

The Coca-Cola Co. Reports Record Earnings for 2nd Quarter

ATLANTA, GA.—Record second quarter earnings for The Coca-Cola Company were announced today by J. Paul Austin, president, following a meeting here of the Board of Directors.

Net profit for the second quarter, the three months ending June 30, 1969, after provisions for reserves, taxes and other charges, was \$32,739,318, as compared to \$29,310,000 for the second quarter of 1968. Per share earnings, second quarter, were 57 cents as compared to 51 cents for the second quarter of 1968, an increase of 12 percent.

Net profit for the first half of the 1969 was \$56,562,454, as compared to \$50,835,663 for the first half of 1968. Per share earnings for half of the first half were 99 cents, as compared to 89 cents for the first half of 1968, an increase of 11 percent.

Provisions for income taxes for the second quarter was \$36,906,000 and for the full six months \$59,136,000.

The Directors declared a quarterly dividend of 33 cents per share, payable Oct. 1, 1969 to stockholders of record at the close of business Sept. 16, 1969.

Encouraging News Received About ECSU Recruits

Coach Tom Caldwell, recently received very encouraging reports on two of his former gidders at Elizabeth City State University.

Jethro Pugh, who visited his Alma Mater shortly before undergoing a serious knee operation, is now moving like the Jethro Pugh of the 1967 season. According to Gil Brandt of the Dallas cow-boys, "If not this year, next year Pugh will get the recognition that he really deserves as a defensive tackle in the NFL."

No one at ECSU doubts about Pugh returning to form. Everyone has been speculating on how the NFL's first black quarterback, Johnny Walton, is doing in the campus of the Los Angeles Rams.

In a phone conversation with Paul (Tank) Younger, the Ram's scout who signed Walton, Caldwell found out that, "Ball handling and passing are the things Johnny are doing his best right now."

"When Walton develops the ability to read the pro defenses, he is going to be a good understudy for our number-one quarterback, Roman Gabriel," Younger felt.

The pro-scout added, "If Johnny can stick it out for two or three years, he can really make a name for himself in the NFL."

In The Clear



One of the games most teenagers play has to do with their skin. You know how it goes: waking up in the morning, running to the mirror to see if any new crops of pimples have arrived overnight, moping when fears prove to be realities, then rousing to drastic action with tweezers, soap and water, remedies that promise fast action but never work, and globs of make-up to cover the damage.

It's a game you'll never win, so you might as well stop now and start in on a proper routine of skin care. Certain resolutions should be made. Resolved: To get eight hours of sleep a night. Resolved: To eat sensibly and avoid fatty and greasy foods. Resolved: To stop worrying a pimple into a mountain.

Regular (and that means everyday) skin care should be high on the list. Early every morning have a bottle of Med-Clear Complete Skin Cleanser on tap to do a daily deep down

cleansing. Swoosh it on with a cotton pad and watch this medicated, antiseptic lotion go to work to prevent growth of skin bacteria, heal irritations and check oiliness.

Next, cover-up with Medicated Lotion—a skin-tinted formulation that looks like a foundation base, yet heals skin irritations while it conceals them. The secret of this little powerhouse is Hexachlorophene—the wonder-worker that aids in controlling bacteria.

It may take a little time but this is another one of those areas where a daily work-out pays off. Once you start on this routine, you'll be able to exchange those childish games for a skin that's really in the clear!

Dr. F. B. Holley Becomes Dean At ECSU

ELIZABETH CITY—President Marion D. Thorpe announced to the Advisory Council that Dr. Floyd B. Holley will fill the position of Dean at Elizabeth City State University, effective as of August 1, 1969. Thomas E. Carter, Assistant Professor of Mathematics, who had done a very commendable job as Acting Dean at ECSU since the death of Dr. William Anderson, in June, 1967, will assist Dr. Holley in his new position.

In making the official announcement, Dr. Thorpe gave a brief resume of the new dean, who is well known in eastern North Carolina. Dr. Holley, a native of Hertford, has served in this area as county supervisor in the WPA adult education program, Hertford; Camp Educational Advisor, Civilian Conservation Corps, Jacksonville, Dean of Boys and Social Studies Teacher, Hertford High School; and as Assistant Principal at formerly Williamston High School.

Married to the former Miss Margaret Hardison of Sneads Ferry, an alumna of ECSU Dr. Holley has written several publications and has lectured extensively at Atlanta University, New York University, the University of the City of New York.

Both dividends are payable September 1, 1969, to stockholders of record on August 19, 1969.

Colonial Stores, with headquarters in Atlanta, has operations in the following states: Alabama, Florida, Georgia, Kentucky, Maryland, North Carolina, Ohio, South Carolina and Virginia.

BURLINGTON, Vt. "Spread your feet and hit the bullseye," Dale Dusablon, 18, of Burlington was told as he lifted a golf club for the first time Monday. He did and scored a hole-in-one.

CROSSWORD

ACROSS
1. Prevalent
5. Luxurious
8. Giver
10. Sorecity (B.W.L.)
12. French river
13. Government of Turkish Empire
14. Bogs, as
15. Weakly
16. Hunting dogs
18. Man's nickname
19. Miss
20. Marie Saint
22. Lath (dial.)
25. Untidy
26. Spoken
27. Split pulse
28. Exist
29. Measure of length
33. Imperial rule
36. Cloves, as
37. Valley of the moon
38. Native of Stockholm
39. Eyes as hawk's eyes
40. Ghostlike
41. Impetuous
42. Jewish month

DOWN
1. Girl's nickname
2. Inactive
3. Predict
4. Before
5. Pius and Leo
6. Hautboy
7. A Slav cap
8. Without a cap
9. Becomes obscure
11. Time of highest vigor
15. Frier's title
17. Evening (poet.)
20. Matured
21. East by south
31. Lowest point
32. Merriment
34. Excuse
35. Troubles
38. The Dead

Scrolls

HOW DOES IT WORK?

SPACE FOOD

FEEDING THE ASTRONAUTS' TASTY FOOD HAS POSED A SPACE PROBLEM. EARLY SPACE FOODS WERE SOFT AND MUSHY—AND THE ASTRONAUTS SQUEEZED THEM INTO THEIR MOUTHS FROM TUBES.

ON THE LATEST MOON TRIP, ASTRONAUTS ATE MORE LIKE EARTHINGS—THANKS TO A SPECIAL NEW LIGHTWEIGHT PLASTIC POUCH WHICH KEEPS UNFROZEN COOKED FOOD GOOD FOR YEARS. THE ASTRONAUTS JUST OPENED THE ENVELOPE-LIKE PACK AND SPOONED OUT MEAT, VEGETABLES AND GRAVY.

WHEN THE FIRST MAN SET FOOT ON THE MOON, CONTINENTAL CAN COMPANY'S WET-PACKS WENT ALONG FOR THE RIPE. ULTIMATELY FOODS MAY BE PACKED LIKE THIS FOR ALL OUTDOORSMEN.

IT'S A FINANCIAL FACT

PLAY NOW... PAY LATER

ONE FACTOR THAT LED TO ROME'S DOWNFALL WAS THE CIRUS MAXIMUS'S FREE SHOWS AND REFRESHMENTS. BECAUSE THE ARENA SEATED 385,000, ROME PAID DEARLY FOR THIS ENTERTAINMENT.

MARIE-ANTOINETTE MIGHT HAVE SAVED HER NECK IF NOT FOR A DIAMOND NECKLACE SHE DENIED ORDERING IT—YET THE NECKLACE DISAPPEARED AND HER TRIAL LED TO THE REVOLUTION.

TODAY AMERICANS ARE TEMPTED BY CREDIT FOR PURCHASES. YET, SMART SPENDERS ARE TURNING TO THE TRAVELERS FINANCIAL PLANNER FOR LONG-RANGE SUGGESTIONS THAT CAN HELP MAINTAIN FISCAL RESPONSIBILITY.

AT HOME IN THE FUTURE

The Lawning Process

The lawn of the future will be an "instant" success because you'll just roll it out in the Spring. Then with special slow-growing varieties, you'll only need to mow it about once a month—and if you're going on vacation, you'll be able to slow the growth down even more via special sprays.

Grass will even grow luxuriously during the winter because a warming by electric heating cable or heat pump exchangers have already been tested in lab situations and found successful. And watering, too, will be automatic with built-in sprinkler systems.

Today, however, lawns are hardly maintenance free, and most people have a garage-full of expensive equipment to prove it. Many persons have discovered that Handi Wipes, the all-purpose cleaning cloth is a necessity in the tool area where it keeps shears and clippers dry and rust-free, and is invaluable in maintaining mowers and garden tractors in clean, efficient condition. Maintaining your garden tools adds years of use and make the initial investment pay off.

Five Cities are Participating in Vote Campaign

NEW YORK—The National Association for the Advancement of Colored People is conducting voter registration campaigns in five cities with the aid of a Field Foundation grant of \$49,289. Executive Director Roy Wilkins announced this week.

Campaigns are being conducted in Pittsburgh, St. Louis, Newark, Columbus, Ohio, and Oakland, Calif.

Organizing the drives in these cities are the Association's voter registration specialists, John M. Brooks, director and W. C. Patton, associate director. The following local directors have been designated: Henry Dyson, Newark; Miss Elaine Smith, St. Louis; and Mrs. Constance Wellon, Pittsburgh.

Wilkins has sent letters to clergymen in these cities urging them to observe August 10 as "Registration Emphasis Sunday" with sermons stressing the importance of exercising the right to vote. In St. Louis, Patton reports, registration books are being rotated from store to store in the Negro areas.

In accordance with NAACP policy and the terms of the Field grant, the campaigns are being conducted on a non-partisan basis.

Women IN THE KNOW

By Jean Kingsley, Women's Consultant, The Travelers Companies

The High Cost of Credit

Here's a financial fact to chill the blood: despite an all-time high of wage levels and employment, Americans are now putting out about fourteen cents of EVERY AFTER-TAX DOLLAR to pay off installment expenses.

If you're thinking "that can't be me," here's a "Truth-in-Lending" test of your own:

Charged furniture, clothing, major appliances, recently? The Friendly Friends of the Family' ads state that carrying charges are 11 1/2% a month. You are really paying 18% a year!

Buying a car? The new models can be financed at 8 to 12 percent at a bank. Automobile finance companies collect from 10 to 14%. (And if it's a USED car? DANGEROUS CURVES AHEAD!! "Smilin' Sam," can squeeze up to 42% interest on your charges.)

Shopping for a new home? Official interest rates now current at commercial banks range from 7 1/2 to 8 1/2 percent... and are so stated on your mortgage. But some "buried" charges can make your real interest charges come out about 9 1/2 to 11 1/2 percent.

So what's the moral behind these scary statistics? For women in the know, it's simply this: credit, wisely used is a stepping-stone to better living. Credit-happy "spending sprees" are a disaster area.

Time Out For Beauty

By Dorothy Gray

Summer 'n Sun

The girl with the deep golden tan used to be the envy of all who saw her. But now, medical thinking has convinced most of us that the super-tanned beauty would be the one to show age wrinkles early if she persisted in sunning herself too much.

Actually, a little sunbath is not bad—but a big sunbath is no good. What most people try to do, however in this summer 'n sun season is get too much sun too soon for too long a period. They can often ruin their vacation because being so determined to get a healthy glow, they wind up with an unhealthy burn.

Take it easy is the first rule for weathering the elements. The worst time for sunning is under the noonday sun when the rays are short, direct and hot. Late afternoon is a better time. And don't think that you can sit on the beach on a windy hazy day and not get a burn. The rays are just as sharp—though not apparently so—during overcast weather.

Everyone's sensitivity to wind and weather varies. Some people are "burners" and "frecklers"; others seem not to be affected by anything. Of course, one way in which the sun does affect most people in common is in its drying power. One of the best ways to protect yourself from these seasonal elements is with Tussy's Wind and Weather Lotion. This fragrant and creamy lotion is for hands, arms, and body, and it moisturizes away dryness with special humectants while it softens away roughness with lanolin and soothes chapped skin caused by windy or unmercifully hot weather.

It's easy to get so called "summerskin"—that patchy dry, flaky and rough look. But unless you take the right measures, it's hard to correct the condition. The summer 'n sun season can make you look best—or your worst. It all depends on you!

Colonial Stores Declares 35c A Share Dividend

NEW YORK—Directors of Colonial Stores Incorporated, 423-store Southeast and Midwest supermarkets chain, today declared a regular quarterly cash dividend of 35 cents a share on common stock.

The regular quarterly cash dividend of 50 cents per share was declared on outstanding 4 percent preferred stock.

FREE DOLLARS

With Each Claim Check For \$3.00 or More in Dry Cleaning Brought In Mon., Tues. or Wed.

Have any combination of garments cleaned at regular prices of \$3.00 and we will refund you ONE FREE DOLLAR!

Your clothes look better longer! Colors brighter with "Martiniizing," the most in Dry Cleaning... and you save, too!



SHIRTS
Tues.-Wed. Laundry in Menard & Finland (in units of 3)
Res. \$1.80 for 3 5 for \$1.60

TOM'S
One Hour "MARTINIIZING"
THE MOST IN DRY CLEANING

Open 7 a.m. to 6 p.m. Daily
• W. Club Blvd. (opp. Northgate Shopping Center)
• Miami Blvd. (opp. Wellons Village)
• University Dr. (opp. Forest Hills Shopping Village)

This is **Freddie Johnson**
Head Spotter & Cleaner for Our Forest Hills Branch Store!

Freddie has 15 years experience in the dry cleaning business and knows the business inside and out—from the counter to the back of the plant—from picture to delivery! We wish to invite you to come by and be assured that Freddie will see that you get the best cleaning and service available in the dry cleaning business!

Beat the heat.

