

# MANHATTAN HEIGHTS

TIMES

Dedicated To Informing The Negro Citizens Of Lubbock

VOL. IV, NO. 20

THURSDAY, MAY 20, 1965, LUBBOCK, TEXAS

8 PAGES

## There's Nothing Like College



One of the many attractive coeds attending college in the hub city is Henrietta Leggett, daughter of Mr. and Mrs. R.Z. Leggett. She resides at 1809 East 26th Street. Henrietta is a graduate of Dunbar High School in 1963, and is presently attending Texas Tech where she is a sophomore and sings in the women's chorus.

Henrietta is a member of the Mount Gilead Baptist Church where she is the pianoist for the Sunday school and the youth choir.

## Eastern Little League Opens

The opening game of the 1965 Eastern Little League baseball was played last Monday evening at 6:00 pm with the Dodgers vs the Indians. The Dodgers defeated the Indians by a score of 10 to 4.

By this being the first game for the season May or Max Tidmore threw out the first ball of the season. Hundreds of parents, relatives, and friends were present to watch this exciting contest.

Be sure to keep up with the standings of each team in the "Times" each week. This year plans have been made

### THEY'RE MOVING IN

Approximately twenty families have moved into the beautiful Green Fair Manor Apartments. It won't be long before the entire onehundred-twentyfive units will be completely filled.

to show pictures of some of the little leaguers in action, batting averages, home run leaders, and pitching records.

### ROYAL LADIES CLUB

The Royal Ladies Club met in the home of Mrs. Carlene Owens with president Heddle Lee in the phair. Plans were made for the annual affair. Names were drawn for the birthday party.

The members of the organization presented one of their sick friends and neighbor with a cash donation and a box of groceries. This particular person being Mrs. May Bell Bolden.

A lovely menu was served by the hostess, Mrs. L. Brown.

The birthday chairman is asking all members to meet on Wednesday night in the home of Mrs. Rector Parks, 4320 East 64th Street.

## Baccalaureate Speaker Named

### Public Reception Held for Mr. and Mrs. E. C. Struggs

A special recognition program honoring Dr. E. C. Struggs, retiring principal of Dunbar Jr.-Sr. High Schools for over thirty-five years, was held last Sunday, May 16th, at 4:00 pm in the Dunbar School Auditorium. Many graduates, patrons, and friends of Dr Struggs were present to watch this outstanding civic program given to a dedicated man in the field of education.

Mr. Prenis Williams, president of the Dunbar Alumni and Ex-student Club, gave the invocation. A special selection of the Lord's prayer by Joseph Addison

APPROXIMATELY 91 TO GRADUATE

Did you know that the Paul L. Dunbar High School has approximately ninety-one students on the roll eligible for graduation on Thursday, May 27th, in the Dunbar High School Auditorium?

accompanied by Mrs. Vivian Cooke Mrs Gertrude Miller Laskley rendered a solo entitled "Precious Memories."

Remarks were given by Dr. Ishmael Hill, Asst. Superintendent of Lubbock Public Schools; Mr. George Scott, and Mr. Damon Hill. Aside of the remarks made by the school, Rev. S. R. Roberts, Mrs. Edwina Woods, and Dr. F. L. Lovings gave remarks representing the church and community. Douglas Sedberry, class of 1935 and Earnest Stevenson, class of 1965; gave remarks representing the Dunbar students.

Mrs. Eula Faye Williams, accompanied by Mrs. R.M. Lincoln, sung "My Task".

Presentations were made by Dr. D.C. Fair, Jr. Mrs. Ada Bell Jackson, accompanied by Joseph Addison, added the closing solo entitled, "Ava Maria".

The program was narrated by Mr. William R. Powell.

The Reverend John Lee Walker, pastor of the Messiah Presbyterian Church, was named last week to be the speaker of the hour at the annual baccalaureate services for the 1965 Dunbar graduating class this Sunday, May 23rd, at 3:00 pm in the school auditorium.

Reverend Walker was born in Charlotte, N.C., where he was educated in the public schools of that city. Upon graduation from the second Ward High School he entered West Virginia State College. He served for several years in the United States Armed Forces.

After leaving the services he re-entered college to receive his Bachelor of Science Degree from Johnson C. Smith University. Reverend Walker taught in the public school system of North Carolina for a number of years.

His graduate work includes study at the University of North Carolina where he worked on his Master of Science Degree. He entered the

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Pictured above is Mrs. L. S. Graves, at right, principal of Mary and Mac School, receiving the first edition of the "Mary & Mac Herald" from Velma Mae Nash,

editor of the first edition. In the background from left to right are first row, Carolyn Spencer, Cynthia Bunton, Wilma Williams, Barbara Hayes, and Cec-

ille Graves. In the second row, left to right are R.B. Young, Donald Humphrey, Joe Sherman Cornish, Ira Fobbs, Jr., and Julius Graves.

## PURELY PERSONAL

# The Beginning For Business

By RAY DAVIS

The needs of a community are filled by the efforts of money producers, not money seekers.

Production is the basis of wealth. Acquisition is not.

With this understanding, there can be no course but to reject the idea of the businessman who seeks to teach young people the intricacies of playing the stock market while he ignores the value of teaching them how to form and run a business—the basis of production and wealth.

If you seek wealth only through acquisition, then you seek wealth without effort and ability — without substance. You're taking the short-cut to failure because you have built no foundation.

So it is that if young people are to be taught, there is no way to properly teach them except by allowing them insight into the most difficult aspects of a problem. Paint the pitfalls and give them the challenge.

If you do not, then you do an injustice to them and start them on a path where they become parasites, seeking reward, not responsibility.

Now, we'll begin to move from the general to the specific as we discuss how to begin in business . . . or how to continue.

Our premise is that the primary interest of a businessman is to establish a profitable venture and maintain it in a manner to assure its future growth and stability; that in order to accomplish this, he has no choice but to well account for the human, physical, economic and social realities which may determine its success or failure.

His purpose must be to profit through excellence and work, and he cannot delude himself into believing that success will be achieved and continued through anything other than his own ability, attention to the demands of business, appreciation for immediate detail and imagination to envision and seek future growth.

More broadly, his purpose is productiveness, and without this purpose he should not begin.

Underlying his actions should be the knowledge that the progress of a society relies on those people who have the gift to be productive; that business is the life-blood of a community, and only by recognizing the function of business and seeking excellence in its realization can a community have security—because only then does a business have stability.

So it is that the businessman is often regarded by the less informed as only a profit seeker. So it is that there is a condition popularly termed "business ethics," where a man may discharge his best friend if that friend is not productive.

Yet, if it is otherwise, the businessman will do a disservice to himself, his business and, in turn, the community.

If a man seeks to begin a business venture—in terms of the new era—or if he wishes to continue, his interests must necessarily (to increasing degree) take cognizance of three areas governing his actions: private, professional and public.

His private drive must be for profit, production and excellence.

His professional interests must be calculated and pursued to further his work, and his public interests must be focused to goals mutually beneficial to himself and the community—production and progress.

Yet, the businessman takes an incalculable risk if he seeks to generalize without the capacity to be specific. He must know the specific before he seeks to generalize. So, here, a man beginning or continuing, should make this the initial aim of his professional efforts . . . to seek the specific.

One of the first efforts of a businessman should be to try to interest other businessmen of ability and imagination in a limited pooling of resources for the purpose of availing themselves of a lawyer versed in corporate law, a market analyst able to meet particularized demands and a financial institution with which they may establish rapport.

With these three professional services, the first basic step should be taken, as a coalition, to pay for a study of market trends in specified areas and recommendations for the best corporate structure to be used in the formation and expansion of business in particular areas.

Efforts should be directed to determine "why" the Negro community spends more for such things as cos-

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## MOTHER'S DAY DINNER

A mother's day dinner was given in the home of Mr. and Mrs. Ralph Hodge, 1304 East 17th Street and Mrs. Clara Cage, 1313 East Main Place.

Guest included Mrs. E. Mitchell, Mrs. M. Love, Mrs. F. McCade, Mrs. M. Goins, and Mr. John Cox all of Dallas; Mr and Mrs Eddie Cox, Mr. and Mrs. Thomas Cox, and Mrs. Mirdle Sneed, all of Moody. Mrs. Sneed is the daughter of Mrs. and Mr. Ralph Hodge; Mrs. L. Fullbright and Mr. and Mrs. T. Quinn and family of Odessa, Texas. A host of neices and nephews of the city were also present.

The city wide missionary society met in the home of Mrs. Leadonia Brown. Devotion was led by Sister Verda Smith. The spirit was at a high. Sister English snug a solo which was enjoyed by all.

Sister Norma Austin is asking all members to meet with her on the fourth Tuesday evening

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## EASTERN STAR NEWS

Marshall Chapter #796 met last Thursday evening at 8:00 pm. After the instruction reports were made from the different chairmen, the linen chairman was full of smiles when she heard the report from her co-workers that they had sold all of their tickets and were given more.

Sister "Sug" Johnson made her report by phone to tell them not to forget to do the best we can.

The grand lodge officers and district officers will be here for the drawing. Pictures will be made for the grand lodge.

Call Mrs. Rose Wilson in order to pick up your linen. Thanks to Sister Bell Williams for such a good job. You must be on time or work your way in by her. Please be on time.

## THANK YOU "PROF"

Perhaps the words contained within this editorial cannot express how much the people of Lubbock appreciate the great contribution you have made in the field of education.

For thirty-five years of hard work you have taught and administered the students of the Paul L. Dunbar High School, and aside from that your signature has been placed upon each and every diploma received from this institution. Your teachings and beliefs are found in men and women throughout these United States.

Prof Struggs, you have been a "Fiat Lux" in the field of education and we are cognizant of the fact this will not easily be blown out. You have seen Dunbar High School in its infancy and, like a proud parent looking after his young, you have made it possible to grow in populus and plant.

Dr. Struggs, do you recall several years ago when you were commenting on the new multi-million dollar high school plant of Dunbar, and you said, "The board of education told me to name whatever we wanted in the new school and we had it, so it there is anything needed. . . blame me".

To most of us, Dr. Struggs is a "Joe Louis" in the field of education. . . retiring a champion, going to the sidelines to observe the new and upcoming leaders. . . I am sure, that whenever he is called upon to assist with the educational institutions of our city, he'll be glad to do so, especially the one of all he loves best.

Graduates of the 1965 class should mark two history making events in their book of memories, namely; one, this is the year I graduated from high school, and two, this is the year that education retired a great educator.

We all love you Prof, old soldiers never die; they just fade away, we'll never forget you. . .

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Paid Pol. Adv.

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## THE MANHATTAN HEIGHTS TIMES

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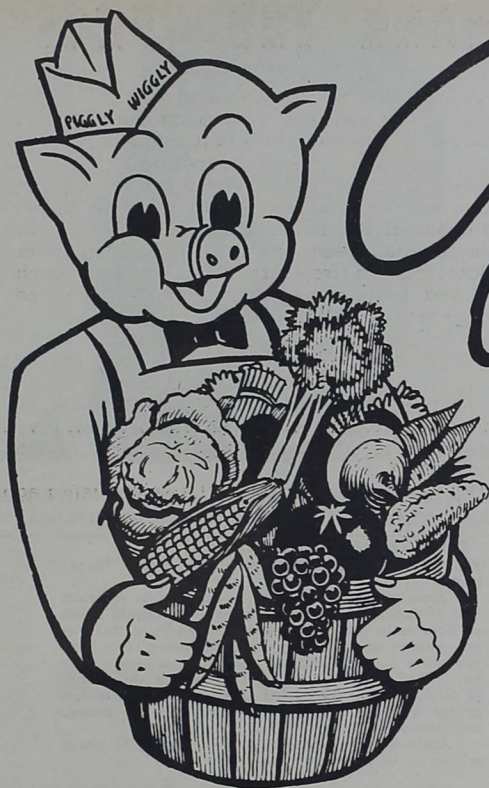
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THE MANHATTAN HEIGHTS TIMES is an independent, privately owned newspaper published each Thursday in Lubbock County, Lubbock, Texas. This newspaper is dedicated to informing the Negro Citizens of Lubbock and West Texas.

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

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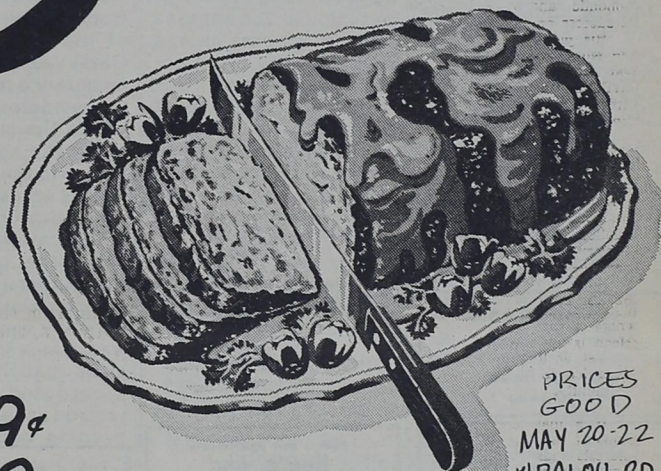
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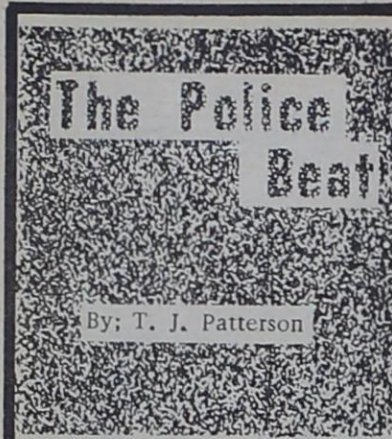
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**ASSAULT WITH INTENT TO MURDER CHARGES FLY "HOT & HEAVY" HERE**

Mrs. W. A. Adams stopped police and told them her husband had been shot and was in Arron's Tea Room. Police went to the Tea Room and found the front door open and the inside very dark. When they turned the lights on they could see Adams lying on the floor with his head toward the west wall. He was lying in a pool of blood by a gate that separated the tea room behind the counter. There was blood behind the counter and on into the kitchen. In the rear of the kitchen was the subject who did the shooting, and in his hand was a single shot 12 gauge shot gun. The gun had been shot one time. Jamison's ambulance took Adams to the hospital. He had been shot in the

left leg just below the groin.

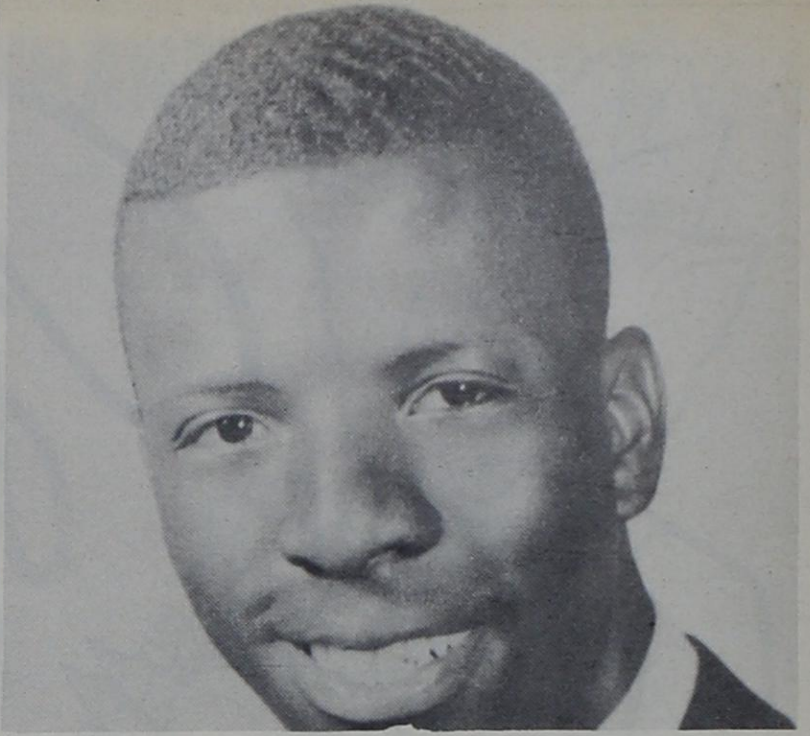
At 1614 Avenue A, police found that a man had been shot one time in the calf of his right leg just below the knee. He told police that he had a witness to the shooting. The witness, Hazel Jackson of 1614 Avenue A, Apt. 11. Jamison's ambulance service came to the scene of the shooting but the wounded man refused to go to the hospital. His wound did not appear to be serious. The witness told police that he and another party were arguing over a small debt and that the suspect came into the hallway of the apartment house and shot the complainant. The man who was shot was uncooperative with the police. He did not know whether he would file charges or not against the man who shot him.

\*\*\*\*\*  
**FORGERY AND THEFT REPORTED HERE**  
 Mr. Emmitt Jamison

of 2507 Elm told police that sometime since the first of May someone had taken two checks from their checkbook of the Jamison Funeral Home. The two checks were numbered 304-305. He also stated that on last Friday evening one of the Furr's food stores called him and inquired if he had given a check to a Carl Scott in the amount of \$65 for work he had done for them. Scott was trying to pass the check at the store. The checks were drawn on the American State Bank. The bank told Emmitt that one of the checks had been passed at the Mini-Mart Beer Store on the Buffalo Lakes Road.

\*\*\*\*\*  
**INFANT'S DEATH RULED NATURAL**

At 1704 East 29th St. in the bedroom, police found a deceased infant lying on its stomach. After examination, Justice of the Peace Judge McClesky and South Plains Ambulance Service came to the address to investigate the matter. Judge McClesky had the body moved to the funeral home for an autopsy, and a verdict of death from pneumonia was returned. The mother of the infant told authorities she had checked the baby at 1:00 am that morning and it was fine. She also stated that the baby had a cold and she administered an aspirin the evening before.



The brothers of Theta Kappa Lambda Chapter of Alpha Phi Alpha  
 CONTINUED ON PAGE 5

**THE BEGINNING FOR BUSINESS...**  
 metics, bread, hats, liquors; why they prefer "brand" names.  
 These professionals would be expected to recognize that (logically) the lever to influence the buying habits of Negroes is women and children—not men; that Negro women are generally better educated and more preceptive . . . and children comprise tomorrow's market. They would be expected to project the change of neighborhoods; the buying habits of certain economic groups and the shifting economic levels of various neighborhoods.  
 Answers to such questions are essential, if you're talking about tomorrow.  
 Such a coalition of businessmen would hopefully be regarded distrustfully—as an entity of possible detraction as well as benefit.

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**SPEAKER NAMED...**  
Continued From Page 1  
School of Divinity at Johnson C. Smith University and after three years study he earned

the Bachelor of Divinity. Before coming to Lubbock he served as pastor of the Lowry Memorial United Presbyterian Church as a student supply and pastor.

He is happily married to Mrs. Alyce Moragne Walker. They are the proud parents of five children.

Marnene and Marjean Goode, daughters

of Mr. and Mrs. James E. Goode of 4315 East 65th Street, celebrated their fourth birthday recently. There were many of their little friends present at the party. Those

attending were the Davis, Williams, Walls, Johnsons, Braxtons, Strongs, and Reynolds. The cute little twins received many lovely gifts.

**SCHOLARSHIP...**  
Fraternity presented a \$250 scholarship to Mr. Isaiah Fredreik Simmons on May 15, of this year. The brothers of the fraternity, their wives, and sweethearts were present to see President William R. Powell present the \$250 scholarship to Isaiah, while his mother, Mrs. Juanita Simmons, stood by his side, overcome by tears.

He plans to resume his college work in September, at Texas Southern University, at Houston, Texas. Isaiah's college career was interrupted when he had to serve two years in the navy.

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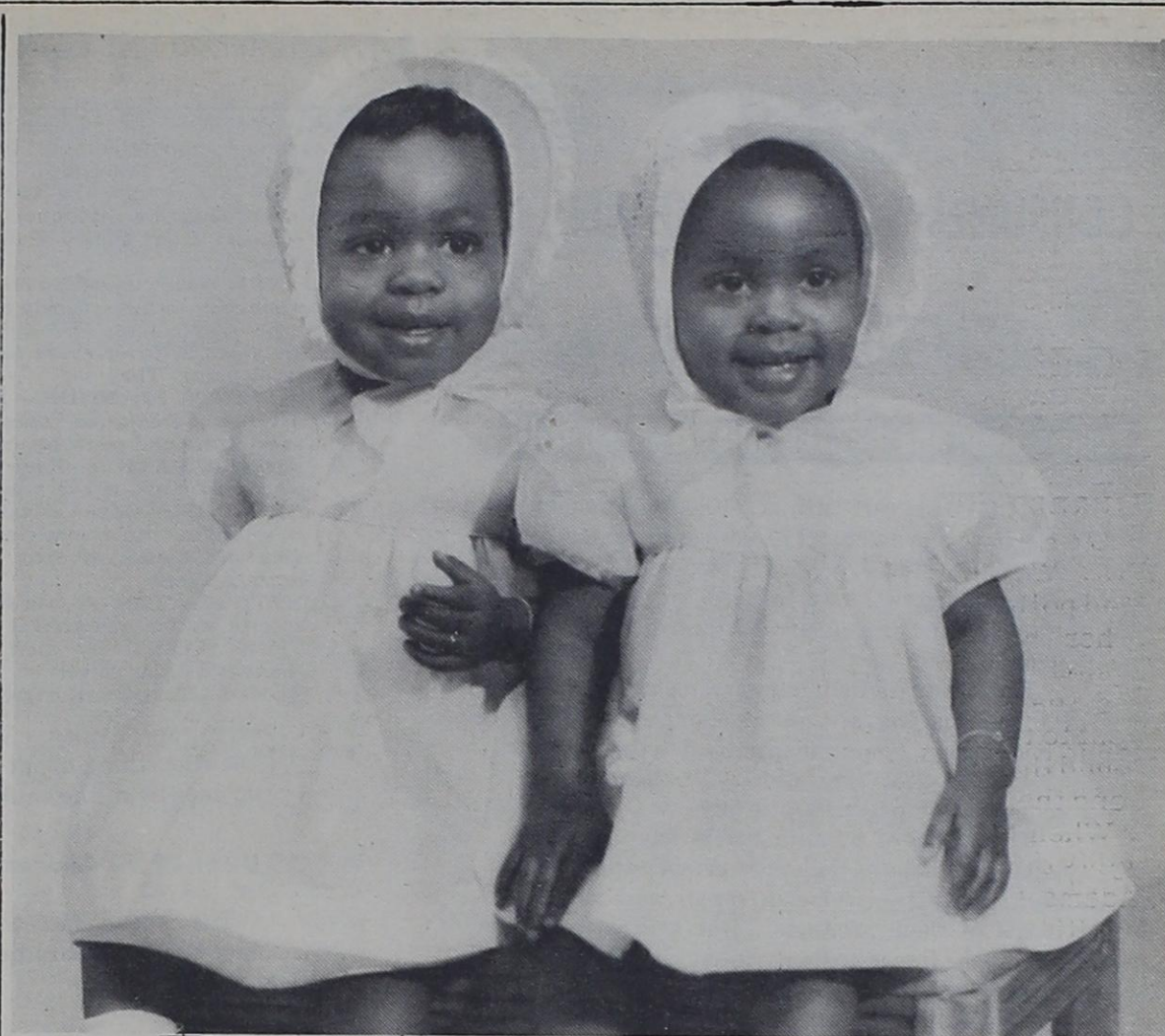
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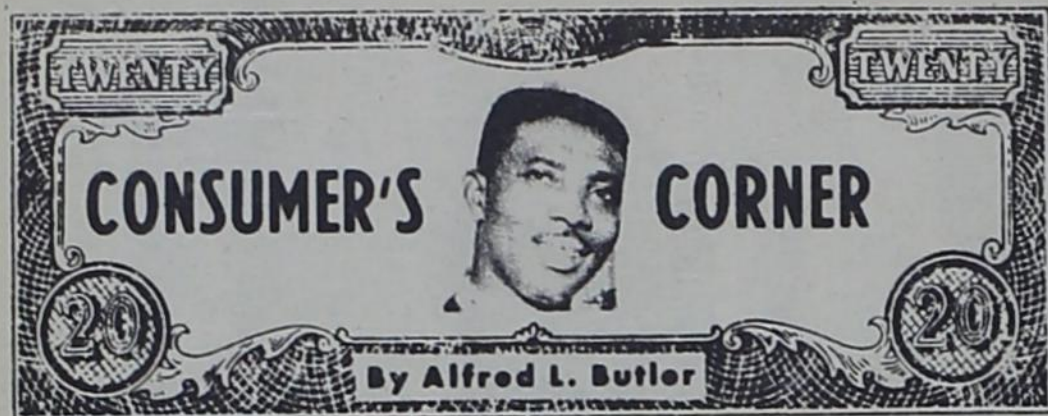
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**Report from the BETTER BUSINESS BUREAU**

A flat tire can turn a \$10,000 automobile into a dead chunk of useless metal, and so it is with almost anything you buy. Nearly any product is likely to need servicing from time to time if you are to receive maximum benefit from it.

The products that industry makes are only as good as the service available when they need repair. The unhappy fact today is that service has not kept pace with the improvements in the products you buy.

Thousands of manufacturers have invested tens of millions of dollars to provide the public with adequate service in repair and maintenance of their products. But a great many others are interested only in making sales, not in providing lasting satisfaction.

You can really get stung when you buy a product without knowing how and when you can obtain any service that may be needed.

There is strong evidence that a breakdown of customer service is occurring today on many major fronts. How can you protect yourself against it?

Any modern service-minded organization trains its employees today. It provides them with complete information about the products they sell.

Always remember that you are likely to run into real grief and loss of money if you buy from an organization uninterested in making a good first impression.

**First Impressions Count**

Service is a big word.

Most of us are familiar with the clerk who looks the other way when a customer approaches, with the switchboard operator who waits five minutes before connecting you with the party you want, or the deliveryman who always makes sure there is mud on his shoes before entering your home.

I walked into an appliance store the other day and asked a clerk to show me the ranges. "Oh, just look around. they're all good models," he said. I doubt if he had taken the trouble to learn the good points of the various ranges, and he was completely unable to provide intelligent advice or counsel to a customer.

If you receive this type of service before you buy, just think of how little service you are likely to receive after you have handed

**12 Tips For Travellers**

NEW YORK—A dozen helpful hints designed to eliminate snafus enroute from vacationers' itineraries are recommended by National Travelers Aid Association, the United Way agency whose local chapters throughout the country receive support from United Funds and Community Chests.

The NTA, which serves more than a million people annually in need of help away from home, bases the travel hints on experience amassed over the years to cover every aspect of pre- and enroute planning. They are:

1. **ADVANCE PLANNING**—Plan your trip in advance. Familiarize yourself with change-over points and allow for comfortable stops.
2. **IDENTIFICATION**—Keep identification on your person and in every piece of luggage.
3. **STOPOVERS**—Make certain hotels, friends, or relatives with whom you are planning to stay are aware of your arrival and departure times.
4. **NOTIFICATION**—If you expect to be met, specify station and arrival time.
5. **TIME ZONES**—Be alert to time zone changes as you travel.
6. **FUNDS**—Take more money than you need

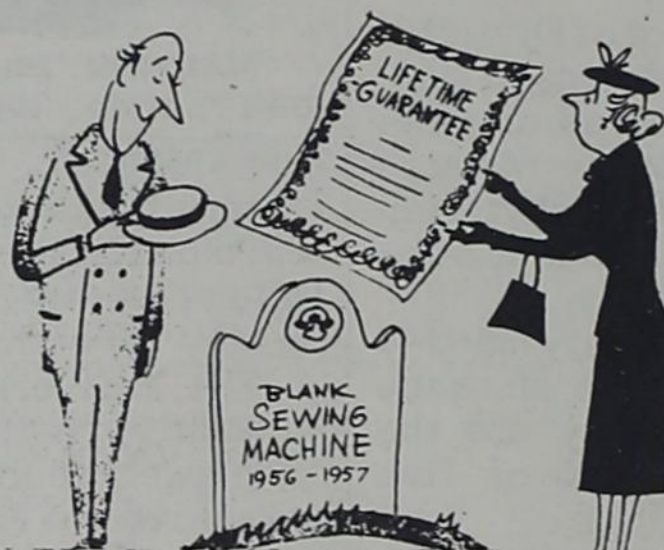
- and keep it in several places.
7. **PACKING**—Don't overpack. Take only what you need.
8. **ITINERARY**—Leave an itinerary with at least one close friend in case it is necessary to reach you in a hurry. Leave a housekey with a neighbor so he may enter your home in an emergency.
9. **MEDICAL CHECKUP**—If you were recently ill or suffer from a chronic condition, check with your doctor before making the trip. If you must take medicine while on the trip, take an extra prescription with you.
10. **SMALL FRY**—If travelling with children, take along a small, easily reached first aid kit containing thermometer, bandages, antiseptic and salve. Also take a few simple non-bulky toys.
11. **GLASSES**—If you depend on glasses, carry an extra pair.
12. **EMERGENCY**—If something goes wrong or you encounter serious difficulties despite planning, get in touch immediately with Travelers Aid.

And happy travelling.

over your money. If the salesman doesn't know anything about the product it's a cinch no one else in the outfit will.

**Death of the Guarantee**

The second fact to remember is that the once-reliable guarantee often means little or nothing today.



persistently). Thus: "You should act consistently with your own teachings," and "He constantly warned against over-eating."

Do not say, "You are more worthy than him." Say "You are more worthy than HE."

Do not say, "We don't propose to interfere." Say, "We don't INTEND to interfere."

Do not say, "Outside of a cold, he is all right." Say, "ASIDE FROM a cold, he is all right."

Do not say, "The place was filled to capacity." Obviously, a place that is filled to capacity is no "fuller" than one that is simply filled. Omit "to capacity."

**WORDS OFTEN MISPRO- NOUNCED**

Papier-mache. Pronounce pay-per-ma-shay, with accent on first and last syllables.

Gangrenous. Pronounce gang-ree-nuss, with accent on FIRST syllable, not the second.

**LESSON IN ENGLISH**

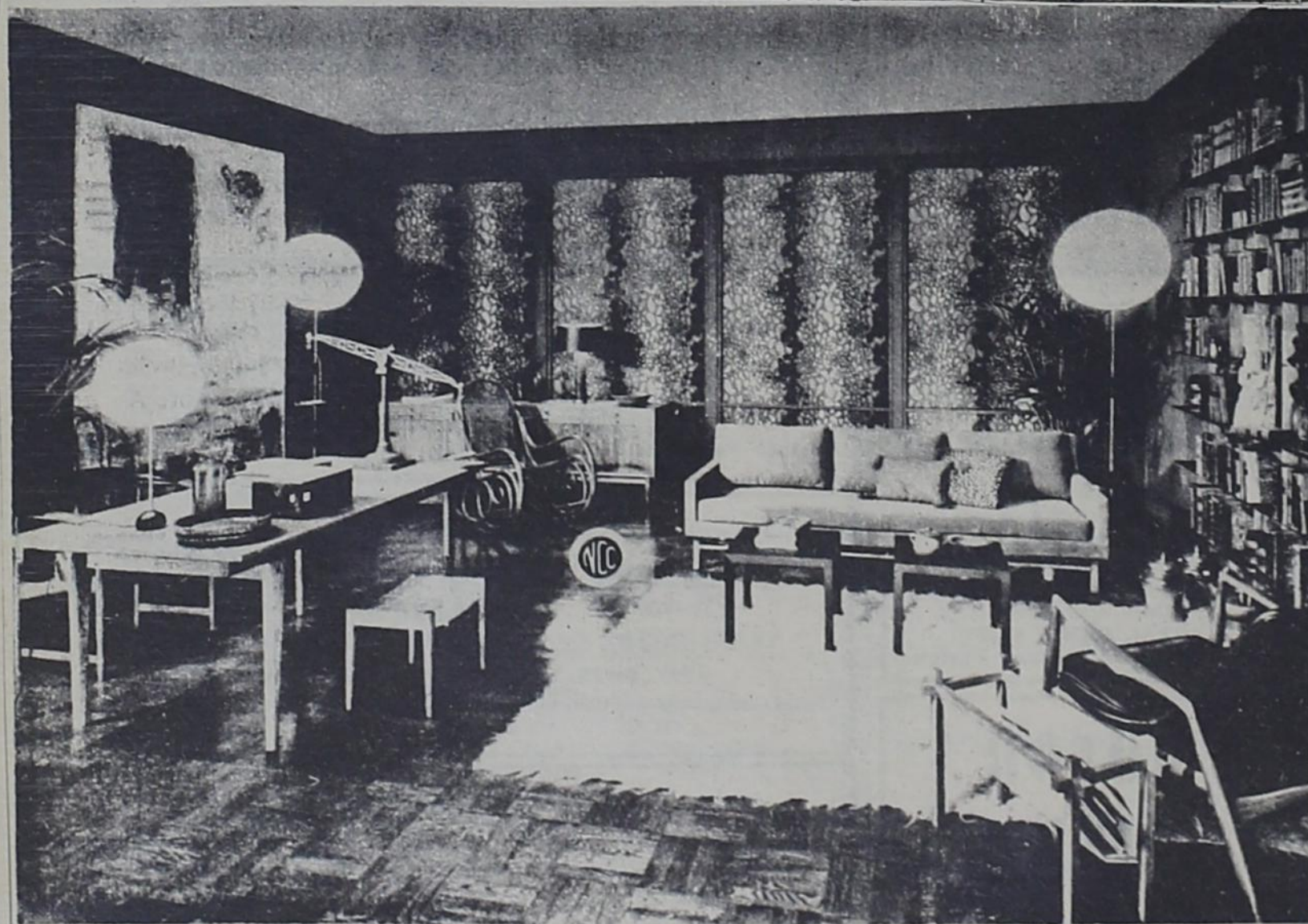
**WORDS OFTEN MISUSED**

Do not say, "Jackson is going to stop in St. Louis and visit with his relations for a spell." Omit "with," and say, "Jackson is going to STAY in St. Louis and visit his RELATIVES for AWHILE."

Distinguish between CONSISTENTLY (in a manner that is not contradictory) and CONSTANTLY (regularly; steadily;



THE COSTUME FOR EVENING in delicately patterned cotton lace by Peggy Thayer of New York, has a slightly fitted jacket touched with the sparkle of glittering buttons. The outfit is part of the Brentshire Designers Collection for spring, 1965, at Montgomery Ward. Underneath, there is a sliver-slim, sleeveless sheath with a jewel neck banded by glistening satin. Offered in petite, tall, 10-20 sizes, it is priced at about \$35.



SHADES OF COTTON -- Colorful cotton prints used as broad window shading panels and a complementary cotton suede used as upholstery for the couch provide the professional touches for this living room setting at Bloomingdale's in New York. The result is an inviting room, modern in every way.



# CHURCH NEWS

## NEW HOPE BAPTIST CHURCH

A special recital was given last Sunday evening. The guest who were really appreciated were Mmes. B. Thigpen, B. Kelly, and Mr. C.L. Ervin. Mr. Lawrence Fury was invited to serve as the special guest artist.

June 6th has been set aside as a special day to complete plans for our district congress. Rev. R. Hearn and his people of Second Baptist will serve with us in this service.

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## SAINT LUKE BAPTIST CHURCH

Saint Luke Baptist Church served in anniversary service of Rev. James Hill on last Sunday afternoon.

The youth and youth workers of St. Luke are getting ready for the district congress competition. The congress will convene in Sweetwater, Texas, June 2, 3, and 4.

## MOUNT GILEAD BAPTIST CHURCH

The federation of Choirs met last Sunday afternoon at the St. Matthews Baptist Church.



REV. AND MRS. M. A. BROWN

Members of the Triumph Baptist Church, located at the corner of Johnson and Geneva Streets in Slaton, Texas, have just concluded the fourth anniversary of their pastor and wife, Rev.

and M. s. M.A. Brown. The Rev. O.D. Hollins, pastor of the Lyons Chapel Baptist Church of Lubbock, was conductor.

Anniversary committee included the following:

## Confident Living



# HOW TO HANDLE CRITICISMS

By Norman Vincent Peale

A reader of this column telephoned that he had a problem that was really getting him down. And he was pretty incensed about it.

It seemed a man who disliked him was, as he put it, "going around telling everyone I am a lousy jerk. And just what would you do about that?" he demanded.

"Well," I asked, "tell me, are you a lousy jerk like he says?"

"Why of course not," he shouted.

"Then we can assume that his saying you are a 'lousy jerk' doesn't make it so, does it? If it isn't true, then his calling you by that uncomplimentary term does not change the real fact at all. So, as rough as it may be to endure this kind of stupid persecution, my guess, is that ultimately people will form a good idea of who the lousy jerk really is, and it won't be you."

It is a fact which I explained to him that if you give a mean, vicious critic enough rope he will, as the old saying goes, hang himself. Mean criticism is packed full of boomerangs.

This disturbed telephone caller had another matter that bothered him. He was

ing: program committee; Sisters Lucile Carden, Thesdoshia Johnson, Verdia Cornelius, Margaret Watters, Mable Banks and Jessie Bibbs; Decoration committee; Sisters Olivet Walker and Will B. Jones, Brothers O. B. Allen and Jack Walker; gift committee, sister Lucy Robertson; food committee; Sisters Cerola Freeman, Helen Wilborn, Ludelia Powells, Willie Pleasant, and Jessie Curry; and clean up committee Brother John Edward Taylor.

worried that the repeated personal and insulting downgrading would ruin him with his friends. He was terrible concerned that people would believe what they heard and lose respect for him. So I told him of an old German proverb that I learned many years ago which has stood me in good stead during some rough treatment I myself have received. It goes as follows: "A lie cannot run very far for it has short legs." Believe me, there is a big piece of truth in that.

Smears and slurs conceived without substance in jealousy or hate just have not what it takes to last or to do too much damage. In fact, they tend to re-

bound and in the long run hurt only their perpetrator. So take it easy when meantongued people take out after you. Just wait out such criticism. Actually, it isn't going to damage you very much, if at all, unless you let it rankle you. It's the rankling that can cause the real damage.

Whenever I think of the subjects of critics and criticism, I always recall on old friend, a rather well-known public figure. He had his share of contumely and it was a big share at that. Yet he has always untroubled. His imperturbability was impressive.

When asked to explain his urbane attitude toward vicious character assassins, he said, "Well, for one thing, I read Tolstoy,

Emerson, Thoreau and William James -- and, of course, the New Testament. In these immortal works I find human insight and some compassion, also. These books strengthen me and give me a feeling of peacefulness enough to take what they throw at me."

My friend had a canny streak, too. "What happens when someone points a finger at you?" he asked. "Point your finger at me now...."

Nonplussed I did just that leveled my forefinger at him.

"Now, who are your other three fingers pointing at?" he asked.

"Why they are pointing at me!" I exclaimed.

"That's right," he concluded triumphantly. "So I win over a critic three to one."

CITY WIDE MISSION at 8:00 pm in the home of Mrs. Pearl Baker.

Sister Davis says if you do not have a way to go to your meetings please call her in plenty of time and she will be happy to pick you up.

Mrs. Laura Skeif brought the leason from the division of Psalms. The president said we would start visiting our city societies again in June of this year, and all ladies are invited to attend. Remember, this is a city wide mission.

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