

MANHATTAN HEIGHTS

TIMES

Dedicated To Informing The Negro Citizens Of Lubbock

VOLUME IV

THURSDAY, JANUARY 28, 1965, LUBBOCK, TEXAS

8 PAGES

NUMBER 5

Engagement Of Miss Bobbie Justine Hunter - Mr. A. C. Houston Announced



Mr. and Mrs. Jessie Willis have announced the engagement of their daughter, Miss Bobbie Justine Hunter, to A.C. Houston. He is the son of Mrs. Martha Rooker of Austin, Texas.

Miss Hunter, a member of the Eta Delta Omega Chapter of Alpha Kappa Alpha Sorority, Inc., was presented to society at the debutante ball in Austin, Texas in 1959. She graduated from Anderson High School and Huston-Tillotson College. She is a member of St. Luke Baptist Church.

Mr. Houston is an Alumnus of Huston-Tillotson College. He is a practicing corrective therapist at the Veterans Hospital in Temple, Texas and a member of Alpha Phi Alpha Fraternity.

A February wedding is planned.

J. T. King Speaks To Tillotson Alumni

Mr. John T. King, dean of Huston-Tillotson College at Austin, Texas, met with the Alumni in the Lubbock area of Huston-Tillotson College last Monday, January 17th. The co-chairmen of this meet-

ing were Rev. Merrell T. Reed, D.C. Fair, Jr., and Harold Chatman.

In the meeting Mr. King told of the expansion program of the college; which included a new library, science building, additions of wings to the dormitories and the proposed plans for construction of a chapel and fine arts building.

It is the hope of Huston-Tillotson College that the graduates of Huston College, Tillotson College, and Huston-Tillotson College re-organize a single organization for the betterment of the college.

Fredrick Simmons Returns Home From Service



had begun his college career at Texas Southern University at Houston, Texas, but was interrupted to serve his two year obligation in the armed services. He plans to re-enter college as soon as possible.

The Mtatie Struggs Circle is inviting the general public to join them in singing the Hymns of the Church, Sunday, January 31st, in evening services at the Bethel A.M.E. Church.

Isaiah Frederick Simmons, son of Mrs. Juanita Simmons of 210 E. 22nd Street, arrived home Monday, January 18th, after serving two years in the United States Navy.

Frederick, a graduate of Dunbar High School,

RUN-AWAY CAR INJURYS ITS OWN DRIVER

Two Sundays ago one of the strangest traffic accidents ever witnessed by the Lubbock police department occurred.

A woman was thrown into the street following a relatively minor two-car collision at Parkway Drive and Guava Avenue at about 8:30 pm, Sunday, January 10th.

The strange thing about the accident is that her driverless run away car returned to run over her after making a circle of more than a quarter

ANOTHER REMINDER

This is the last week you can purchase a Poll Tax receipt for 1965. It is your duty as a citizen of your city, county, state, and country to fulfill this obligation.

The brothers of Theta Kappa Lambda Chapter of Alpha Phi Alpha Fraternity are still extending an invitation for you to call them at SH7-2919 if you do not have transportation to purchase a tax receipt.

This is the complete courtesy of Theta Kappa Lambda Chapter of Alpha Phi Alpha Fraternity.

of a mile circle, crossing a four lane-divided highway twice before running over her, and climaxing the unbelievable accident by ramming into a parked patrol car that had been called to the scene.

The accident began when Mrs. Marie Ivey of 3816 Idalou Highway ran into a pickup truck driven by James Stuart of 2912 East Bates.

FAMILY REUNITED 1ST TIME SINCE 1907

Mr. Andrew Sparks, the oldest brother of Mrs. Hunter Williams and Katie Tanner, visited with his family on January 10th. This was the first time they had met since 1907.

Mr. Sparks is the oldest of ten children of which all are deceased except Mrs. Tanner, Mrs. Williams, and Mr. Sparks. The family enjoyed this most happy reunion. He also had one niece, Mrs. Mbale

CLUB MEETING HELD FOR ROYAL LADIES

The Royal Ladies Club met in the home of the president, Mrs. Heddie Lee, of 1522 East 24th Street on last Wednesday. This was the first meeting of the new year.

Many new recommendations were accepted by the club, and among them is the will to do much more social and civic work during the year of 1965.

The meeting on January 20th met in the home of Mrs. L.L. Sparks of 2401 Cedar Avenue. Planning continued for the year of 1965. The books will close for new members during the second week of February. The next meeting will be held in the home of Mrs. Puris Brown.

Carter, and one nephew Mr. Ervin Sparks, whom he had never seen.

Mr. Sparks resides in Ft. Worth, Texas.



Pictured above are only a few of the many Lubbockites who were entertained at a Delta Sigma Theta Tea in the home of Mrs. Willie Lusk, Jr., last Sunday afternoon, January 17th.

More Pictures On Page 5

PAY YOUR POLL TAX NOW!

Do's And Don'ts



Canadian Couple Adopts Children Of Three Races

Pembroke, Ont.—Mr. and Mrs. Hubert Jansen have 12 children—all of them adopted. What makes an even bigger difference is that the kids are of three races.

The Jansens said they would never think of asking for a "blond, bl-

ue-eyed baby girl," although they had some doubts at first about taking children of a mixed race, they have found "it really works."

Among the children is Barry, one-year-old who is part Negro. There is also Cheryl, 8,

SGT. ROBERT CORK TRANSFERRED TO AMARILLO AF BASE

Sgt. Robert Cork, who has seen service first in the army, then in the air force since 1951, has been transferred to Amarillo Air Force Base.

He is a native of Lincolnridge, Kentucky, and the son of Mr. and Mrs. William Cork of Louisville, Kentucky. Cork has seen overseas duty in England. He is a faithful member of New Hope Baptist Church, and is happily married

CONTINUED ON PAGE 3

who is part Indian, as are two of the other children.

The Jansens, who live in an ordinary-looking 11 room house, said that Cheryl was a "little shy" at first, but now "she's come out of her shell".

The Jansens are far from being rich, and everybody pitches in to help perform the chores that make for a happy life.

Small bedrooms open off the large kitchen, dining and living rooms. The boys, Joseph, 15; David, 12; and Franklin, 7; do all the floors and keep them in spotless condition.

The family has a station wagon which has seen better days. They also have a food freezer and a dryer, but no automatic washer because they use well water.

Jansen himself made the kitchen table at which family meals are served. He did it because they simply found it impossible to buy a table large enough.

Jansen earns \$65 a week as a maintenance man at a local factory. In addition, the family receives allowance totaling \$74 a month.

When she goes shopping, Mrs. Jansen buys half a cow, which she puts into the freezer. "It costs less than buying hamburger all the time," she said.

She also cans, preserves and pickles, makes her own bread, cakes and pastries. As if that were not enough, she sews for the entire family.

PURELY PERSONAL

The Duty of the Businessman

By RAY DAVIS

The first aim of the businessman is not to cure the social ills of his community or establish himself as a moral leader dedicated to the welfare of his fellow man.

Instead, his first aim must be to conceive, initiate and seek to run a profit-making venture, and if this challenge is successfully met, then his venture will in turn become profitable for those who contribute to it through work, support and patronage.

For any businessman to neglect the very essential elements of profitable practice and economic demand is to court disaster, and for him to in any way condone incompetence is the first step toward failure.

It is not my intent to suggest that a business must be run ruthlessly or with disregard for the men and women who earn their living therein. Rather, my contention is based on the very real fact that the man who seeks to cater to the public must meet the demands of that public with a product or a service competitive with all others. And this can only be done by recognizing and maintaining standards calculated to meet those demands.

Such cannot be done by constant or repeated compromising or lowering of standards to accommodate mediocrity, for if this is done, business will eventually lose the respect and esteem which must be maintained in order for it to flourish.

This thesis will be developed here in order to counteract the rapidly growing notions and misconceptions rampaging through the Negro community regarding the functions of business and its utility. Grippled by a frenzy of social action, Negro communities across the land are now turning to economics and business as one raft in this ocean of trouble, which if grasped, will be a means to salvation.

Still, while this is so, there are very real laws governing business and economics which are seldom expressed and accounted for.

Additionally, those men of the Negro community who are business-oriented are not assuming an aggressive leadership in acquainting the people of the community with business. Thus, the men and women who have provided impetus in the social action phase of this struggle are rising (sometimes by necessity) and seeking to provide leadership . . . and such a course can easily prove disastrous for the community as a whole.

The simple fact of the matter is that the businessman must be task-oriented while the social action leader is people-oriented. A business cannot be run as a cause or crusade—even though a cause or crusade can be run as a business.

So, when men and women schooled in human relations seek to lead businesses, their concern with people often overshadows their concepts of good business practice, and the end result is a chaotic mess where the business office becomes a welfare agency and the production line becomes a huge psychiatric clinic.

Business is necessarily the most discriminating aspect of life in a capitalistic economy . . . not simply because it chooses to be but rather because it has to be. Yet, it is a hard pill for men and women to swallow who have suffered discrimination for so long in so many areas of life.

The dictates of good business practice, however, make it imperative for the businessman to seek the best, most proficient, most qualified men and women, capable of matching and meeting productive necessities. In this, humanitarianism may play a minor role if he is to successfully compete with those who rival him.

So, he must be discriminating in his choice of employees, and it is the job of men and women seeking employment to seek to equip themselves to meet the demands of business. Otherwise they do an injustice to themselves and the business in which they make or seek to make their living.

Today, from every niche and corner of society, communities are hammered by high-sounding phrases of humanitarianism—which generally have little substance for the realities of business. However, pretty phrases, verbal humanitarianism and nobly expressed intentions do not provide jobs or services for people.

What does provide jobs is imaginative, efficient management of business enterprises, built on foundations which are already proven by practical experimentation but willing to try innovations realistically calculated to enhance the life of the firm and those people who work for it.

For many years, this writer worked for one of the few truly progressive firms in the country and was given opportunity to participate in many industrial experiments which, to my knowledge, have not been tried elsewhere. As a member of management, this work experience provided extensive opportunity in both line and staff management.

Finally, it involved the establishment of a multi-million dollar experimental firm wherein we were allowed to try new principles of manufacturing and employment.

From these experiences and some acquaintance with economics, I will draw some materials to write the articles to follow.

The problems confronting the Negro businessmen are gargantuan—not impossible.

They do loom large, in great degree, because of a poorly informed general public which has been disposed

CONTINUED ON PAGE 7

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Any erroneous reflection appearing in this newspaper will be corrected immediately when called to the attention of the editor.

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Chuck Stone...America's First Negro TV News Commentator

Chicago--America's first Negro television news commentator went on the air January 4th.

C. Summer "Chuck" Stone, Jr. gives daily commentary on the news at 6:30 pm, Monday through Friday, on WCIU, channel 26, Chicago's first UHF television station.

Joining the 40 year-old Chuck Stone for a 6:30 news report are Lou House, award-winning radio news reporter. The history-making news show is being produced by Tedd Determan, president of Independence Productions, Inc.

For Stone, this is a

second "First" in Chicago. Fifteen years ago, he was the first Negro to be hired by Carson, Pirie, Scott, Inc., one of the city's largest department stores. At that time he helped implement a successful integration program in employment.

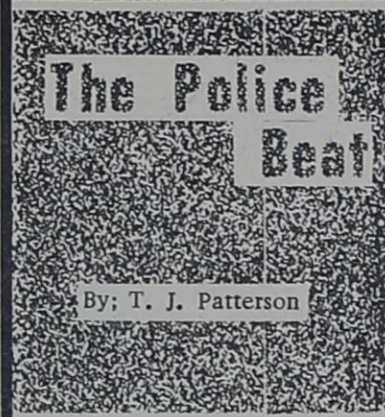
A native of Hartford, Conn., Stone recently served a brief stint as special assistant to the Chairman of the U.S. House of Representatives Education and Labor Committee, Rep. Adam Clayton Powell.

During the last six years, Stone successfully edited newspapers

in three cities as editor of the New York Age, editor of the Washington Afro-American and more recently, editor-in-chief of the Chicago Daily Defender. He has also been an overseas representative for CARE in Egypt and India, representative for the "World Politics" adult discussion program and associate director of the American Committee on Africa.

In 1961, Stone won the Washington, D.C.

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"LUCKY CORNER" CAFE BROKEN INTO

Ervin Butler of 2701 Quirt Avenue told the Lubbock Police Department last Saturday night that the Lucky Corner Cafe of which he is owner was broken into. He stated he did have the cafe leased to a "Heracio", but police were unable to find such personality.

The police found a hole had been kicked in the east door of the cafe. It appeared as though the robber kno-

cked the hole in the door, reached in and unlocked the door, entered the building and pried open the cigarette machine and juke box. About one hundred dollars was missing from both machines.

WOMAN BEATEN
An officer was pat-
CONTINUED ON PAGE 4

ANTON MAN ARRESTED FOR DWI

An Anton man, Charles Davis Ward, was found driving on Fourth Street last Saturday night, where he was observed by a patrol car when he did not have his headlights turned on. After he was stopped he was found to be somewhat under the weather.

He had to lean on his car to keep his balance, and was observed staggering as he walked back to the police car.

HOUSE BROKEN INTO

Mr. Maurice Vestor told the police department that someone had broken into his home at 709 Avenue D. This was accomplished by pulling out some nails with the aid of a hammer holding a hasp. An estimated twenty-five dollars was taken in the breakin.

SGT. CORK...
Continued From Page 2
to Mrs. Lillie Kelly Cork. Since his departure to Amarillo, he spends the weekends here to attend church.

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Virginia Slave Made First Mint Julep

Cleveland--Wendell Phillips Dabney, born in Richmond Va., November 4, 1865, attended Oberlin, lived and died in Cincinnati, where he had published the Union.

An unorthodox weekly publication that could hardly be called a newspaper, it was loaded with literary gems in his own inimitable frequently poetic style.

John Dabney was born a slave in Hanover Junction, Va., and worked for and served the Winston family until he was old enough to be hired out and trained to be a race horse jockey.

Growing too large for racing, he was taught to be a waiter and at 19 he was head waiter at the fashionable Godonville Hotel.

From the Gordonsville he went to the old St. Charles Hotel in Richmond where he was put in complete charge of the hotel bar.

Here he was taught to cook and learned the art of making rare dishes for the distinguished guests who frequented the hotel. He became such an artist in his line that when the Prince of Wales visited Richmond in 1860 he concocted a new drink for the occasion. The Prince was so pleased with the drink, he awarded Dabney with a twenty dollar gold piece. The drink is now known as a Mint Julep.

In an article by Jane Tylor Duke, which appeared in the Richmond (Va.) News Leader, under date April 15, 1938, she wrote: "A large silver cup which testifies to the excellence of John Dabney's juleps has been preserved as a treasure, and is now one of the prized possessions of John Dabney III, of Newark, N.J. Engraved upon the cup is the following inscription, 'Complimentary to John Dabney for the Citizens of Richmond Champion Juleps.'"

Dabney's reputation was always in the fore-

Confident Living



GOOD HEALTH THROUGH RIGHT THINKING

By Norman Vincent Peale

Something puzzled me about his couple. Their temperaments were a peculiar contrast. The husband, an impressive-looking man, was clam, self-assured, good-humored, affable. His little wife, on the other hand, fairly crackled with nervous tension. She was high-strung, jumpy, volatile and constantly sickish. I wondered how a man with such an engaging personality could put up with this fiery, hysterical wife. But he seemed devoted to her.

Subsequently, the man died suddenly of a heart attack. I immediately got in touch with the poor little widow, fearing the blow might be more than she could take. But I was mistaken. Far from being in a state of collapse she seemed quiet and collected. And from then on, to my astonishment, she gradually changed and became a much happier person. The hysteria subsided. She appeared to take more interest in things. She gained weight and before long ac-

tually seemed healthy. It certainly was a switch.

But later she again became sick and extremely tense as before. She came to me for guidance and it was then I learned a curious slant on human nature. Her husband, seemingly so charming, had a side that did not show on the surface. In private he had been

terribly difficult and domineering. Whether he had been aware of this I do not know, but his assertive and apparently crude personality had dominated and crushed his wife's personality. She had tried to accept the situation, telling herself that a wife is supposed to be pliable and to some degree submissive. But deep down she had come to hate her husband.

Now of course the tension of suppressed resentment can give rise to all sorts of neurotic symptoms, and this doubtless was a factor in the nervousness and chronic illness she developed. But after her husband's death, with the tension removed,

her health progressively improved as her crushed personality blossomed out. She became happy for now she was free.

But after a while she developed a strong sense of guilt for having felt relief instead of grief at her husband's passing. She began to experience pangs of remorse. Yet at the same

time the old resentment was still there, still festering. So this new inner conflict made her sick again.

I advised her to concentrate on the better qualities of her husband and to minimize the traits in him that caused her suffering. I suggested that she actually pray for him, asking forgiveness for his shortcomings and that he be blessed. That sort of prayer, I told her, would tend to soften and erase her long-held sense of hurt and resentment. And she would find forgiveness for the ill feeling which she held toward her husband. This would free her from guilt feel-

ings. In other words, she would be able to forgive herself. And self-forgiveness in this case, as in

CONTINUED ON PAGE 5

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The story goes with the reputation and character of the man was written by his oldest son, W.P. the unorthodox editor in the Union under May 19, 1938.

He wrote: "I may say, that while he (his father) never had a chance to acquire any schooling, he had a superior mentality that I would not concede when younger, but am glad to acknowledge now. That experience has brought me some wisdom. My father and his brothers were highly tempered. Ever ready to fight, they made so much trouble for over-seers that they were

CONTINUED ON PAGE 7

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Scenes From Delta Sigma Theta Tea



Mrs. Willie Lusk, second from left, is telling some of the guests of the Delta tea about the Founders Day activities. Shown with Mrs. Lusk are (from left to right) Mrs. R. A. Pillow, Mrs. Hammick Thomas, and Mrs. Ben E. Smith. This tea was held in the home of Mrs. Lusk at 2302 Birch Avenue.



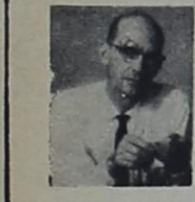
Mrs. Myra Hummings, (center) one of the founders of this organization, which had its beginning in 1913, on the campus of Howard University. At left is Mrs. Eliza Dodson, president of the Lubbock Chapter of Delta Sigma Theta Sorority.

CONFIDENT LIVING... many others, was the essence of the problem. The woman accepted this advice and began to think and pray along the lines suggested. In this way she obtained — and more rapidly than I would have dared to hope — a complete healing of her sick psychologi-

cal condition. She became a well person, mentally and physically, and remained so. She gained health through right thinking.

All feelings, good and bad, are "natural." But we are given the capacity to overcome the bad ones and emphasize the good attitudes. Nothing is more self destructive than harboring resentment. Ill will is well named for it is sick will. Good will is indeed good for it makes for health and happiness. And it is a product of right thinking.

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Shown here on the left are four smiling Deltas. They are overwhelmed with the outcome of the Founder's Day activities. As a matter of fact it was the 52nd Founder's Day. From left to right are

Mrs. R. A. Pillow, Mrs. Kelley, and Mrs. W. R. Duncan, Mrs. W. Lusk, Jr..

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CHUCK STONE...

Continued from Page 3

Capital Press Club's "Journalist of the Year" award. In 1960, he won first prize for the best column and third prize for the best news story from the National Newspaper Publishers Association. He has also received the National Association of Colored Women's Club 1962 Achievement Award, the Frontiers International (D. C. Chapter) 1963 Distinguished Citizen's Award and the American Friendship Club's 1964 Ambassador of Friendship award.

A graduate of Wesleyan University in Connecticut, Stone also holds an M A in sociology from the University of Chicago. He is married to the former Louise Davis of Hampton Institute, Va., and they have two daughters, Krishna, 5, and Allegra, 3.

Lou House, 42, is a native of Minnesota and a graduate of Macalester College in St. Paul. He produced and directed three prize-winning shows in television and in 1963 won the American Academy of Science Arts and Crafts award for the best single news show. Associated with radio station WAAF, he was honored this year by a citizens committee of Chicago with a "Lou House Day" for his outstanding contributions to the civil rights struggle.

Tedd Determan, a former

"When I go to the store, I tell the children, don't open that door for Jesus."

Several weeks ago I read the above words in a newspaper feature story on life in a big city ghetto-high-rise apartment. Desperately afraid of the bad influences of the scummy world around the apartment and trying hard to protect her children from it, this is what an ADC mother tells her children when she has to leave them alone to go out and shop for their food.

These words to some extent describe the kind of world in which we live, in this Year of Our Lord, 1964. They are a far cry from the words heard by another woman nearly 2000 years ago, several months before that first Christmas Eve: "Fear not, Mary: for thou hast found favour with God."

Fear is obviously the common life denominator in the life of the ADC mother as it was in the life of that young Jewish girl, also without a husband, when the angel Gabriel tried to allay Mary's momentary, awesome, fright. But, although fear is a normal reaction - a human emotion that often serves to warn us of impending danger or disaster, its causes are many and varied.

The angels of Biblical history were couriers of good news, yet, in spite of the good news that Mary was to hear, she was AFRAID. So would any of us be today should a being with wings and looking like a man suddenly drop in on us, whatever kind of news he bore. But even the fear of an angel visit in 1964 is incomparable to the fear that is within the heart and soul of this ADC mother. Mary's fear must have been nothing in comparison.

A rap on the door of a high-rise apartment can be that of a dope addict looking for something to steal and cash in to buy more dope. A rap on the door can be that of a wino anxious to steal

even the most inexpensive item to buy another bottle of cheap wine. A rap on the door can be a sex maniac insanely bent upon gratifying his own warped desires with poor, defenseless children. Yes, a rap on the door could be an "angel of mercy" or maybe even Jesus, the Christ on His second return; but, the children will not open that door.

In our reflective sentimentalism we feel, oh, so sorry for Mary and her expected Son because that mean inn-keeper would not let her into a modestly furnished hotel room. Our eyes ought turn to the world of 1964 where there are yet places that Mary or Jesus would again have a hard time getting in.

Teams of ministers and church workers have attempted to carry out a ministry to high-rise project dwellers in our major cities, only to discover a stone-wall of resistance and resentment risen against them. Theirs for the most part is a ministry of concern and service, but apparently the admonition to children not to open the door is the same as the practice of the adults.

What kind of society have we built? What have we made of those people who must, for economic reasons, dwell in housing projects? What suspicions and fears we have built into the fabric of their lives!

Behind those high-rising walls there are thousands of people being sacrificed daily on the modern-day pagan altars of man's inhumanity to man. We can't seem to get through the door of suspicion and fear to build an altar to heal the wounded, open the eyes of the blind, and cheer those weary travelers.

We must, however, continue to rap at the door, even though those precious children we would like to love and serve have been told: Don't open that door for Jesus.

Pulpit And Pew

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CHURCH NEWS

FEDERATION OF CHOIRS MEET HERE

The Federation of Choirs met last Sunday, January 24th, at Mount Gilead Baptist Church. The churches participating in this monthly celebration were; New Bethel, New Galilee, St. John, Mt. Gilead, New Hope, St. James, Messiah, St. Matthew, Rising Star, St. Luke, Greater St. Luke, and Lyons Chapel.

The next meeting of the Federation of Choirs

will be on Sunday, February 28th.

VIRGINIA SLAVE...
Continued From Page 4

permitted to hire themselves out. The part of the money allowed him, and his extra tips made, he saved and was paying his mistress in installments for his freedom."

"He married. His wife was a slave, high strung, independent, a Foster and Scott. Soon af-

ter his first son was born, her owner determined to sell her. My father was heart broken, desperate. Paying for himself he often had no money to buy even necessities."

"Some of his white friends saw him, sensed the suffering, found out the cause. They agreed to buy her for him, if he could begin paying them back at once. That was impossible unless his owner would permit him to discontinue his payments to her.

"He told his mistress the circumstances. She kindly agreed. Overcome with emotion, he stated: 'Misses ---, you shan't lose. I shall pay you every cent no matter what happens, for you have saved my wife, my baby, and my life!'"

(In the memoris of Kate Virginia Cox Logan "My Confederate Girlhood" she relates the story in part about John Dabney and how he, in 1856, bought his wife's freedom for \$1,400, etc, and details about his expert catering service.)

Two years after the Civil War ended, he went to see his former mistress, whom the ravages of war had stripped and made the entire family financially destitute.

As she sat in sadness, John Dabney walked in. He said: "Misses--- I have come to pay you the balance I owe you on myself."

"But you don't," "but you don't owe me naything now John", she stated. "The war has freed you and lal of the slaves."

"That's got nothing to do with the promise I made you. If you had not given me the chance I would have lsof everything. I gave my word and now I give you my money."

And so saying, he laid no the talbe \$1,000 and walked out as she burst into tears.

From that day until "God touched him with his finger and he slept," John Dabney's credit

was good at any bank in Richmond, Va.

John Dabney died on June 9, 1900. His son, W.P., said "people have since inquirere of me as to the why and wherefore of the final payment he made, when not legally bound to do so."

Millions of mint juleps have been served during the Kentucky Derby each year to the extent that the concessioinaires, perhaps, live the year round from the efforts of that one day of effort.

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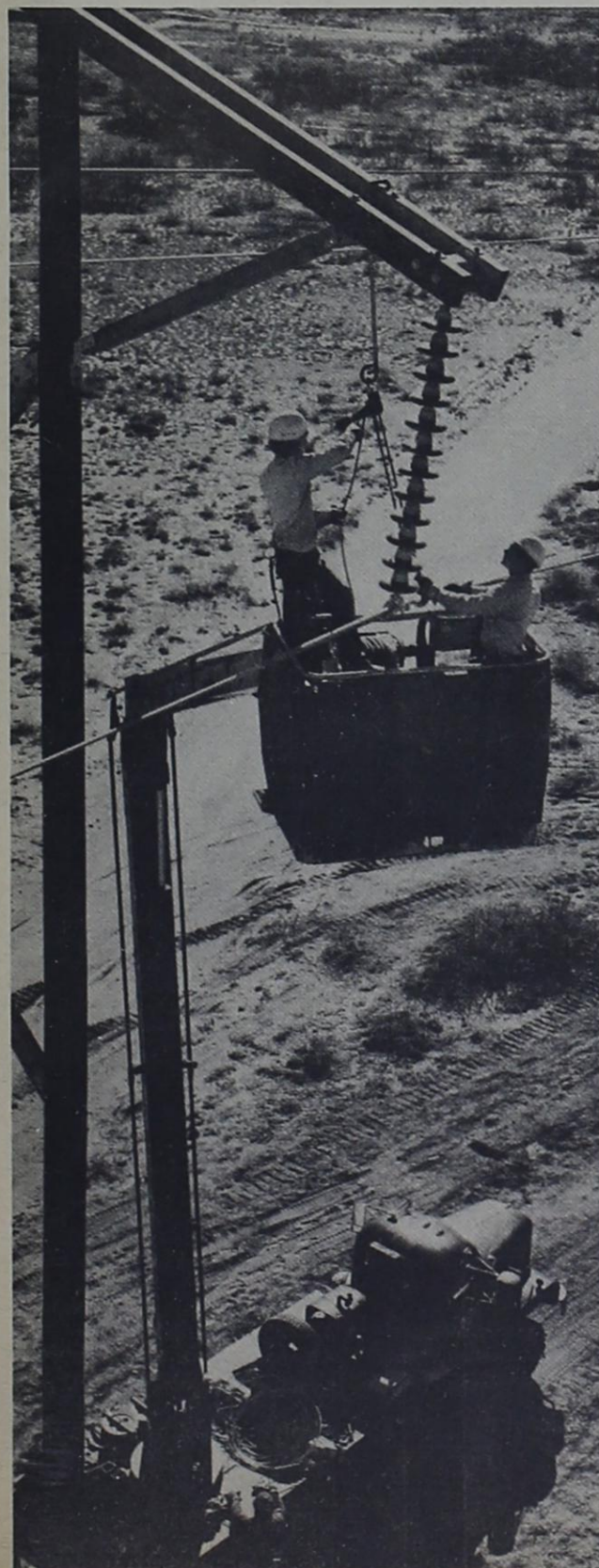
PURELY PERSONAL...

Continued From Editorial Page

to hold Negro businessmen in scorn, belittlement and underestimation. Yet, on the other side of the coin, many of the businessmen themselves have contributed to their lack of a good image by a willingness to be social butterflies rather than astute, fully capable, efficient businessmen.

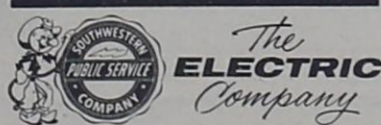
Thus, as the Negro businessman is urged to assume his role in this Negro revolution, it is necessary for him to note and understand the type of role which will enhance his esteem and contribution and the role which will detract from it. (To be continued.)

FORWARD TIMES



New Construction This Year Over \$24,000,000!

That's right! Reddy Kilowatt will invest \$24,607,000.00 this year, in the service area of Southwestern Public Service Company, as evidence of the faith we all share in a growing land that 100 years ago promised less but has delivered more than perhaps any other area in our nation. We'll be completing another large steam electric generating unit, adding new transmission and distribution lines with one view in mind — to give you better service at the lowest possible cost. You'll have, at the touch of your finger, all the power you'll need for a powerful area.



Picture shows an example of modern construction methods. The aerial, truck-mounted bucket lift is being used by two linemen in a safe and efficient manner to construct a new 230,000 volt transmission line.

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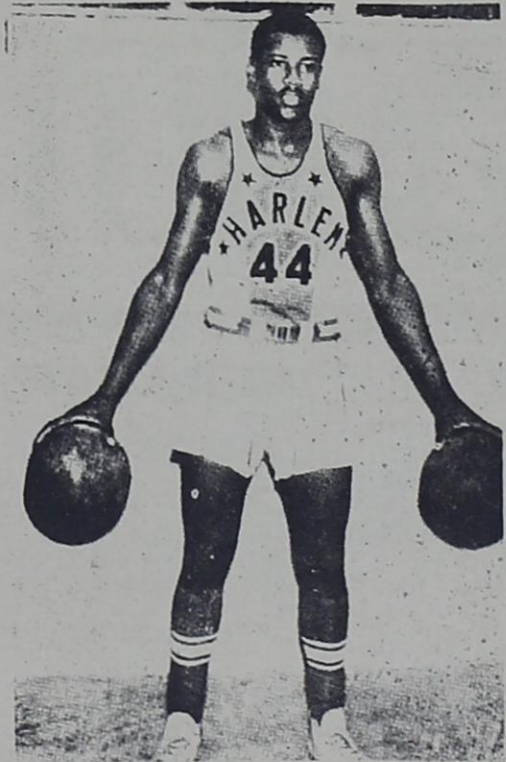
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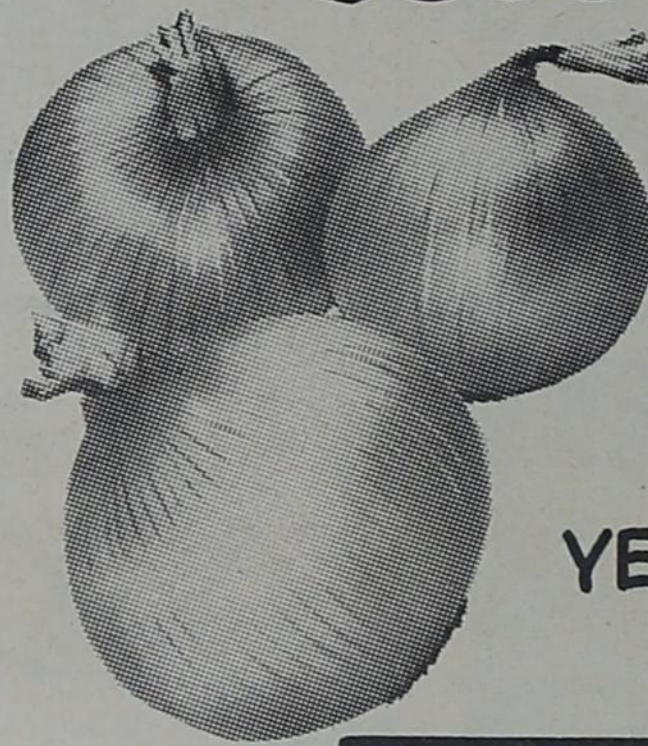
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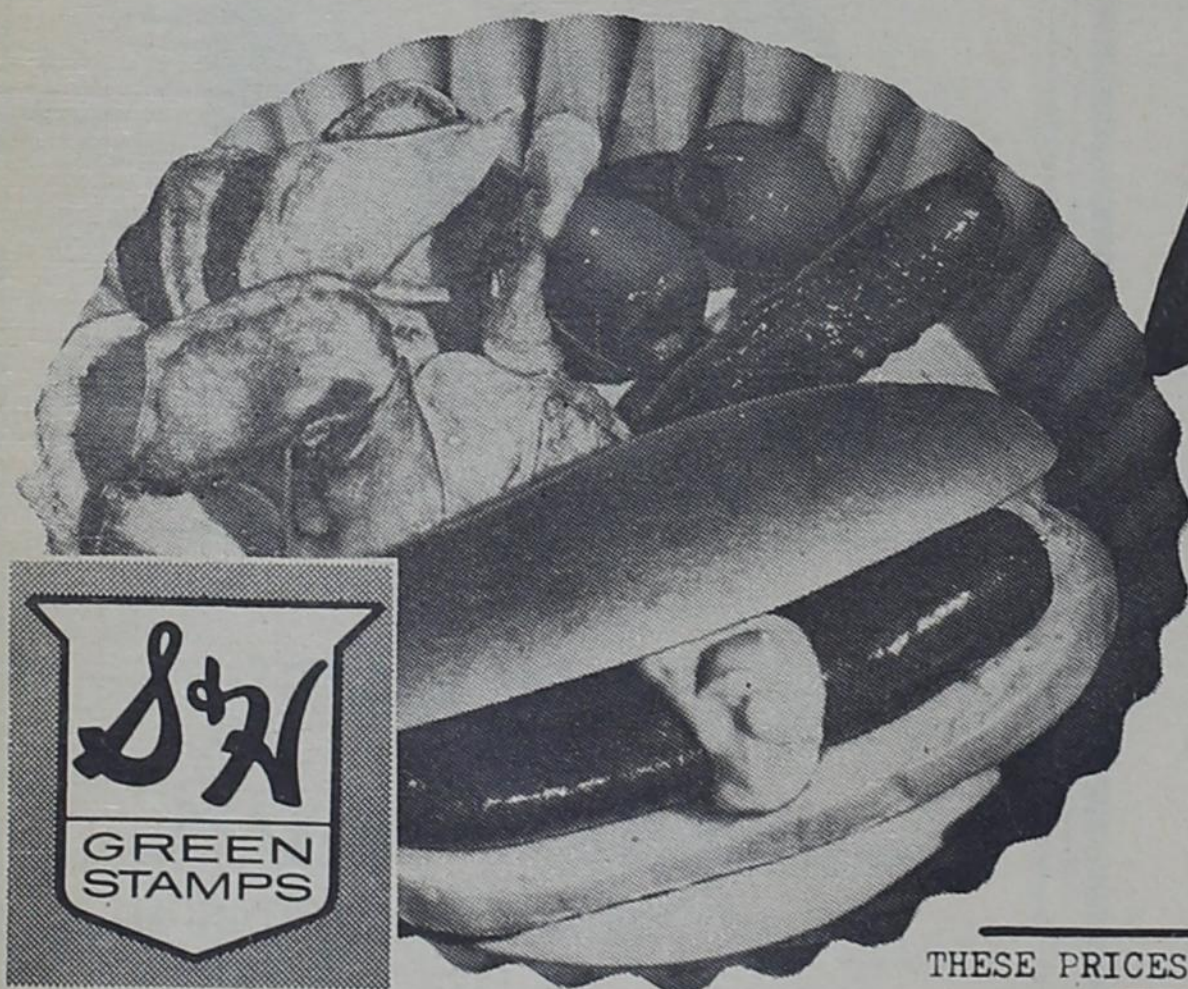
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