

MERRY CHRISTMAS

MEMPHIS WORLD

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MEMPHIS TENNESSEE, SATURDAY, DECEMBER 20, 1969

PRICE TEN CENTS

Parents Ask NAACP Help In School

LeRoy Clark, president of the local NAACP, revealed this week that parents of several suspended city school children have appealed to the NAACP for help "in getting their children reinstated."

The suspensions grew out of recent school boycotts and disturbances.

Mr. Clark said "These complaints have been referred to our attorneys to be taken up with the courts."

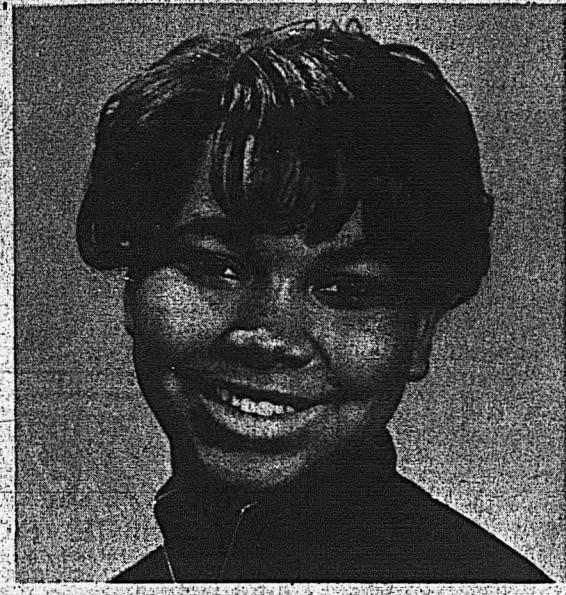
He added: "It is the feeling of the NAACP that the students should be in school rather than waiting for hearings."

From the complaints filed in our office, it seems that some pupils are assumed to be guilty until proven to be innocent of charges that have been placed against them which is entirely contrary to our system of justice.

"It seems rather inconsistent that during the time when thousands of parents kept their children out of school, in protest of the school system's policies of racial discrimination, the Board of Education was then exhorting the importance of children being in school while now at a time when parents are trying to get their children back in school the Board is barring their re-entry."

E. C. Stimbirt, superintendent of the Memphis City schools, replied by saying: "No child has been suspended without an investigation. Their parents, most of them, have been in consultation with officials at the Board of Education."

"Many, many children have already been taken back in school. Those who are permanently suspended have been involved in vandalism, in insulting a teacher and other



THE NEW 'MISS UNCF' -- Miss Christy Faye Clark, a senior at Le Moyné-Owen College, is the new "Miss UNCF" of the campus. She topped three other coeds in a fund-raising contest for the United College Fund. Miss Clark will appear in the national Miss UNCF pageant with 35 other campus winners, Feb. 6, 1970, at Detroit, Mich. She is the daughter of Mr. and Mrs. Joel C. Clark of 1767 Bismark.

Baptist Tea Is Set For Jan. 25

Plans are under way for the 12th annual Baptist International Tea, scheduled for the West Hall of Ellis Auditorium, Jan. 25, from 4 to 6 p.m.

Mrs. Nancy Givans, coordinator, and the Rev. Ben L. Hooks, chairman, agree that the upcoming tea will be "the biggest and best."

"The tea was launched 12 years ago for the purpose of raising funds for Owen Junior College, now merged with Le Moyné College. Proceeds from the Dec. 25 affair will go to Le Moyné-Owen."

The tea is sponsored by the Memphis Baptist Pastors' Alliance and cooperating Baptist churches in Shelby County.

The Le Moyné-Owen Alumni Club of Memphis will join about 35 Baptist churches in sponsoring tables for the tea, according to Willie T. Miles, president of the alumni club. Each table will represent a

Dr. Strong With Investment Co.

Dr. Otis Strong has been named to the board of directors of the Native Development Company, located in Freeport Bahama Islands.

"This is an investment company with extensive land holdings throughout the Caribbean and the Bahama Island. It recently acquired a bank and has two mutual firms which are being marketed throughout the United States and the British Empire through its trustees, The Bank of America."

Dr. Strong is president of a local group called Trans-American Associates, Inc. He has practiced medicine in Memphis since 1964. Married to the former Margaret Hubbard, they have 3 children, two school age.

He plans to go down to the Bahamas for his first board of directors meeting Dec. 12-13.

L-O Students Pick Queen

Students of Le Moyné-Owen College have elected a new campus queen and the crowning of the "Miss L-O of 1969-70" was scheduled for this Thursday night, Dec. 18, at a coronation ball in the Chisca Plaza ballroom.

Enthusiastic students selected a new "Miss Le Moyné-Owen" by popular vote, Dec. 15 but the name of the winner was to remain a secret until

Continued On Page Two

New Principal For Hollywood

Tobert L. Robey is the new principal of Hollywood Elementary School. He has been assistant principal of Frayser High School.

He succeeds John R. Tackett who resigned as of Dec. 5. Announcement was made at the Dec. 5 City Board of Education meeting.

The Board also granted seven maternity leaves and announced the election of 13 new teachers.

Board members voted \$2,185 to pay the cost of refurbishing the old blacktop at Merrill Elementary School. Geeter and Mitchell each was voted \$3,384 to cover cost of fabricating and installing steel athletic lockers.

Inside Memphis

WHAT IT COSTS--It costs Le Moyné-Owen College about \$210 every time an intercollegiate basketball game is played in Bruce Hall, and this figure does not include lights in the gym, team travel, meals, uniforms and other equipment. The two officials calling a game receive \$40 a piece, according to VSAC regulations, and \$36 is spent for special police service.

The students working in the concession room, in the box office on the door and as inside guards and ushers draw down \$70. The custodian is paid extra for working overtime and a new ball must be purchased for every other game for \$30.

CHURCH PARK SAFE--City Council last week approved the "sale" of church Park on Beale Street by the Memphis Park Commission to the Memphis Housing Authority for \$440,960 and earmarked \$53,640 for MHA to spend improving the park as part of the Beale Street Urban Renewal program. MHA will add some space to the 250,000 square feet of park which is now of irregular shape, and sell it back to the Park Commission as an improved park for the same amount per square foot. Land for the park was given by the late Robert Church shortly after the turn of the century, and Councilman Lewis Donelson called for MHA and the Park Commission to retain in the Church name for the park. Council agreed.

OVATION FOR MSU STAR--Gerald Tinker, a Memphis State freshman, was given a rousing ovation Wednesday night during the Liberty Bowl Basketball Classic Tournament at the Mid South Coliseum. Tinker, a Negro from Miami, tied a world record the night before when he ran the 50-yard dash in .05.01 in the Liberty Bowl Indoor Track Classic.

Aftermath Of Sit-In At Memphis State University: Arraignment Of 109 Is Scheduled Next Month

Students who participated in a sit-in last spring in the office of Dr. Cecil C. Humphreys, president of Memphis State University, are scheduled to be arraigned in Criminal Court next month. All of the 109 participants were indicted April 25.

Thirty-two of the indicted persons will be arraigned in Criminal Court, Jan. 13-14. Arraignment of the remaining 77 is expected to take place before the end of January, according to Criminal Court Clerk James A. Blackwell.

About 10 of the indicted students have now been graduated, the MSU relations office reported.

Eight and a half months will have passed before the first arraignment in this case. This legal procedure is a preliminary to the setting of the trial date.

The 109 were indicted on the misdemeanor charge of "illegally taking possession of a public school house...or any educational building." The maximum punishment is a \$1,000 fine and 11 months and 29 days in prison.

The MSU disciplinary committee ordered deferred suspensions of the students after the sit-in, with the understanding they could, with good behavior, continue classes.

Atty. Walter Bailey, who represents some of the indicted

students, is expected to test the constitutionality of the law under which the indictments were returned. The defense may also maintain that the demonstrators were exercising their constitution right of petition.

If the defense asks a jury trial for each defendant, it would mean a bogged-down court for several months.

The demonstration on the part of black student leaders at Memphis State began after they failed to get a grant of \$1,750 from the University to bring Adam Clayton Powell here for a speaking engagement. Dr. Humphreys advised the leaders at the time the university did not have funds to bring in additional speakers.

Other requests then grew out of this, including demands for more instructors, black athletes and black studies.

Four Jailed Ministers Read Pray and Write

Four Memphis ministers who have been in jail since Wednesday of last week spending their time reading, writing and praying.

The Rev. James M. Lawson Jr., pastor of Centenary United Methodist Church and one of the jailed ministers, addressed a note to one of the church officers saying "We are reasonably comfortable...but the food is awful."

Another jailed minister, the Rev. Ezekiel Bell, pastor of Parkway Gardens Presbyterian Church, sent all of his church members a letter saying: "I will be here for some time and I trust that you will support the movement out there and the work of the church."

The other two ministers in jail are the Rev. Milton J. Guthrie and the Rev. Malcolm Blackburn. The fifth person in jail with the ministers until Sunday was labor union official Jesse Epps.

The five were among 19 indicted on charges of aiding or inciting recent school boycotts. Seventeen appeared before Criminal Court Judge Odell Horton last Wednesday morning and he fixed nominal bonds of \$1 each. Eight refused to post bond and went to jail to dramatize the charge.

Remaining in jail overnight before posting bond were the Rev. H. Ralph Jackson, Dr. Vasco A. Smith and Murray Irvin.



PRAVING FOR JAILED MINISTERS--The Rev. H. Ralph Jackson, right, conducts prayer service on Shelby County Courthouse steps for four ministers who were jailed after refusing to post \$1 bond. Max in Santa Claus suit, next, to Rev. Mr. Jackson is Baxton Bryant, executive director of the Tennessee

Council on Human Relations. More than 300 marched with Mr. Jackson and Bryant to the courthouse. The jailed ministers are James M. Lawson, Jr., Ezekiel Bell, Milton J. Guthrie and Malcolm Blackburn.

Le Moyné-Owen's Xmas Party To Cheer Needy

Le Moyné-Owen College's annual community Christmas party has been scheduled for Friday, Dec. 19. More than 30 families have been invited to participate.

The affair will begin at 4 p.m. in Second Congregational Church, across the street from the campus, with the college choir rendering a Christmas concert. The choir, under the direction of Mrs. Ruben Green, will feature "The Ballad of the Brown King." The text is by Langston Hughes and the musical compositions were composed by Margaret Bonds.

Following the choir concert students, faculty and the invited families will move to the Student Center on campus where they will take part in group activities, community singing and enjoying a Christmas meal. A small gift will be given to each person at the end of the program.

Students and faculty members will deliver baskets of food to about 30 needy families Saturday, Dec. 20 according to the Rev. Edward Ouellette and Dr. William Fletcher, faculty members serving as co-chairmen of the affair.

Names of the needy families are submitted to the college by various welfare agencies. The Christmas party is made possible by gifts from faculty-staff and student organizations.

Many of the students, including members of the college's basketball team, will serve as escorts for the visiting families of the community. They also will help fill and deliver the baskets.

Post Office Worker Killed

Oakland M. Hobbs Jr., 23 of 147 South Rembert, was buried Monday morning of this week in National Cemetery following funeral services Sunday night in the R. S. Lewis & Sons chapel. The Rev. Excell Holloway officiated.

Mr. Hobbs, a part-time employee of the post office's Desoto station, was shot to death Monday night of last week near the Desoto station. He was shot once in the chest with a .22 caliber pistol.

Charles Edward Jones, 23, of 927 Breedlove, listed as Continued On Page Two

Suspensions Alphas Will Hear Lawson

Officers and members of Alpha Delta Lambda and Beta Xi chapters of Alpha Phi Alpha Fraternity, Inc. will observe its 63rd anniversary with a public program Sunday Dec. 21 at 4 p.m., at St. Jude Baptist Church, 853 East Trigg Avenue.

The speaker for this occasion will be Atty Belford V. Lawson, Jr. of Washington, D. C., who is very often referred to as "Mr. Civil Rights" because of his outstanding contributions in the last 20 years.

He has served as general president of Alpha Phi Alpha fraternity for several terms. Alpha Phi Alpha Fraternity Inc., the first and oldest Negro college fraternity, was founded Dec. 4, 1906, at Cornell University.

It is now interracial with three hundred ninety-eight graduate, intermediate and undergraduate chapters operating in forty-seven states, Liberia, Bermuda and England. Hosea Alexander is general chairman of the program.

U. T. Martin And Alcorn Next For Magicians

University of Tennessee at Martin and Alcorn College of Lorman, Mississippi will be the next power-house to aim their basketball guns at the mighty Magicians of Le Moyné-Owen College.

The U. T. Martin Vols move into Bruce Hall at 8 this Saturday night, Dec. 20, for a smack at Coach Jerry Johnson's Chargers. It will be a Volunteer State Athletic Conference contest, the first for the Magicians.

Alcorn comes to town Tuesday night, Dec. 23, determined to tame the sparkling Magicians. The game will be played in Bruce Hall at 8 under sponsorship of the Memphis Alumni Club of Le Moyné-Owen.

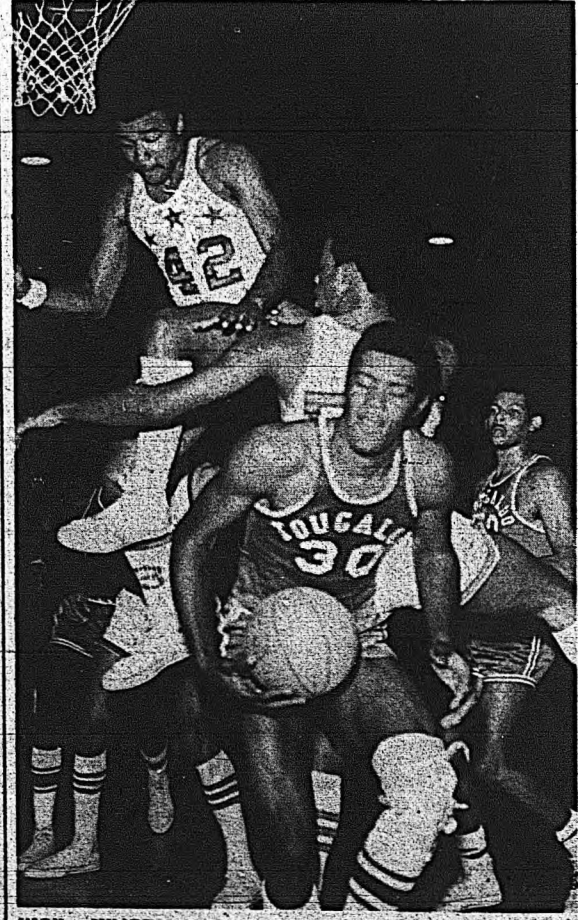
Alcorn and Le Moyné-Owen played their opening games against the same opponent--Tougaloo College of Tougaloo, Miss. Tougaloo was defeated by both, the Magicians winning 81-74, and the Braves of Alcorn by a larger score, 108-74. The Magicians have shown vast improvement since meeting Tougaloo and the same goes for Alcorn.

The Magicians have moved at a fast pace, winning their first six games. They hold victories over the Alumni, 110-89; Tougaloo, 81-74; Lane 94-76; Lincoln of Missouri, 105-91; Rust, 111-55, and Miles, 81-73.

Coach Johnson has come up with a strong aggregation, probably the strongest in his 13 years of coaching at Le Moyné-Owen.

He leads off with 6-3 senior forward Jackie Robinson, 6-5 junior forward Edward Hoskins, 6-5 freshman center Charles Edge, 5-7 junior guard Jerry Dover and 5-11 freshman guard Bob Brown. Edge is from Detroit and Brown from Millington. Robinson is a Memphis from Hamilton High and Hoskins and Dover are Memphians by way of Melrose High and Owen Junior College. Hoskins was out of the Rust game nursing

Continued On Page Two



HIGH - JUMPING MAGICIAN--Leroy LeFlore (42) a senior center for the Magicians, makes one of his typical leaps for a rebound that eluded him in Le Moyné-Owen College's 81-74 victory over Tougaloo College in Bruce Hall. The defeated Magicians meet U. T. Martin in Bruce Hall this Saturday night.

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A TOAST TO ISAAC HAYES: Herb Kole, director of marketing and merchandising for Stax/Volt records, toasts Isaac Hayes during a company celebration in Hayes honor. Hayes' album "Hot Buttered Soul" has sold over 500,000 copies making him eligible to receive a gold album.

Singer Isaac Hay Gets First Gold Album Record

MEMPHIS — Mark Nov. 14 as Isaac Hayes' Good Friday, Star "Hot Buttered Soul" man slid up the sales charts in six short months to make him the first artist in the company's history to receive a gold album.

Herb Kole, Star's director of marketing and merchandising, made the announcement during a company pre-celebration party in Hayes honor.

Selling on the average of 25,000 LP's a week, Hayes ended the week of 11/7/69 with sales mounting to 505,157. "Hot Buttered Soul" (on the Enterprise label, a Stax subsidiary) has been on the national jazz charts holding the number one spot since August and has been high on various other national LP charts.

The hot selling album includes Hayes' 18-minute rendition of "By The Time I Get To Phoenix," his arrangements of "One Woman" and "Walk On By" and the original tune written and arranged by Isaac Hayes and Al Bell (Star executive vice president) "Hyperbolicityllicbesquesdally - mistic."

Hayes' single of "By The Time I Get To Phoenix" backed with "Walk On By" has sold 400,000 since its release in mid-July.

A second single, which is to be released this month on the Enterprise label, will include two originals by Hayes entitled "Mistletoe and Me" and "Winter Snow."

Ladies Community Club Observes Anniversary

The 44th Anniversary of the Ladies Community Club of Riverside Subdivision was celebrated last Sunday at 4 p. m. at the home of Mr. and Mrs. A. H. Watkins, 298 W. Fay Ave.

After Mrs. A. Henry and Mrs. M. Arnold conducted the devotion, Mrs. T. J. Colston, the president, gave the club's history. Secret pals exchanged gifts and an enjoyable repast was served.

Visitors attending were: Mrs. Louise McKissack, Mrs. Woodruff, Mrs. Mary Jackson and Mrs. Dan Clark, who made excellent remarks.

At the last regular meeting hosted by Mrs. Rosa Robinson Mrs. L. Crawford was the devotion leader and the president was in charge.

After hearing committee reports, a tasty repast was served.

Attending the two meetings were these members: Mesdames Amanda Kyles, Adeline Henry, Rosalie, Elizabeth Adams, Ester Lyons, Hannah Holloway, Margie Arnold, Mattie French, Jessie Johnson, Milas Watkins, Lula White and Mary Byrdoff.

The next meeting will be at the home of Mrs. Lula White, 102 Kirk Ave., Tuesday, Dec. 23 at 7:30 p. m.

Mrs. Milas, secretary and Mrs. K. W. Green, reporter.

Registered Nurses Are Feted

The Registered Nurses were regally feted at the Sheraton-Peabody Monday night, Dec. 8 with a combination dinner and business meeting.

Mrs. Eva C. Martin was hostess. She also serves as treasurer of the club.

The tables were decorated in a beautiful Christmas motif. Background music was furnished by Miss A. Murrell. Miss Linda Murphy gave a guitar solo. Miss Murphy is an eighth grade student at the St. Thomas school and niece of Mrs. Martin.

Next month's meeting will be hosted by Mrs. Lillie Mae Maguire, 947 Leath St. A turkey raffle off was won by Dr. J. S. Byas.

Among members and guest present were: Mesdames Salena Watson, new president, Lillian Thompson, outgoing president; Nazarene Clark, secretary; Bernice Freeman, vice-president; Eva C. Martin treasurer; Lillie Mae Maguire, chaplain, Fannie Shelton, Good Cheer Committee Chairman, and Virgil Bynum, Frankie Bodden, Maurice Tate Ruthie Jones, Eugenia Smith and Mary Robinson.

Service Club Feted

The Marie Baker Service Club held its regular meeting at the residence of the hostess Mrs. Alma Soula, with the president, Mrs. Nell Osborne, presiding.

Members heard a report from the City Federation and witnessed a jawry display. They sent "A remembrance of love" to a member, Mrs. Lillie Jeffery.

Members present were Miss Maggie Newsom, Mrs. Sara L. Carr, Mrs. Irene Sanders, Mrs. Gertrude Cathey, Mrs. Carrie Mabry, Mrs. Thelma Franklin, Mrs. Ethel Wynn, Mrs. Reola Howard and Miss B. C. Lenoir, reporter.



We're the U.S. Army Reserve. And we'd like you to know us better. So we're proclaiming April, Community Month. You might visit us at our training center. Join us in sponsoring youth activities. Ask our help on volunteer civic projects. Whatever it is, we'll be doing it with you. Because we want to get to know you. Because we want you to get to know us. Because this April is Community Month. Because we're THE U.S. ARMY RESERVE.

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Post Office Worker Killed

Continued From Page One
 another post office worker, was charged with the fatal shooting and bound over to the Shelby County Grand Jury under \$1,000 bond.

Investigating officers said a patrol car was flagged down by a bystander minutes after the shooting and that the policemen arrived on the scene in time to see an armed man standing over Hobbs.

The officers said they were told the two had argued over a young woman.

The killing was Memphis' 88th for the year, compared to 77 at this time last year.

New Bethel Baptist In 69th Anniversary

The New Bethel Baptist Church, 907 S. Parkway East will observe its 69th Anniversary Sunday, Dec. 21.

The East Trigg Avenue Baptist Church congregation will be guests at 3 p. m. when the Rev. W. H. Brewster will be the speaker. The public is invited.

The Rev. Dave Bond is pastor of the host church. C. Chambers is the chairman.

U. T

Continued From Page One
 an injured ankle he received in Jefferson City. Backing up this starting five are capable performers in Herbert Carter, 6-1 junior guard from Montgomery, Ala.; Moses Jones, 6-4 junior forward of Memphis; LeRoy LeFlore, 6-2 senior center of Carthage, Miss.; Hubert McNeil, 6-1 sophomore guard of Memphis; Kenneth Petty, 6-3 freshman forward of Detroit, and Donald Wardmack 5-10 sophomore guard of New York.

L-O Students Pick Queen

Continued From Page One
 Thursday night.

The winner is either Mary Baptist of Neely Hurd, both juniors. They were the only contestants.

The two young ladies were presented in fashion and talent shows, for benefit of students, last week.

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GREETINGS
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Bluff City Society

By JEWEL GENTRY HULBERT



THE LEONTYNE PRICE LIBRARY IS DEDICATED AT RUST COLLEGE SUNDAY

Leontyne Price cuts ribbon and sings to a capacity audience after speaking Sunday was an exciting one for many Memphisians (including Miss Leontyne Price's fans from all races) who went down to Rust College in Holly Springs Sunday to the Dedication Services of the Leontyne Price Library. The most beautiful thing I can tell you is that Miss Price was there...and sat on the platform with the college faculty...wearing her academic robe.

The famed Metropolitan Star, who made history with the opening of the new Metropolitan Opera House at Lincoln Center, New York, said that she was overwhelmed...and it was easy to see that her eyes were filled with tears. She was humble with gratitude and said that she accepted the honor with the honor that also belongs to her beloved and precious mother...her late beloved father and to Mr. and Mrs. Charles Holmes (a couple who assisted her in school). She dedicated the building to the hope of all of us...and I quote "Our Youth." She then sang "This Light of Mine, I'm going to Let it Shine." Miss Price was presented by Mr. Henry Clay, Jr. whose idea the library was.

Miss Price became emotional and overwhelmed again (and was beautiful in doing so) as Mr. and Mrs. Fred Baker (her mother's brother and his wife were introduced as her relatives in the audience. The couple who came from their home in Clarksdale, Miss., recently moved there from Chicago. I had noticed a charming couple who sat in front of us, and that he cried throughout the entire ceremony. Miss Price ran down hugging them and carried them to sit with her.

News Media...Newspaper... TV and Radio reporters (and many of them) went back to Memphis, as well did many college officials from other colleges attended from far and many came from Memphis institutions. My spouse (who first knew Miss Price when he worked on a Doctorate at Columbia University, and she was a student at Juillard...and both lived at the International House) was glad to see her.

However, he has since then run into her in Paris. It was of much significance that he wrote her last week to stop off to visit with us when enroute to her home in Laurel, Miss. Not knowing that we would see her Sunday or so soon. The Opera Star said that she missed the dedication because she had had a bad cold...and she had been at home in Laurel with her mother. She flew back to New York with her manager (with whom we chatted) Sunday evening...but will return for Christmas.

Whittier Songstacke, Jr. and Harris (who is with a local TV station) were there working when we arrived. I only had to listen to their interview and her conversation with Jimmy to get all I wanted to know. A real fan there was Miss Carol Schwarykoff, who has heard Miss Price sing in New York and Europe...and follows up her programs. The

Memphis lady had approximately 12 programs of concerts given in different cities...and the artist happily autographed all of them with pride and graciousness. She spoke to me saying "I worship Miss Price." With Miss Schwarykoff was Mrs. Dollie Spaulding.

Miss Price added that she would spend much of her time next year in Europe as she took about Paris with Jimmy...As we left, she was still saying that she was overwhelmed having a building named for her by her home folks whom she dearly loves. She did stop again to say that Mrs. Charlie Harvie (our hostess in Jackson, Miss last week) sent a car to bring her part of the way this morning. It was Charlie who raised \$35,000 for the new modern structure...and it is beautiful with unusual openings and balconies at a concert in Jackson...The charming artist said that she was doing some recording for RCA with another star and all of the money will go on a scholarship fund for needy students.

Much of Miss Prices' desire to help Rust College has come from the fact that her mother was a student at Rust, and the fact that she was guidance, encouragement and help from others...Miss Price says and feels that it is her turn now to do the same for others...She said several times and I quote: "I never doubt God." Mr. Thomas Nathan of Gosner, Nathan and Brown Architectural Firm, Memphis made the presentation of the Key.

We saw Mrs. Sarah Washington who works at Rust (a Memphian who sings in the choir at the Mississippi Christian Church) she was thrilled to see us...and we equally thrilled to see her and one of the daughters of Mr. and Mrs. Al Westbrook (he, circulation man at the Memphis World many years ago. Her husband works at the college. We sat next to a pretty girl, but had not noticed or recognized her until she spoke. We also talked with Dr. W. A. McMillan, President of the college...and were sorry that we missed getting close to Mrs. Chairman of the department of Humanities and Chairman of the Dedication Services whom I met years ago with Dr. B. B. Martin, a close friend to her husband.

I had another interest in Rust College...my late uncle C. H. Buckley of Olive Branch attended the school along with Mr. E. A. Teague whose father then headed a school at Holly Springs, and it was the late Dr. McCoy, president of Rust for 33 years, who lived next door to my paternal grandmother in Little Rock whose yard I played in many summers of my early years. It was the McCoy Building that we entered and went through to get to the Leontyne Price Library.

Two other buildings, dormitories, were also dedicated on Sunday...and the campus looks good.

DR AND MRS VASCO SMITH ENTERTAIN WITH AN EVENING WITH AL

CHURCH NEWS

NEW TYLER AME CHURCH
568 Carpenter
REV. JOHN C. MILLER, Minister.

Sunday School - 9:30 a.m. with Brother C. W. Bowen and his staff of teachers in charge. At 11 a.m. the message will be given by the Rev. E. C. Wars. The Young People's Choir will furnish appropriate music with Miss Mattie Holmes at the organ, Mrs. Edna Goodrich at the piano and Miss Ruby Wars directing. At 5:30 p.m. a Christmas Program will be sponsored at the church by the Youth Department including the primary, intermediates and juniors. We urged the congregation and the community to come out in large numbers to see these young people "tell the good news about the birth of the Christ."

PROSPECT UNITED METHODIST CHURCH
1297 Guasco Road
Rev. H. H. JONES, Minister

On December 14, the Rev. Jones used as his meditation "Except Ye Become As a Child He began pointing out that unless we turn and become as little children, we will never enter the Kingdom. He said the meaning of Christmas is "God's Coming in Christ to bring love." He sent His Son to bring love. Our problem is we're not able to receive the kingdom; we want to have it at our price. He emphasized that "being a child like is real greatness." Choir and congregation singing of beautiful Christmas music was under the direction of Mrs. Bernice Heard who was also at the piano.

The fabulous home, which lends itself to any large crowd is one that would take much time to see...and one that I have not gotten use to or enough of yet...yet it is one where guests feel welcome to the beauty. Maxine (a pretty cocktail palmas set) welcomed guests...Right behind her was Vasco (in his smoking jacket) with his deep sincere smile...and next every guest was greeted by Jo Bridges and her swell husband who is always right by her side...and her too was looking good and gracious. Jo wore cocktail palmas of black and white.

NEW SALEM BAPTIST
955 South Fourth Street
REV. WILLIE G. WILLIAMS, Minister

At 3 p.m. the Mothers Board of the church presented "A Love Program" honoring the Rev. Earl Hightower, the as-

sociate minister of the church. The president of the Board, Mother Dinola Farley, the secretary, Mrs. Lillian McPherson as the program chair man, Mother Audrey Moore are to be commended along with the other mothers for a beautiful program. Among those participating were: Mrs. Ernestine Brown Fred Smoots, Miss Mildred Scott, Ben Jefferies, Ernest Donelson, Sr. Mrs. Alma H. Black, Mrs. Laura Harris, Will Brown, Square Marshall, The Rev. Williams, Mrs. Daisy Mays, and Robert Malone. Mrs. Dinola Farley made the tribute presentation after Mrs. Nettie Hubbard and Mrs. Julia Carbage sang a duet. Plans are being formulated for the Church Anniversary Celebration to be observed December 28 with Willie Witherspoon, general chairman.

ZION HILL BAPTIST
1468 Leland
REV. R. W. TAYLOR, Minister

On December 7, the Rev. and Mrs. R. W. Taylor treated the congregation to a chicken dinner that they prepared. This was their way of saying Thanks to the officers and congregation for doing a wonderful, dedicated, cooperative service. On December 19, the Annual Christmas Program will be sponsored by the Superintendent, J. L. Benson and his teachers. All departments are cooperating to make this a joyful occasion. On Christmas morning at 5 a.m. Christmas Service will be held at the church with the Rev. R. W. Taylor giving the message. The public is always invited to worship at Zion Hill.



CHARLES LEWIS

WINSTON-SALEM, N. C. — R. J. Reynolds Tobacco Company has named a black executive, Charles E. (Chuck) Lewis, national manager of special markets.

In his newly created position, Lewis will advise RJR's management on technicians to improve tobacco product sales in special markets, and assist the marketing department in solving broader problems related to sales in these areas.

One of Lewis' primary responsibilities will be to analyze and evaluate on-the-scene sales problems and advise all levels of management of workable solutions to these problems. This is not limited to advise and counsel to black management, but to all management who have special marketing problems.

J. H. Stone, sales manager, said the company was in the process of increasing its efforts in the special markets area, "and we feel extremely fortunate to have a man like Chuck Lewis to unify and direct this effort."

Lewis joined Reynolds as a salesman in 1953. Since 1966 he has been manager of the East Chicago sales division. Lewis, a native of Memphis Tenn., will move to Winston-Salem, where RJR's corporate offices are located. He attended Tuskegee Institute, and was graduated from George Williams College.

Christmas Greetings!
Many Thanks For Your Patronage
MORRIS BARBER SHOP
AND
MORRIS' PICK UP CLEANERS
1239 N. Evergreen Ph. 276-9692
Charlie & Alma Morris, Owners
Mrs. Helen Newsome, Mgr.

Welcome To Our
CANDLELIGHT
CHRISTMAS SERVICES
AT 5 A.M.
THURS., DEC. 25
Hear the Inspiring
CHRISTMAS MESSAGE
By the Pastor
BISHOP
J. O. PATTERSON
Music by
The Sanctuary Choir
Under Direction of
MME. MATTIE WIGGLEY
Asst. Minister of Music
PENTECOSTAL TEMPLE
229 S. DANNY THOMAS
Bishop J. O. Patterson, Pastor
MEMPHIS, TENNESSEE

MY WEEKLY SERMON
By
REV. BLAIR T. HUNT,
PASTOR.
MISSISSIPPI BVD CHRISTIAN CHURCH
MEMPHIS, TENN.



"A LOVELY STORY"
TEXT: LUKE 1 and 2

Our subject in this advent season is "Luke's Lovely Story." We beg you to read the first two chapters of the gospel according to Saint Luke. This reading will help prepare our hearts for Christmas.

These two chapters at the beginning of Luke's gospel are a picture book story. The pictures are delightful. The appearance of an angel to the aged priest Zechariah; the meeting of Mary and Elizabeth; the street scene in Bethlehem; no room in the inn, the nativity; the angels and the shepherds. It is a lovely story because of the pictures.

It is lovely because it is told with tenderness and sympathy. Luke has the delicate touch of a great literary artist. Please read these two chapters.

It is a lovely story because it is an orderly account. Everything moves forward in an orderly fashion. Please read the first and second chapters of Luke.

It is a lovely story because of the charm of two Jewish women, Elizabeth and Mary. Mary was a peasant girl of Galilee. Elizabeth was the aged wife of a humble priest. They were humble cousins, not princesses in a palace, training and adoring their sons, Jesus and John. Please read Luke one and two.

It is a lovely story because of its poverty, the magnificent song of Mary, benedictus the song of Zechariah, Nunc-Dimittis, the Song of Simeon. Yes, before Christmas comes in 1969 read these two chapters.

It is a lovely story because of the elements of wonder and surprise. There is the mystery of the angel's appearance to Zechariah, his speechlessness, his recovery; the wonder of the announcement to Mary; the surprise of the Shepherds at the appearance of the angels; the wonder of the night scene in the stable. Make it a must: read the first two chapters of Luke.

It is a lovely story because the characters belong to the common people of the land. Please read this lovely story.

It is a lovely story because of the joyous hopefulness of the angels' song: "Glory To God in the Highest, And on Earth Peace, Goodwill Toward Men." Let all men, women and children read this wonderful story.

It is a wonderful story because it centers in a little child. Can it be that this little baby is to become the savior of the world? It seems impossible; but it is true. Wonder

O, HOLY NIGHT
Tis the night of the dear Saviour's birth...
May His blessings be upon you and all of those you hold dear... may His star guide us to peace.
Thank you, sincerely, for your valued patronage.

WATT'S SHOE SERVICE
FERDIE KING, PROP.
78 N. Second
TELEPHONE 527-6268
A COMPLETE SHOE SERVICE



GREETINGS

To Our Friends and Customers
As the Holiday Season Approaches,
our thoughts turn to the true meaning of this Happy Time.

During the course of the year, and in the rush of events, we did not overlook the Important Friendships that are the real basis of all business relationships.

So we take this time to say to you, our Friends: Thanks for the years you have kept us in business. It has been a real pleasure to serve you.

And so it is that we would like to set aside the routine thoughts of business and express our sincere hope that your Holiday Season will be joyous and happy, and that the New Year will bring good health and prosperity to you and yours. Sincerely, All of us at:

FLORA'S FLOWER SHOP
733 Vance Avenue Phone 527-0870
S. G. Cochrane, Joyce Cochrane, Rose Williams
Charles Holmes, Samuel Cooper and Flora C. Cochrane

Now: pure relief for dry, problem skin


VASELINE® PETROLEUM JELLY gives your skin the richer moisture it needs for protection from chapping, from dry, ashy-gray skin. To keep your skin soft, younger-looking, insist on genuine Vaseline Petroleum Jelly. You pay a little more than for other brands of petroleum jelly...but your skin is worth it!

VASELINE is a registered trade mark of Chesebrough-Pond's Inc.

Lucky No. 366 Unlucky in Mich.

LANSING, Mich. — (UPI) — Michigan's Selective Service director said he expects all Michigan males with a 1A draft classification to be drafted next year even if they received a high number in last week's draft lottery.

"I have no doubt men with the number 365 will be drafted," Col. Arthur A. Holmes told a news conference.



CHRISTMAS JOY The Saviour is born and the world rejoices. May every joy and blessing be yours along with a simple, sincere thank you from us.

CITY FISHERIES
Buffalo, Catfish, Crappe and Shrimp
CORNER OF FLORIDA AND S. PARKWAY
PHONE 947-1195 Ample Parking Space

May CHRISTMAS fill the hearts of men everywhere with the good will that its true meaning offers to all. And may the joy and blessings of that first Christmas be yours.



SULLIVAN'S DRY GOODS
763 E. McLemore at Mississippi
Open 9:30 A.M. to 5:30 P.M., Mon. thru Sat.
PHONE: WH 6-5692


The Spirit of Christmas



A very Merry Christmas to everyone. May your holiday be replete with goodness in every way. And for your friendship, we extend grateful thanks.


LIBERTY
GROCERY NUMBER 17 485 VANCE AVENUE

Greetings



From all of us to every one of you, may we offer a sleighful of the best holiday greetings and a sincere thank you for all your kindness.

ALG LIQUOR STORE
445 St. Paul Avenue



Peace and Joy


On the eve of His Birth, may the light of love and understanding shine upon you and kindle your heart with peace... and joy.

SOUTHERN FUNERAL HOME
AMBULANCE SERVICE OPEN 24 HOURS
"One of the South's Finest"
440 Vance Avenue Phone JA. 7-7311

May the light of love and understanding that bathed the world on the eve of His Birth shine upon you and kindle your heart with everlasting joy. Let us rejoice as we cherish the blessings of this holy season.

GREETINGS

At this festive time of year it is our tradition to express the gratitude we feel for the privilege of serving our fine customers and friends.



The Hogue & Knott Food Stores are Authorized by the United States Government to Accept and Redeem Govt. Coupons.

No Coupons - No Stamps
No Forced Purchases

7 Convenient Locations

7

973 SO. THIRD AT WALKER
1378 HOLLYWOOD AT CHELSEA
3362 SUMMER AT TIONAL
1578 LAMAR AVE.
3384 THOMAS AVE.
4321 SUMMER AVE.
3511 PARK AT HIGHLAND

HOGUE & KNOTT



CHRISTMAS

Behold the Star. It's Christmas! At this most joyous time of year we pause to give thought to our blessings... numbered among them, your favors and friendly good will. Please accept our sincere thanks along with our best wishes for holiday joy in full measure.

ATLANTA LIFE INSURANCE COMPANY
526 Beale Street E. L. Watson, District Manager

cooking hints



ROSALIE SCOTT
STAFF ASSISTANT

By Mary Blake CARNATION HOME SERVICE DIRECTOR

Use left-over turkey a new way. Serve Hot Baked Turkey Sandwiches. A tangy mustard mixture adds flavor interest and cranberry sauce adds perky color. Velvety evaporated milk keeps the sandwiches moist right through baking. Try them soon.



HOT BAKED TURKEY SANDWICHES

(Makes 4 to 6 servings)

- | | |
|---|---|
| 1 tablespoon prepared mustard | 1/4 teaspoon Worcestershire sauce |
| 2 tablespoons salad dressing | 8 slices toasted bread |
| 1/4 teaspoon seasoned salt | 4 slices process American cheese |
| 1 cup undiluted Carnation Evaporated Milk | Thinly sliced turkey |
| 3 beaten eggs | 1/4 cup jellied cranberry sauce |
| 1/4 teaspoon salt | 1/2 cup (2 ounces) grated process American cheese |

Mix mustard, salad dressing and seasoned salt. Beat Carnation Evaporated Milk, eggs, salt and Worcestershire in pie plate. Spread mustard mixture on one side of 4 toasted bread slices. Dip other side of bread in milk mixture. Place on waxed paper, mustard side up. Top with cheese and turkey slices. Spread one side of remaining bread slices with cranberry sauce; dip other side in milk mixture. Place on top of turkey, cranberry side down. Cut sandwiches diagonally into quarters. Arrange in 3 rows (cut points up) in buttered 10 x 6 x 2-inch baking dish. Pour remaining milk mixture over sandwiches. Bake in slow oven (325°F.) 45 minutes. Sprinkle sandwiches with grated cheese during last 5 minutes.

C-247C Printed in U.S.A. (129)



Use Christmas Seals. It's a matter of life and breath.



IDEAS FOR XMAS COOKIE TREATS

For quick family treats, holiday entertaining or gifts, here are some ideas for decorating those cookies you have on the pantry shelf. With a little imagination and effort, you can change just plain cookies into exciting Christmas treats. And they make real treats for the entire family. (From Ethel's Cookery)

Scotch Tradition Gives Warm Welcome



Cold days in Scotland make people come inside to the warm and friendly atmospheres of Scottish homes. And as everyone knows, you don't have to be in Scotland to have icy cold weather. When family or friends come in from the cold, welcome them with warm Scotch Porridge Pudding.

True to Scotch heritage, oats are used to give tasty nut-like flavor to Scotch Porridge Pudding. Apples, raisins and spices add further delicious flavor. Serve with milk or cream the way they do in Scotland.

SCOTCH PORRIDGE PUDDING

Makes 8 servings

- 2 cups quick or old fashioned oats, uncooked
- 4 cups boiling water
- 1 teaspoon salt
- 4 cups peeled apple slices (about 1/4 inch)
- 2 tablespoons butter or margarine
- 1 cup firmly packed brown sugar
- 1/2 cup raisins
- 2 teaspoons pumpkin pie spice

Heat oven to moderate (350°F.). Stir oats into briskly boiling salted water. Cook 1 minute for quick oats, stirring occasionally; cook 5 minutes for old fashioned oats. Cover pan; set aside.

Saute apples in butter over medium heat 4 minutes, stirring occasionally. Add sugar; cook over low heat, stirring until sugar is dissolved. Remove from heat; stir in raisins and pumpkin pie spice.

Starting with the oatmeal and ending with the fruit mixture, alternate layers of oatmeal and fruit mixture in a greased 2 quart baking dish or casserole. Bake uncovered in preheated oven (350°F.) 20 to 25 minutes or until edges bubble vigorously. Serve warm with milk or cream.

*The oatmeal may be cooked ahead of time, covered and refrigerated until used. If cold oatmeal is used, stir oatmeal before layering in casserole and bake 30 to 35 minutes.

Be A Holiday Baker



HEAPED HIGH ON THE FESTIVE BOARD, the perfect after-dinner holiday desserts. The three-tiered cake server holds a tempting assortment of Banana Surprise Fruit Cake-lets, Banana Jubilee Bars and Banana Filled Cookies. The traditional steamed holiday pudding augments these tasty cookies.



A TRAY OF BANANA HOLIDAY QUICK BREAD, A BOWL OF FIESTA EGGNOG and a bowl of punch garnished with bananas start the holidays off right. This trio welcomes holiday guests and relatives with a great deal of seasonal cheer.

New York (ED)—One of the best memories of the holidays is that of the kitchen fragrant with the sweet smell of freshly baked cookies. Nothing could be more appropriate or easier than to bake up a batch of them. The children love to munch them, the grown-ups enjoy them with after-dinner coffee, and they're marvelous snacks anytime during the busy holiday season.

This year, give your cookies a delightfully different taste with the golden touch of luscious Chiquita Brand bananas. This tropical fruit gives special flavor to Banana Jubilee Bars, a cookie with a delicious holiday flair.

BANANA JUBILEE BARS

- | | | |
|----------|---------------------------|---------------------------------|
| Dough: | 4 Cups Flour | 1/4 Cup Brown Sugar |
| | 1 Tsp. Baking Powder | 1 Egg |
| | 1/2 Tsp. Baking Soda | 1/4 Cup Dairy Sour Cream |
| | 1 Tsp. Cinnamon | 1 Chiquita Brand Banana, Mashed |
| | 1 Tsp. Salt | 1/2 Tsp. Vanilla |
| | 1 Cup Butter or Margarine | 1/2 Tsp. Lemon Extract |
| | 1 Cup Granulated Sugar | |
| Filling: | 1 Cup Orange Marmalade | 2 Chiquita Brand Bananas, Diced |
| | 1/4 Cup Sugar | 1/2 Cup Chopped Nuts |
| | 1 Tsp. Cornstarch | |

Sift dry ingredients together. Cream butter or margarine, granulated and brown sugar, egg and sour cream until light and fluffy. Cream in Chiquita Brand bananas and flavorings. Add flour mixture to creamed mixture about 1/2 cup at a time, beating until smooth. When mixture is smooth, spread about half the dough in a greased oblong baking pan (approx. 13 x 9 x 2). Bake in pre-heated, moderate oven (375°F.) about 18 minutes, or until surface is lightly browned and firm to the touch. Take from oven, spread with filling. Carefully spread remaining soft dough over filling, covering as completely as possible. Return pan to oven and bake an additional 20 minutes, or until done. Cool in pan and cut into bars when cold. Makes 3 to 4 dozen bars depending on size cut. (These cookie bars may be stored up to four days.)

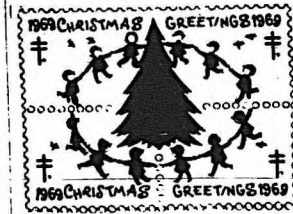
Filling: Heat marmalade, stir in sugar and cornstarch mixed together. Cook and stir over low heat, a few minutes. Add bananas and nuts; cool.

Once you've tried these cookies, you'll be glad you decided to be a holiday baker. And to go with these jolly treats, why not try a complimentary bowl of creamy Fiesta Banana Eggnog?

FIESTA BANANA EGGNOG

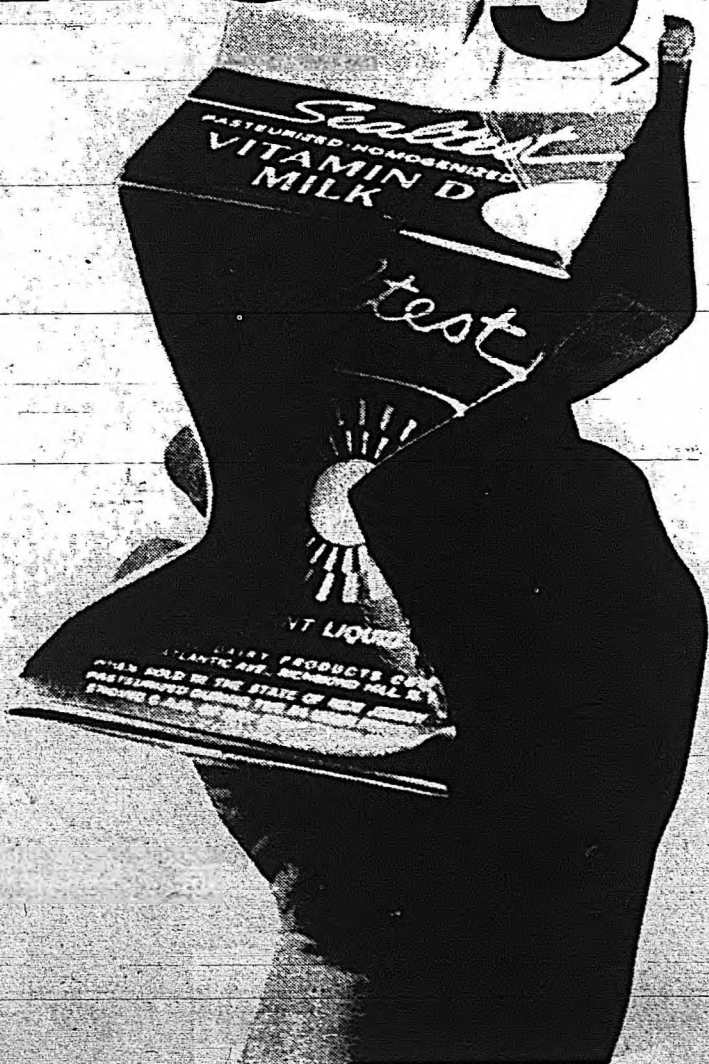
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| 6 Egg Yolks | 3/4 Teaspoon Lemon Juice | 3/4 Cup Cognac (Optional) |
| 3/4 Cup Sugar | 3 Cups Light Cream | 6 Egg Whites |
| 5 Chiquita Brand Bananas | 3 Cups Milk | 1/2 Cup Sugar |

Beat egg yolks and 3/4 cup sugar in large bowl until light in color. Mash bananas, thoroughly with fork or in electric blender. Combine bananas and lemon juice, beat into egg yolks, add cream, milk and (optional) cognac. Beat egg whites until foamy; gradually add 1/2 cup sugar while continuing to beat until soft peaks form. Carefully fold into milk-cream mixture. Refrigerate at least one hour. Makes about 3 quarts.

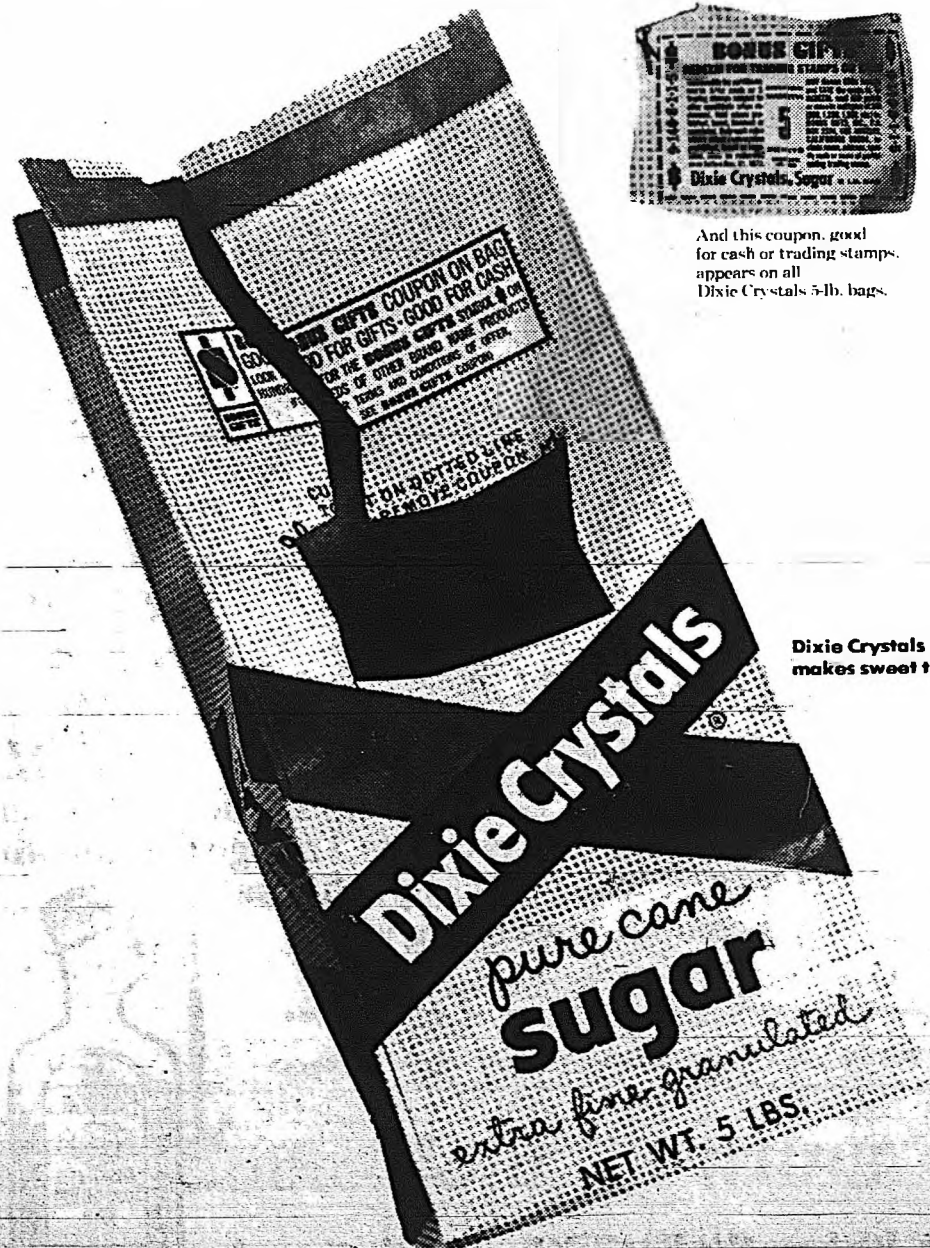


Use Christmas Seals. It's a matter of life and breath.

Grow'em up stronger.




AFTER OUR SUGAR'S ALL GONE, YOU'RE LEFT HOLDING THE ONLY SUGAR BAG WITH A BONUS GIFTS COUPON.



And this coupon, good for cash or trading stamps, appears on all Dixie Crystals 5-lb. bags.

Dixie Crystals Sugar makes sweet things happen.

"Silent Night, Holy Night... Christ the Savior Is Born!"



MERRY CHRISTMAS

May the rafters of your home ring with warm laughter and cheer of loved ones at this season. Thanks for your confidence.

W. C. DAVIS CONSTRUCTION CO.
GENERAL CONTRACTORS AND BUILDERS
1936 Chelsea Licensed & Bonded

Greetings



Thanks for your most generous good will. To you and yours we wish a Merry Christmas.

LINDEN AVENUE SERVICE STATION
Brown Locke, Sr., Mgr.
559 Linden, Corner Lauderdale
Open from 7 A.M. 'til 10 P.M. Daily
PHONE 525-9111



Merry Christmas
May all your dreams be fulfilled. Thanks for your continued support.

WILLIAMS
SHADE & AWNING CO.
216 S. Pauline Tel. 276-4431

To wish you
Peace, Joy



To each and every one of our good friends and patrons, we extend, with sincere appreciation, warm wishes for a most memorable holiday.

HOOKS BROS. STUDIO
228 LINDEN MEMPHIS, TENN.

Greetings



May our chorus of joyous holiday greetings reach out to you and your family. Our hearty thanks for giving us the pleasure and honor of your patronage.

STROZIER'S DRUG STORE
2192 Chelsea Ave. Phone: 276-2588
PRESCRIPTION SPECIALISTS

Joyous Christmas Wishes



In the happy spirit of the holiday that abounds, we thank our faithful neighbors and friends.

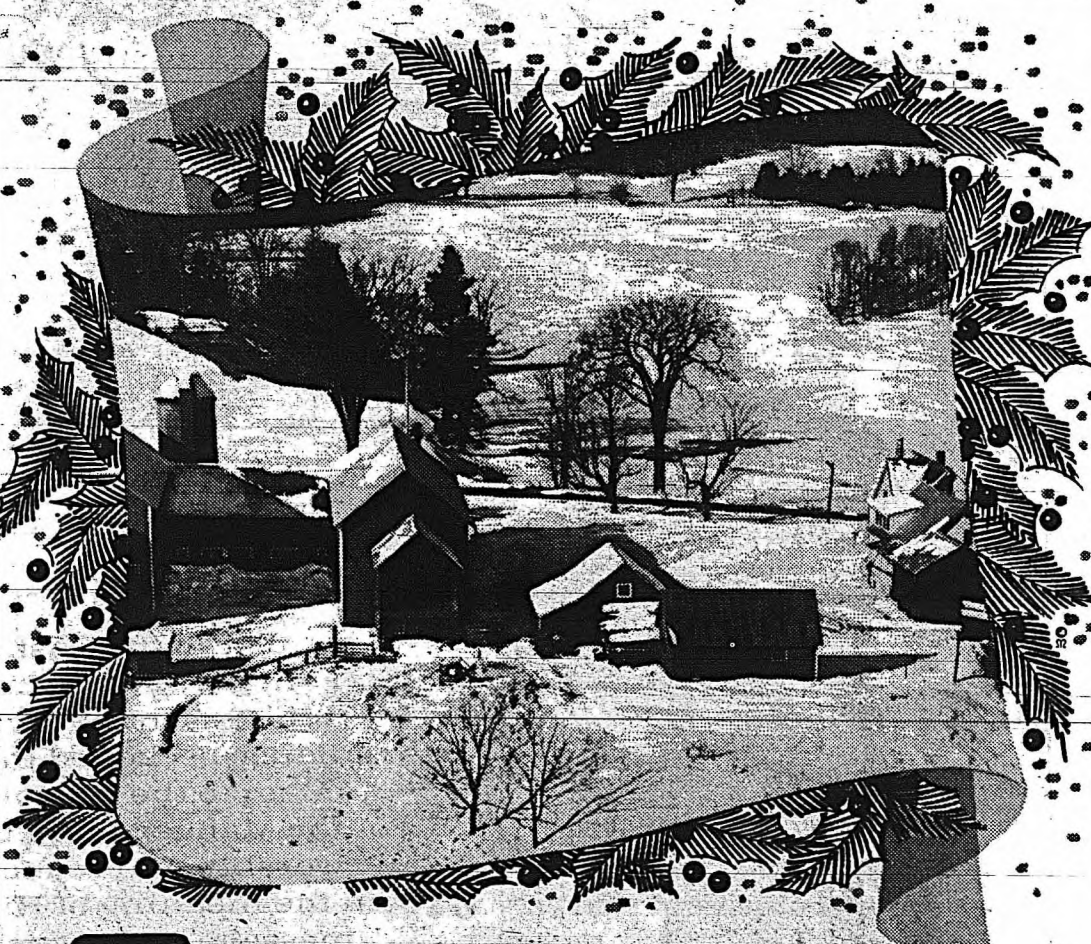
WARREN'S ORIGINAL HAIR STYLES
Completely Modern and Air-Conditioned
BARBER AND BEAUTY SHOP
HI-FASHION HAIR STYLES
A Complete Hair, Facial and Manicure Service
FREE PARKING
Open 6 Days A Week
WARREN LEWIS - Proprietor
887 Thomas Street Phone: 527-3478



MERRY CHRISTMAS

Santa has a message for his reindeer... "Be quick, step lively, it's Christmas!" And because it's Christmas, we have a message for you, and for all our wonderful customers and friends. We'd like to wish you every joy of the season, with much thanks for the joy of serving you.

Coca-Cola Bottling Co.
OF MEMPHIS
IT'S THE REAL THING!



GREETINGS

The calm and quiet reaches every corner of this snow-covered landscape to remind us of the beautiful peace that is ours to share at Christmas time. And so we greet you and yours with best wishes for a wonderful holiday season... and heartfelt thanks to our dear friends and neighbors for your continued patronage, loyal trust, support.

LeMOYNE-OWEN COLLEGE
HOLLIS F. PRICE, President



May the celebration of His Day bring peace to the hearts of people everywhere. Our sincere wishes to you and yours for the Merriest Christmas ever. Grateful thanks for your loyalty and confidence.

GOLDEN CIRCLE LIFE INSURANCE COMPANY

456 VANCE AVENUE

MEMPHIS, TENNESSEE

To wish you MERRY CHRISTMAS



Good Tidings

Let the eternal light of love, the symbol of His birth, shine into every heart, bringing peace to all.

UNITY CENTER OF MEMPHIS

1062 S. Wellington invites you to attend CHRISTMAS SERVICES

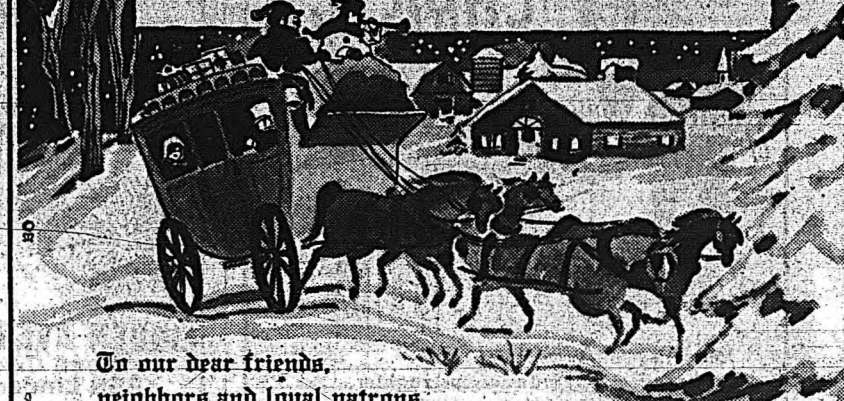
at 11 A.M., SUNDAY, DECEMBER 22 Dr. Montee Falls, Minister of the Center, will speak on:

"THE BIRTH OF THE CHRIST"

Also: BAPTISMAL SERVICE

Deck your homes with mounds of holly, trim the tree with care... for 'tis the merry season of Christmas. Many heart-felt thanks for your friendly good will. We're proud to be able to serve you.

A MERRY CHRISTMAS



To our dear friends, neighbors and loyal patrons, we wish all the spirit and the joys of a good old-fashioned Christmas and extend our heartfelt thanks and appreciation for your friendship.

AUTOMATIC TRANSMISSIONS

ADJUSTED • EXCHANGED • REPAIRED

Owned and Operated by Memphians With Memphis Capital

*** CHECK OUR REPUTATION ***

COLEMAN & TAYLOR

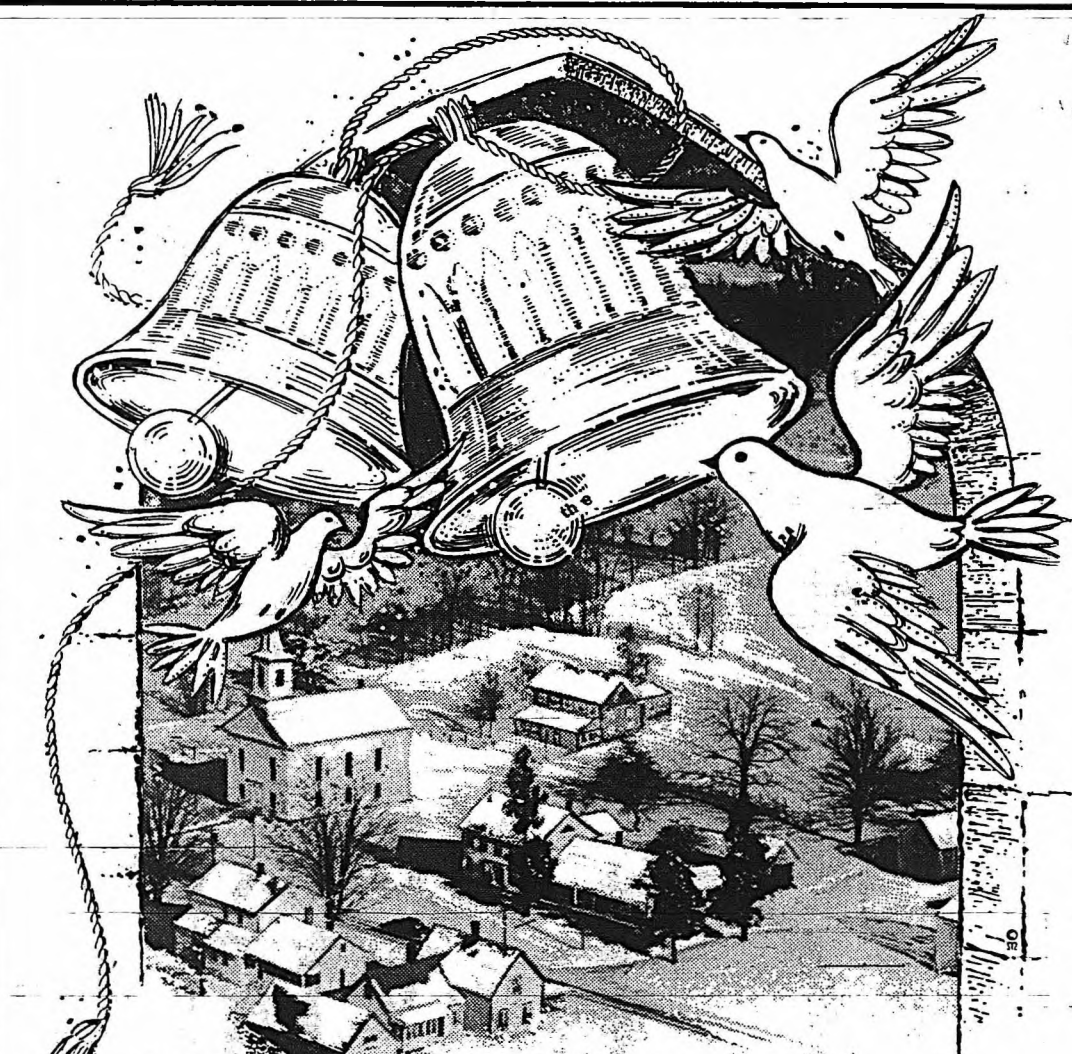
TRANSMISSION & MOTOR EXCHANGE



4 LOCATIONS:

217 Union Avenue
3235 Highway 51, So.

3085 Summer Avenue
637 Mendenhall Road



Christmas Greetings

As the sights and sounds of the holiday season are upon us once again, may we wish all of you a happy and peaceful Christmas. Thank you for your very loyal friendship.

TRI-STATE BANK OF MEMPHIS

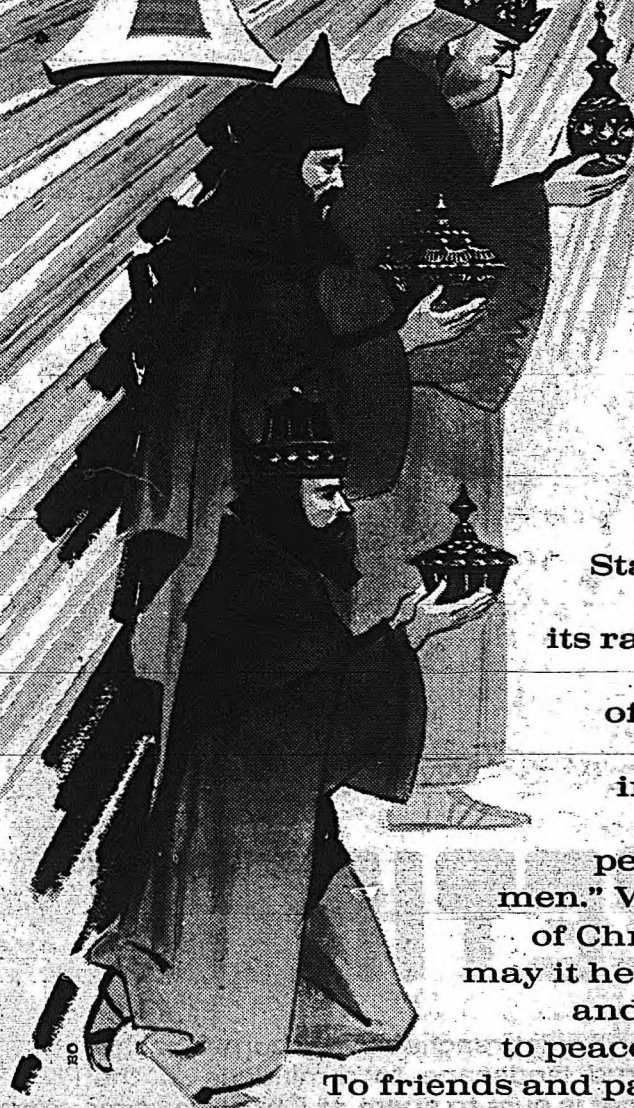
222 So. Main Street

3 Locations

386 Beale Street

1637 North Hollywood

Peace



Far to the East, a Star shone, and on that first Christmas Eve, its radiance beckoned the Magi to the Miracle of the Manger, there to worship and rejoice in the meaning of His message... "On earth peace, good will toward men." Wherever the wonder of Christmas shines today, may it hearten and inspire us, and may it light the way to peace and joy everlasting.

To friends and patrons, many thanks.

UNIVERSAL LIFE INSURANCE COMPANY

480 LINDEN AVENUE

Branch Office: 234 Hernando Street

A. M. WALKER, SR., PRESIDENT