



YOUNG JOURNALIST—Shown above are members of the John Avery Boys' Club newspaper staff, the Avery Guide. These young journalists print a monthly paper at the Boys' Club dealing with happenings and events around the club. From left to right the members are Raeford Williams, William Covington, Samuel Nelson, Patrick Harris, Earl Mason, advisor; Harold Adams, Grant Brown and Miss Fannis Walker who is a Neighborhood Youth Corps enrollee. Absent were Jonathan Thomas, James Parker and Ira Evans. (Photo by Nat Purefoy)

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Mutual Savings and Loan Ass'n ON THE COMPLETION AND OCCUPANCY OF THEIR HANDSOME NEW BUILDING

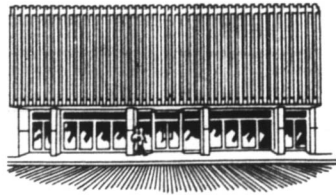
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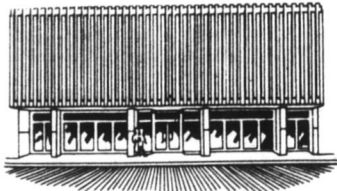


All of us at HOME SAVING Extend our best wishes to the officers, directors and staff of Mutual Savings and Loan Association. . .

Home Savings & Loan Association

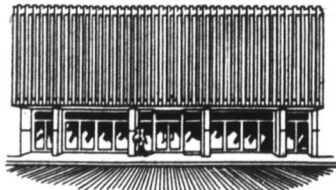
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Nationally-known N. C. Firm Consultant for MSL Quarters

A Nationally known North Carolina firm, the Wade Manufacturing Corporation of Charlotte, served as Consultants for the new quarters of the Mutual Savings and Loan Association of Durham.

Represented by William L. Langston, one of the firm's experienced Engineers specializing in planning financial offices. Wade's group was responsible for the development of the departmental space allocation for the general layout, for the designing and supplying of all interior custom equipment, paneling, distinctive furniture, and the attractive decor and pleasing color scheme. Hours of study and conferences with the officers and employees of the Association assured the most practical and effective use of every square foot of space. Each item of custom equipment was selected for the individual need of the various department functions; and every piece of furniture was carefully chosen to compliment and complete the over-all plan developed by the designers and decorators to make the final results accomplish the ultimate in utility, comfort, and efficiency.

The Wade Firm, with more than sixty-eight years experience serving financial firms,

specializes as Consultants for financial institutions, as well as in the design and manufacture of custom quality finished woodwork, paneling desks, etc., and furnishes quality furniture, and related furnishings, decorative treatments, and accessories, to produce a well-coordinated interior to meet very demanding use.

Wade's representative states that the firm has many programs underway at this time for Associations located throughout the Southeast and Midwest.

A spokesman for the firm, George W. Trapp, Jr., Vice-President and Director of Sales, states:

"We here at the Wade organization congratulate the Mutual Savings and Loan Association upon completion of their successful improvement and expansion project. They have every reason to be proud of their offices, and we feel we were able, the Association, the Architect, the Contractor, and our group, all working together, to create the image this association projects in the city, a feeling of progress and awareness of stability, service, community pride and leadership, in presenting to the community and their customers a modern and pleasant building in which to do business. We are proud of this very progressive and dedicated Association."

3-Day Meet on Negro Market Held in Atlanta

NEW YORK—In matters of economic and business prosperity, most Negroes in America have a well-documented record of being last.

But the estimated 300 Negro businessmen who attended a historic three-day Economic Development Institute in Atlanta last week (May 19-20) were optimistic about the prospects for a brighter future.

The Institute, jointly sponsored by the National Urban League and the National Business League, attracted government, academic, small business and financial representatives from across the country.

They heard speakers urge them, on the one hand, to go after the "total market," and, on the other, to acknowledge that Negroes in ghettos would probably be their best market for some time to come.

Whitney M. Young, Jr., executive director of the NUL, challenged members of the Negro business community to compete on an equal basis with white businessmen.

"Negroes will not respond to racial appeals by their businessmen any more," he declared.

"They will buy where the price and goods and service are right. And Negro businessmen must attempt to penetrate the whole market and not restrict themselves to a fast shrinking 'captive market.'"

In many cases, Young indicated, Negro companies have not developed the managerial skills necessary for successful competition.

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