40
Securities as shown in items 2-5 of "Assets" are deduction of valuation reserves of	31,500.00

I, I. O. FUNDERBURG, Cashier, of the above-named bank, do solemnly swear that this report of condition is true and correct, to the best of my knowledge and belief.

State of North Carolina, Correct—Attest:
County of Durham, ss: I. O. FUNDERBURG

Sworn to and subscribed before me this 12th day of January, 1966, and I hereby certify that I am not an officer or director of this bank.

J. H. WHEELER
J. S. STEWART
CLYDE DONNELL
Directors

JOSEPHINE S. STRAYHORNE,
Notary Public
My commission expires December 10, 1967.

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ROBERT SMITH NAMED NCC FOOD SERV. DIR.

North Carolina College President Samuel P. Massie announced this week the appointment of Robert P. Smith as the college's food services director.

Massie indicated that Smith, whose service began January 3, will administer the college's new cafeteria, now under construction, as well as the cafeteria now in use. Completion of the new food facility and a dormitory now under construction will do much to alleviate two of the college's pressing needs in services to students, he said.

Smith, a native of Miami, Florida, is a graduate of Miami's Carver High School. He received the B.S. degree in institutional management from Tuskegee Institute in 1952 and did graduate work in the same field at Florida A. and M. University during the 1959-60 school year.

Ray Robinson, ex-welterweight and middleweight boxing champion, retired from the ring in 1965 after losing to Joey Archer in Pittsburgh.