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## Memphians Cast Big

 Vote In General Election

Youth March for Integrated

Mass Meeting Launches

## BUS PROTEST IN BIRMINGHAM

MID-WEEK
EDITION


VOLUME 28, NUMBER 39 MEMPHIS, TENNESSEE, WEDNESDAY, NOVEMBER 5, 1958

## 1,266,488 VOTERS IN SOUTH

| er Than <br> In Chains' <br> NGHAM, Ala (UPI)-N ration leader Rev. F . Nerth Eaturday had an Negroes would launch in <br> a "protest" boycott of ham city buses. sworth said 1.000 "probably Negroes atlended <br> g Friday night and it was manimously to "stay of S. We beleive it bether to digily <br> action by the birnuing- unsit Co., in amaintainging <br> on on buses, including the arrct of Negroes. he nent of Negro patrons by <br> ers, and their refusal 10 at other issues. has caused agm Nogroes to launch' a against the bus comprny" <br> Erth sa ESTED <br> the and 13 followers were arrested after the eity's new bus se |  |  |  |
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|  |  |  |  | Remains Constant Despite Pressure The number of Negro voters inWhe South remained constant in thepast iwo years despibe increasedraclal controversy, the Southern Regional Council reported Satur-day.Currently, there are an estimated eleven Sjuthern states. ovmparedto $1.238,050$ reported by the SRCC in1956 , The latest figures, represent-$\qquad$ ct sur-of 1956 .ne from$\qquad$$\qquad$$\qquad$$\qquad$ |
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|  | Mississippi Negro Tells |  |  |  |
|  | Why He Won't "Run North" | Row |  |  |
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|  | Funeral Rites Held For Elder Joseph Brown, Jr. |  |  |  |
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| ana Likes U. S. Products, Ike; |  | - |  |  |
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| But Not Race Woes, Gordon Says By WILLIAM GORDON |  |  |  |  |
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## The Waman's Page

 Food And Home Notes


CREEK ROYALTY AT YPE WHITE HOUsE-President Eisenhower
shakes the berid of Princess Sophie as she and her mother,

\section*{Woman's World <br>  <br> New, Scalloped-Russet Pofatoes <br> 

W: findian Ginl Is" "Miss Benedict",


Nassau.

## Juvenile

## Delinquency

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CHURCH COUNCIL NAMES ASSOCIATE SECRETARY


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makers use to whip the crisp fall apples wive many home makers use to whip up a quirk and inexpensive salad apie solads,
tion. A new wrinkle in salad dressing for these apple
equally as quick to make, consists of sour cream, opple ivice
 R THIS SALAD THE NEWS
IN THE NSTANT DRESING
new salad dressing tops this
ole and walnut salad. The dressing is literally mede in an instant
oy conbining sour cream and apple conicining sour cream and apple
juice with lemon instant pudding
mix of all
${ }_{1}^{1} 1$ pack cups apple fuice



Virginia Church

Receives Threal
 an be easily attached.
Cleanliness is next to



Colleges Eye Putting Goal
Cons woun Posts Back On Goal Lines


Don't Drinkole 'Scrap Iron,' Man li's Dynamile


Handy Blind Group Seeks $\$ 50,000$ Aid


New Law Would Save Tots From Refrigerator Deaths



Got Relief from Burning ACME PIMPLES
"The stinging, itching misery of acne pimples and blackheads made me ter-
ribly unhappy. I tried to get relief with ribly unhappy. I tried to get relief with
several lotions and ointments without much luck. Finally, I tried Black and itching, stinging misery. It's wonderful."

 Use Black and White Bleach-
ing Cream as directed and see your complexion take on a new
lighter and brighter, softer, smoother look. Its bleaching your skin. Modern science knows of no faster way of
lightening skin. Start using Cream, today. Get Black


## Manassas Meets Bertrand Thursday In Tigers' Homecoming



From all indications, attendance thi in popularity or pro football
at pro toothall games appars to be such a short time. The two mi
beaded for another record break- Hion mark was first teachod



 coording to figures recenty re-
sed with the leazue just about at
halliway mark attendance is
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 The league is hoping

Grambling Tigers
Edge Jackson 21-18

## Valiant Warriors Edged By Melrose Eleven 12-6

Ardis Andrews Leads Southwest Rushing Report

KNOW YOUR LIBRARY



## FOOTBALL SCORES


"Die Flederaus"
Texas Steers Upset Southern's Jaguar Cats By 13-6 Margin $== \pm=$


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## 6 - MEMPHIS WORLD



## Meet Nelson Rockefeller

## Our Sincere Thanks To The Staie Chamber Of Commerce



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## Use It Ôr Lose lt

Campus Organization



Race Registration


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## HICH SCHOOL dateline


 ERITon : Note: This is the




## Citizens Of Memphis

Thank you for a successful first year

You may scarcely realize how much you have contributed to a rather remarkable change which has been taking place over the past few months. This change is a gratifying demonstration of good citizenship, giving evidence that Memphis is composed of a mature, thinking public, not afraid to shoulder its own responsibilities and willing to help others unable to carry their entire share of the load.

We're speaking of the year-old policy encouraging those who can pay for a portion of their care at JOHN GASTON-HOSPITAL to pre-pay their bill through hospitalization insurance. The result?

> ALMOST THREE TIMES AS MANY PATIENTS ADMITTED TO JOHN GASTON HOSPITAL NOW ARE COVERED BY INSURANCE COMPARED TO THE NUMBER PROTECTED PRIOR TO THE BEGINNING OF THIS PROGRAM NOVEMBER 1.1957.

The JOHN GASTON HOSPITAL exists for the purpose of providing medical care for those people of Memphis and Shelby County who can't afford private physicians and hospitals. This is a traditional and certainly desirable function of the municipal government and about $\$ 31 / 3$ million of your tax money goes for this purpose each year.

Many patients (about one-third of the total) admitted to JOHN GASTON HOSPITAL pay nothing for their service because of their very limited income. The other two-thirds, the partpay group, are classified according to their income and are now expected to have the amount of hospitalization insurance which their financial situation will allow them to carry.

Almost a million dollars will flow into the city treasury this year as JOHN GASTON HOSPITAL revenue, to a great degree the result of the response by Memphis citizens to pay their hospital bill through insurance. Last year total hospital revenue was $\$ 725,000$. Seven years ago it was less than $\$ 300,000$. How is this possible? Only because:

> Those Memphians who use the hospital have assumed a greater share of the load and are more responsible citizens than ever before,
> Those who do not need the help of the municipal hospital have recognized this policy of charging patients according to their financial ability as an equitable division of responsibility between the patient and the taxpayer and have encouraged those part-pay patients who are eligible to use the JOHN GASTON HOSPITAL to buy insurance protection.

To be sure, all of our patients do not yet regard health care with the importance it deserves, but the growing awareness that health is our most precious possession is indeed encouraging. The fact that good health is essential to happy living and health care should be given first priority after food, clothing and shelter, is being recognized by more and more users of JOHN GASTON HOSPITAL.

We wish to emphasize that the JOHN GASTON HOSPITAL is NOT in the insurance business, nor does it sponsor any particular company. The patient is free to select the source of insurance coverage he desires. We feel strongly that the service of providing hospitalization insurance is a function of private enterprise, not municipal government.

The moture, responsible attitude of the great majority of Memphis citizens toward this effort of your city hospital is the reason for the program's success thus far. Your continued support of this program, initiated by the JOHN GASTON HOSPITAL and approved by the Hospital Trustees and the Board of Commissioners of the City of Memphis, will mean better patient service with a proportionately smaller use of your tax money. We appreciate the help of all of the Memphians who made this progress possible since November 1, 1957, and we earnestly solicit the support of every citizen as we go into the second year of this program

L. STANLEY DILLARD, Gommissioner
Finances and Institutions
City of Memphis


