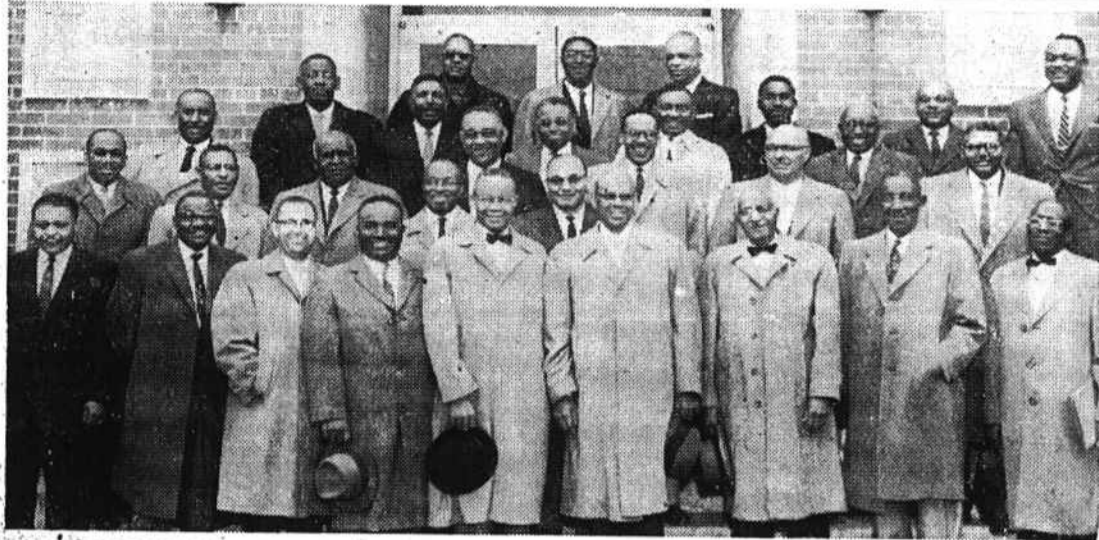


Future Outlook

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PRICE 5 CENTS



AT PLANNING CONFERENCE: These district managers and their assistants for the North Carolina Mutual Life Insurance Company at Durham, attended the recent annual meeting of the North Carolina Planning Committee held at A&T College, March 24-26.

North Carolina Mutual Doubles Business in Home State

Business for the North Carolina Mutual Life Insurance Company has more than doubled in its home state during the past ten years.

This was brought out in reports at the annual meeting of the company's North Carolina Planning Committee held at A&T College last March 24-25.

North Carolinians last year paid the company more than \$52,000 per week on industrial debts, nearly \$24,000,000 in ordinary insurance, resulting in a

total premium in excess of \$4,000,000.

The two-day meet, concluded on the theme, "Lifting the Level of Leadership", drew 40-odd district managers, supervisors and staff managers from the six district offices in North Carolina.

The group immediately adopted new goals proposed by W. A. Clement, CLU, Durham, associate agency director and who delivered the keynote address. The group heard panel dis-

cussions on, "Adequate Ordinary Production for the Combination Manager" and "Meeting Competition in Our Markets".

Awards for outstanding production were presented.

The meet was held under the supervision of L. Z. Craft, Greensboro district manager and chairman of the Committee. Local arrangements were handled under the direction of N. L. Gregg, manager and D. S. Coley, assistant manager, both of Greensboro.

Integration Urged By Jewish Congress

New York, March 26 — The president of the American Jewish Congress has written to the presidents of four leading vadopt a policy that would permit Negro customers to be served at lunch counters in their Southern stores.

The Rev. Dr. Joachim Prinz, national president of the American Jewish Congress, wrote this week to Louis C. Lustenberger, president of W. T. Grant; Harry B. Cunningham, president of S. S. Kresge; George L. Cobb, president of S. H. Kress; and R. C. Kirkwood, president of F. W. Woolworth. It is believed this marks the first declaration of support for the Negro sit-down strikers in the South by a national Jewish organization.

In his letter, the American Jewish Congress leader said he recognized that the primary purpose of a commercial organization is to engage in business for profit and not to effect social reforms.

"However," Dr. Prinz wrote, "no commercial concern can hope to escape the consequences of a policy which accepts social injustice and thus perpetuates it. The law does not and cannot compel your company to discriminate against Negro customers. Indeed, their patronage in all other departments is solicited. The denial of equality at lunch counters is therefore a calculated and humiliating discrimination."

Dr. Prinz continued:

"The paramount consideration is whether the great economic assets at your disposal shall be used to impose barriers of discrimination or whether they shall translate the spirit of our Constitution and the expressed will of the American people as a whole in eliminating this bigotry.

"There is no refuge in a position of artificial neutrality or in the specious excuse that a business is merely accepting the local customs of the communities in which it operates," Dr. Prinz wrote.

"Such a position will inevitably provoke a great number of Americans who abhor bigotry and prejudice to indicate their opposition to the denial of equality to Negroes or any other group."

The American Jewish Congress leader concluded his letter:

"The well-known maxim of the psalmist, 'How goodly and pleasant it is for brothers to sit together in unity,' is not merely a sentiment; it is a summons for our times. I am writing therefore to express my own and my organization's sorrow at the events taking place in your company's stores in the South and to urge you to revise your policy so that these stores treat alike all law-abiding customers regardless of their race or color."

Mrs. Lula E. Troxler Funeral Saturday

Mrs. Lula E. Troxler (age 78) of 231-A West Bragg St. died Thursday evening March 31. Funeral service will be held Saturday afternoon at 3 p.m. at the Gibsonville Baptist Church. The Rev. J. W. Robbins, pastor of the church will officiate.

She is survived by two daughters, six sons, one sister and eight grandchildren.

Quaker Agency Supports Sit-In Demonstrations

The non-violent sit-in protests against segregated lunch counters and other facilities received the support of the American Friends Service Committee in a statement made public today. Speaking from its commitment to peace and non-violence, the Quaker agency commended the approach taken by most of those participating in the protest demonstrations. "Their self-discipline and restraint in the face of threat, taunt and physical abuse have prevented many incidents from erupting into violent action", the statement said.

The American Friends Service Committee called on all Americans for a deeper understanding of the protest movement. "It is our conviction", said the statement, "that these demonstrations stem from an unmet need in our society to accept the equality of all men before God and thus to throw off the shackles of separateness." Because of its belief in the worth and dignity of every human being, the Quaker committee asserted that there should be no barriers to equality of opportunity—whether at lunch counters or schools, in housing or employment.

Praise was offered for the efforts of community leaders in some localities to find right answers to the problems of segregated facilities. The statement concluded with an appeal to "proprietor, manager, and customer alike to accord equal

treatment to all, regardless of race, creed or color".

The American Friends Service Committee carries on its programs of relief and reconciliation through a national office in Philadelphia, Pennsylvania and through 11 regional offices in various parts of the country. Regional office for the southeastern states is located at High Point, North Carolina where Wilton Hartzler is the executive secretary.

A&T Clubhouse Is Dedicated In Philadelphia, Pa.

Philadelphia, Pa. — The new A&T College Alumni Clubhouse, purchased last year by the Philadelphia A&T Alumni Chapter, was formally dedicated in ceremonies here on March 23-25.

The three-day ceremonies, all held at the Pinn Memorial Baptist Church, Belmont Avenue, just opposite the clubhouse, featured the A&T College Choir on "Music Night", Wednesday evening. The group sang under the direction of Howard T. Pearsall, chairman of the A&T College Music Department.

The "College and University Night", held on Thursday evening, featured greetings from representatives of several col-

Dr. Baxter Mason Guest Evangelist At Shiloh Baptist Church



Dr. Baxter S. Mason, pastor of St. Luke Baptist Church, Pittsburgh, Pa., for the past thirty-seven years, will be guest evangelist for two weeks union revival to be held at Shiloh Baptist Church, April 4th through April 15th.

The Crusade is being sponsored jointly by New Zion, St.

James and Shiloh Baptist Churches located in southwest Greensboro. Services will be conducted each evening at 8:00 and will feature preaching by the guest minister and congregational singing led by a Union Choir.

The Rev. Mr. Mason is a native of western North Carolina.

Vote For Better Educational Facilities In Greensboro April 5

Tuesday, April 5, is voting day for better educational facilities in Greensboro. The voting hours will be from 6:30 a.m. to 6:30 p.m. All responsible citizens will be given the opportunity and privilege to exercise their right to vote. Do you want to see education in Greensboro go forward, or do you want it to remain at its present level, or perhaps even go backwards? If you are interested in the advancement of education in Greensboro, then be sure to cast your vote in your precinct. Precincts are as follows: Precinct No. 2 — Vine St. Fire Station, Precinct No. 5 — Hayes-Taylor YMCA, Precinct No. 7 — Windsor Community Center, Precinct No. 8 — Gillespie School, Precinct No. 9 — McIver School, Precinct No. 10 — Joyner School, (Continued on Page 8)

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