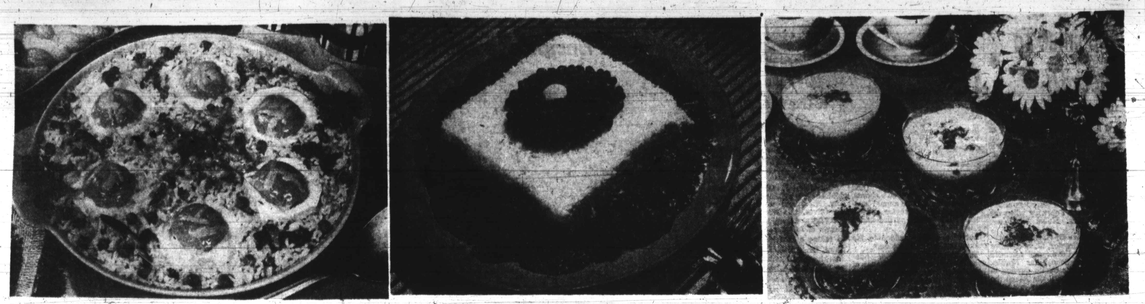
Take Rice To Stretch That Menu Budget



For a budget-stretcher, from meat course to dessert there's not an item on the pantry shelf more versatile than rice. For instance, look above. Left to right: rice and egg casserole combines peas, pimiento, cheese along with a dash of onion to produce a delicious combination with decorative eggs. Curried veal, highlighted with turmeric powder and plump raisins, as served on a bed of rice. And then there's that standby, creamy rich rice pudding, sprinkled with cinnamon in a recipe which comes from the research kitchens of Blue Bonnet margarine. Blue Bonnet margarine.

Versatile Is Term For Rice

Three features make rice the housewife's standby. First, rice dishes are inexpensive; second, "eaters' dreams" can be turned out for any meal of the day or any course of the meal; and third, rice is ideal for delightfully stretching more expensive food items.

Take for instance, rice and egg casserole for luncheon.

Truly spectacular in flavor and appearance. Every bite of this magnificent casserole has "come-back-for-more" appeal. The peas, pimiento, and cheese, along with a dash of onion, combine flavors in the rice to produce out-of-this-world eating and make a delicious combination with the decorative eggs.

Happily, this casserole may be assembled ahead of time. The eggs are added a half-hour before the meal is to be served and while they bake, the table is set and the rest of the food assembled. Then prepare to bask in the heap of praise which eaters will send flying.

INGREDIENTS
3 cups cooked rice
1½ cups cooked peas
2 tablespoons diced pimiento
2 tablespoons chopped parsley
1 tablespoon grated onion
1 teaspoon salt
1/3 cup melted butter or margarine
1 cup grated cheese
½ cup milk
6 eggs

METHOD
Mix together the rice, peas, pimiento, parsley, onion, salt, butter or margarine, and half of the cheese. Spread evenly in a greased baking dish (10x6x2). Pour the milk over the rice mixture. Make six wells in the rice mixture and drop an egg into each well.

Sprinkle the remaining cheese over the top of the eggs and rice. Bake at 350 degrees F. for 30 minutes or until the eggs are set.

This recipe makes 6 servings.

Curried Veal

For a delicious dinner specialty, try curried veal.

INGREDIENTS
1 to 1½ pounds veal steak or stew
1/3 cup enriched flour
1½ teaspoons salt
¼ cup vitaminized margarine
1 large onions, sliced
1 tart apple, peeled, diced
1 stalk celery, cut up
1½ teaspoons curry powder
½ teaspoon turmeric powder
3 cups water or more
½ to 1 cup raisins
¼ cup lemon juice
Chopped parsley
Chutney, if desired

METHOD
Dip meat in flour mixed with salt and reserve what is not used. Saute slowly in vitaminized margarine to golden brown. Add 1 cup water, cover and cook tender adding more water if necessary as meat browns down.

Remove meat. Add onions, apples and celery and cook 10 minutes. Stir in curry powder and turmeric, then ¼ cup salted flour. Remove from heat and add rest of water slowly, stirring smooth.

Add raisins and meat and heat to boiling. Stir in lemon juice and sprinkle with parsley. Serve with rice, peas and chutney.

PREPARING RICE
Yield 6 servings.

To make 3 liberal cups of fluffy rice: put 1 cup of uncooked rice, 2 cups of cold water and 1 teaspoon of salt in a two-quart saucepan and cover with a tight-fitting lid. Bring to a vigorous boil and then turn the heat as low as possible—leave over this low heat for 14 minutes.

Turn off the heat. This cooking time results in firm grains of cooked rice. For extra tender grains, allow the rice to steam—with heat off—for an additional 5 minutes before removing the lid.

Never remove the lid nor stir rice while it is cooking.

After rice is cooked, remove lid, lift rice gently with fork to allow rice to steam dry to the desired consistency. It is then ready—perfectly cooked—with all the grains separate and fluffy.

This method allows all the water to be absorbed and the full nutritional value of the rice retained.

Kool-Aid 5 PKGS. MAKES 5 QTS. Pitcher Full! BUY 6 PACKS SAVE! KOOL-AID

What's a tomato without Morton's? When it rains it pours MORTON IODIZED SALT Plain or iodized

Get Lucky! Get This 4-Pc. Dinner Plate. Beautiful decorative design in fine American ware. Decorated in lovely Rose & Poppy Pattern on ivory background. Yours for only 20 coupons.

Get Lucky! GET QUALITY PREMIUMS Free For Coupons

Get Lucky! Get This Pudding Pan. 2½-qt. size. Smooth, durable enamel—white-green color. Can be used for cooking, baking, storing—many other uses. Yours for only 75 coupons.

Get Lucky! Shop WITHOUT CASH! Use Coupons from all These Octagon Products! New, Creamy-White OCTAGON TOILET SOAP The soap with the fragrance of flowers. Get Lucky—get a coupon on every wrapper. NEW OCTAGON CLEANSER Instant Sudsy Action cuts grease fast, polishes as it cleans. Has so many uses. Get Lucky—get a coupon on every can. OCTAGON SAR LAUNDRY SOAP Leaves everything clean and sweet-smelling. Ideal for getting out "extra dirty" spots. Get Lucky—get a coupon on every wrapper.

Beautiful, useful premiums FREE for coupons, at any of these Octagon Premium Stores or Distributors.

OCTAGON PREMIUM STORES
521 No. Eutaw St., near Franklin, Baltimore, Maryland
1205 "F" Street, N. W., Washington, D. C.
Bring coupons to local Octagon Premium Store or Premium Distributor in your town. Its said without a stamp.

Foods and Fashions

Be Beautiful Ear To Ear

By RUTH N. SAWYER

NEW YORK (GLOBAL) — Ear beauty is just as important as hair beauty to the woman who insists upon being well groomed at all times.

The new short hair styles have brought milady's ears in view more than ever before. Any woman should realize how pretty her ears can be when those delicate shells are properly made up. Most of us have just recently realized that ears are part of the face.

Cleanliness A Must

The first beauty treatment for ear care is soap and water. You must never neglect to wash your ears both outside and inside daily, because they require the same care as the rest of your head. Make it a must to apply foundation cream to your ears, just as you do to your face.

If your ears present a problem (too long, too wide, too thick) make sure that your hair style does not expose them too much. If your ear lobes are long, thin and delicate, do fight the urge to wear heavy earrings.

Many women have suffered torn ear lobes because of their affinity for heavy earrings. Don't get me wrong though!

Size Important

No woman is completely dressed without this important accessory. Many a woman has found that her ears can be camouflaged, if they are too big or too small, by wearing the proper style of earrings. It takes some thought, but it is worth it.

Don't forget, your ears are just as important as the space between your eyes.

NOTICE!
Meetings of SOCIAL BROTHERS, INC. have been suspended until September 3rd. Vacation period.
BENJAMIN PITTS, President
W. H. LAYNE, Financial Secretary

AFRO PATTERNS

12—20 R4611 by Anne Adams

R4880 by Anne Adams SIZES 12—20

MOTHER-TO-BE! Here's that marvelous maternity ensemble you want! Jacket is so smart with fashion's best touches, slimming lines. And that SKIRT—it's CUT OUT to insure even-hemline, good fit, comfort! Do yourself a favor—sew this!

Patterns R4880 Misses Sizes 12, 14, 16, 18, 20. Size 16 takes 4½ yards 39-inch; ⅝ yard contrast.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send Thirty-five cents in coins for each of these to ANNE ADAMS, care of the AFRO-AMERICAN No. 211 Pattern Dept., 243 West 17th St., New York 11, N.Y. Print pattern NAME, ADDRESS, SIZE and STYLE NUMBER.

EASY DOES IT

BY . . . . HELEN HALE

Certain small cares given your electric washing machine will add years of wear and service to it, as well as help cut down on repair costs.

Don't let water stand in the tub for hours after washing is done. Let it drain off, then wipe carefully with a clean cloth, rinse and dry. Agitator and suction cups should be removed and rinsed well too.

A soft sponge and a hose are ideal for removing lint and soap curd which have formed either on the tub or on the agitator or suction cups.

Wipe rolls or wringer, too, before putting machine away for the next time. It will save the springs and rubber on the rolls if you release the pressure for the time machine is not in use.

Leave the cover off the tub until the dampness has dried. This will prevent a musty odor.

Always wipe the connecting rod dry and carefully wind it around hooks or wringer so that it will not drag on the floor and wear as you move the machine.

RECIPE OF THE WEEK
Beet Greens, Sour Cream
(Serves 6)
4 cups chopped, cooked beet greens
2 teaspoons minced onion
1/3 cup sour cream
2½ tablespoons prepared horseradish
¾ teaspoon salt
⅛ teaspoon pepper

Combine all ingredients. Heat thoroughly. Serve as vegetable.

Washers should be stored in unheated locations, but all water should be cut so they can never freeze and thus become damaged.

Place washer in a warm location, then for an hour or so before washing begins so that it can heat and the grease in the gearcase can soften. This will help prevent burned out motors.

Always cover the washer after it is dried and in addition grime cannot accumulate. Plastic covers are excellent protection for them, as they are light and easy to wipe clean.

If your washing machine is on wheels, see that they are always lined properly when moving so that you do not have to force them, and thus weaken them.

COOKING FUN

By MARY DOWNS HEALER

Calcium Bonus Salads

In the summer when iced tea and lemonade so often replace milk at the table, it's a good idea to give children an extra boost of calcium to make up for it. This salad is especially rich in calcium in the evaporated milk, the cottage cheese, the eggs, and even in the cabbage.

Luncheon Salad
4 sliced hardboiled eggs
1 qt. shredded cabbage
4 tomatoes
1 tbsp. minced onion (sweet)
1½ tbsps. salt
1½ tbsps. vinegar
¼ tsp. dry mustard
½ cup evaporated milk
1 cup cottage cheese

Prepare eggs and cabbage. Cut tomatoes in eighths and sprinkle with onion. Mix salt, vinegar and mustard. Stir slowly into milk. Add to cottage cheese and blend. Toss with cabbage and tomatoes. Garnish each serving with egg slices.

Here's another idea for serving with cold meats or sandwiches:

Deviled Cabbage Salad
3 shelled hardboiled eggs
1 tbsp. melted butter or margarine
1 tbsp. sugar
1 tsp. dry mustard
1 tsp. salt
½ tsp. black pepper
3 tbsps. vinegar
½ cup evaporated milk or light cream
4 cups shredded cabbage
1 cup diced cucumber
2 sliced green onions

Cut eggs in half. Set aside whites. Mash yolks, blend in butter, seasonings, vinegar and milk. Chill until serving time. Shred cabbage, add cucumber and onion. Slice egg whites thin. Add to salad. Toss with dressing until well mixed. Serve at once, garnished with tomato quarters.

And a new way to cook cabbage:

Tender Crisp Cabbage
½ medium head cabbage
2 tbsps. butter or margarine
1 tsp. salt
½ tsp. lemon juice
Dash pepper

Shred cabbage coarsely. Melt butter in a skillet or shallow pan. Add cabbage, salt, pepper and lemon juice. Cover tightly and cook over medium heat for 10 or 12 minutes. Stir occasionally.

Honeydew Cooler

The cool pale green of honeydew melons is as delightful as their flavor. And it blends so nicely with other fruits in salads, desserts, and fruit cocktails.

A frosty and refreshing cocktail or dessert for a blistering day is made like this: Place ½ cantaloup for each serving in a bowls of cracked ice. (Soup plates are fine for this purpose, although glass looks cooler.)

Fill the cavity with honeydew balls and cubes of watermelon. Garnish with a few raspberries and a sprig of fragrant mint. It looks as fresh as a rainbow.

Another time try this:

Honeydew Cooler
½ pkg. strawberry gelatin
1 cup hot water
1 cup mixed fruits (seedless grapes, berries, banana circles, peach slices, etc.)
1 large honeydew melon, chilled
½ cup heavy cream, whipped
Few drops mint flavoring

Pour hot water over gelatin. Stir until dissolved. Cool to slightly firm. Fold in mixed fruits. Trim rind from melon. Cut off top just to seed cavity.

Remove seeds and fiber with a spoon. Place melon upright in a bowl. Spoon gelatin mixture into the cavity. Replace top slice and chill at least three hours.

To serve, cut in slices and top with whipped cream to which mint flavoring has been added.

One of the easiest desserts, and the chilliest, is made of glossy green honeydew wedges topped with ice cream or sherbet (this you tried raspberry sherbet this way?)

A ripe honeydew has a smooth, creamy skin with just a hint of green. There is a slight softening at the blossom end, and the knob will yield if it is quite ripe. Keep the melon at room temperature until ready to eat, then chill. Unlike cantaloup, it makes no difference if the stem of the honeydew is attached.

Deviled Eggs

Now here's an idea, and a good one, "Hot Deviled Eggs." Eggs are nutritious, and prepared in this manner they are most delicious. This entree sparked with ripe olives to give it individuality is ideal for Friday fare but will be so popular you'll be asked to serve it on other days, too.

Hot Deviled Eggs
4 tablespoons butter or margarine
4 tablespoons flour
¼ teaspoon dry mustard
1/8 teaspoon paprika
½ teaspoon salt
¼ teaspoon Worcestershire sauce
2 cups milk
Bit of bay leaf
6 hard-cooked eggs
½ cup chopped ripe olives
1/3 cup grated Parmesan cheese

Melt butter and blend in flour, mustard, paprika, salt and Worcestershire sauce. Add milk and bay leaf, and cook and stir until thickened. Remove bay leaf. Cut eggs into halves lengthwise and remove yolks. Mash yolks and blend with a little sauce. Season to taste. Heap into whites and arrange in shallow baking dish, remaining sauce and pour over. Stir olives and half of cheese into and around eggs. Top with remaining cheese. Bake in moderate oven (350 degrees F.) 15 to 20 minutes, until thoroughly heated. Serves 4.

AUGUST 24

The annual meeting of the Executive Board of the National Alliance of Postal Employees, will be held in Washington, D.C., from Aug. 24-28 at the national headquarters, 273 N St., NW.

BEAT THE HEAT!
Come to our Air-Conditioned restaurant to eat in comfort or get our prepared meats, delicatessen, salads, baked goods to take home.
24-HOUR SERVICE
SNO-WHITE BAKE SHOP
1418 Penna. Avenue, near Mosher
Formerly 1311 W. Fremont

PINTS-QUARTS-GALLONS Good Humor ICE CREAM

SEE the Newest in modern GLASSES complete from 10.50 40 styles to choose from Single Vision or Bifocals Why Pay More? eyes examined NEW DEAL OPTICAL 23 N. LIBERTY • 845 N. HOWARD 3703 EASTERN AVE Open 9 A.M. to 5:30 P.M. Open 9 A.M. to 5:30 P.M. Open 9 A.M. to 8:30 P.M.

He Was Our Horatio Alger Jr.

JOHN MERRICK, DR. A. M. MOORE, AND C.C. SPAULDING STARTED THE NORTH CAROLINA MUTUAL LIFE INSURANCE COMPANY WITH TOTAL ASSETS CONSISTING OF CHARACTER, EFFICIENCY, AND THREE IMPRESSIVELY—high, STIFF COLLARS!

8 Faces Of C. C. Spaulding

DR. FRED PALMER'S DOUBLE STRENGTH SKIN WHITENER
the DOCTOR'S EASY WAY THAT LIGHTENS SKIN
Here's the fast, proven way to the lighter, smoother, more kissable skin of your dreams! Dr. FRED Palmer's new DOUBLE STRENGTH FORMULA now works TWICE as fast. A real beauty treatment that now working the instant applied to help keep quiet skin toner of minor externally caused pimples and blemishes. Kills skin germs on contact. Lessens shine, lessens blackheads. Get Dr. FRED Palmer's today!
25-50¢ At All Drug and Cosmetic Stores
DR FRED PALMER'S, BOX 151 ATLANTA, GA.

Spaulding's Sayings

(Collected From AFRO Files)

(1938) The only place, I know, where a young man can begin at the top in business is that of digging a grave.

(1940) The only time I ever went to college was to deliver commencement addresses.

You can't cover up anything. I learned that when I spilled my father's seed corn and covered it up, in a few days it came up and betrayed me.

I never lost a dime on a church mortgage.

(1938) Stop singing the hymn, "Leaning on Jesus," like the old people do. We have been leaning long enough.

Leave your office desk each night as though it were for the last time.

On Intermarriage

(1945) No decent man wants to marry a girl who doesn't want him. Colored Americans want to be let alone to find, as any other man does, the woman of his choice.

On Drinking

(1943) Go to bed early. No parties after 11 o'clock at night. Keep sober.

On Thrift

(1939) The man who spends more than he earns is hustling backward.

Too many people have bicycle salaries and automobile ambitions.

He Newsboy

(1940) When I came along there were no paper routes to serve. I made fires, kept oil in lamps and trimmed wicks for them.

Radicals

(1942) I want the same things the radicals want. Reason, good judgment and cooperation are far more effective methods than ill-considered pressures.

In North Carolina, I prefer courts. That is the way we get the ballot and equal teachers salaries here.

On Roosevelt

(1936) My success as a GOP campaign speaker was published without my consent. I am a supporter of President Roosevelt.

College and Mahogany

A state built a college and an insane asylum from the same plans. Gangers looking for one often wound up at the other.

One day some people asked an attendant, "Is this the college?" and he replied:

"No, this is the insane asylum. People who enter this institution have to show some improvement before they get out."

Straight Life

(1943) The retiring generation is rising when the rising generation is retiring.

Art of Living

(1943) Have a church and a stake in it. Get a job and hold it. Buy a home and furnish it. Have a wife and be loyal to her (no visiting around if you expect to be successful).

Dr. Donnell

(1943) Our financial department (headed by Dr. Clyde Donnell) is responsible for the fact that I have lived 70 years longer than the founders of the N.C. Mutual.

Europe

(1931) I was never made to feel like I am different from any other first-class gentleman.

Colored and white dance close together in dance halls. Colored shows are in theatres. German girls prefer very dark men.

White Americans associate intimately with colored people. Colored and white dance and walk the streets arm in arm.

Things are so different, I believe, I am in a different world.

On a Day's Work

(1940) Do an honest day's work for your honest dollar. Put it in your pocket and at night under your pillow.

When you lie down the eagle on its face will sing you to sleep because it knows you have earned it and can spend it properly.

On Dirham

I don't know where there is better racial understanding than in Durham.

(1940) Every colored man in the city will spill his blood if anybody touches our people, regardless of race.

Wealth

I am not a millionaire or even a thousandaire. I am a paid executive. Ours is a mutual insurance company owned by policyholders and not by stockholders.

Salary

The 1936 report of the U.S. House committee on corporations paying executive salaries of $15,000 or more is gratifying.

None of our long established businesses including N.C. Mutual is paying that much. No man ought to be paid more salary than he needs.

Many colored businesses could pay larger salaries, but they have learned the good lesson that it is wisest to build for the future.

Voting

(1938) You don't get much more than you vote for. With 150,000 people in Baltimore, you can vote for much and get much.

Double-Duty Dollar

Make your dollars go a long way. Spend with the merchant who spends with you.

Three Tramps

(1938) Three tramps given a place in a barn to sleep were furnished each a pillow. Next morning the farmer went out early to call them to breakfast and found the three with heads on the floor and feet on the pillows.

When asked why, the tramps explained: "Well, it looks like our feet are doing all the work and we thought we would give them the most comfortable place to rest."

Rabbit's Foot

(1938) Carrying a rabbit's foot will not bring luck. If so, why did the rabbit lose it.

Perseverance

(1938) When nothing seems to go fast enough, I go out and look at a stonecutter hammering away at his rock 100 times without as much as a crack showing in it.

Yet at the 101st blow it will split in two.

I know it was not the last blow that did it, but all that had gone before.

Governor Cherry

(1945) R. Gregg Cherry embarrassed himself at N.C. State College by mispronouncing Negro. When he saw the audience shuffling and squirming, he apologized by saying, "I am glad to apologize for my failure to pronounce Negro correctly. I am in school, too—still learning."

On Work

(1950) Work never killed anybody. (It almost did. Associates send Mr. Spaulding abroad in 1933 for a rest cure.)

Three White Collars

(1950) Personal appearance helps make a salesman. One of my first official acts for N.C. Mutual was the purchase of three of the whitest, highest white collars I could find.

I gave each founder one to wear and they became the trademark in our business.

Blaming Whites

(1950) Some people blame white Southerners for all their difficulties.

Will never forget the help some whites gave us in launching our struggling company.

And when runs on our bank threatened in 1933, I told them I wanted to open Monday but what would happen if depositors staged a real knockout run.

They told me, "As long as we have money, you will have it."

March on Washington

(1941) I don't believe a march on Washington is the proper way to get defense jobs.

It's Perma-STRATE for Really STRAIGHT Hair!
★ One easy application lasts 2 to 6 months!
★ No Burn, No Redness!
★ No Scalp Irritation!
★ No Greasy Waxy Look!
★ No More Hot Combs!
★ Saves Time and Money!
SARAH VAUGHAN and COUNT BASIE Recommend Perma-Strate
Yes, if you want really straight hair that looks soft and natural-looking . . . that can be combed or dressed in any style without heavy greasy dressings . . . join the many thousands of men, women and children who use Perma-Strate, the original and world's largest selling cream hair straightener. AT DRUGGISTS. If plus tax. If druggist can't supply, order from Perma-Strate Co., 271 Vance, Memphis, Tenn.
PERMA-STRATE HAIR STRAIGHTENER
Use LIQUID POMADE by Perma-Strate to complete hair beauty after straightening your hair with Perma-Strate Hair Straightener.

Coca-Cola
For hospitality...
have Coca-Cola on hand for the Good Humor Man and your picnic
To be prepared for hospitality
Buy a case or carton.
6 Bottle Carton 25¢ Plus Deposit
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
COCA-COLA BOTTLING COMPANY OF BALTIMORE
© 1950, The Coca-Cola Company

MY SON WAS A Dope Addict
BY THE REV. SMALLWOOD E. WILLIAMS
Here's the first person story of a famous Washington minister who helped his son fight a terrific battle against the evils of drugs. The amazing story of a father who saw his son stray from the straight and narrow and finally come to him a complete exhaustion and ask for help. Hope, faith, and prayer alone, saved the young man. Learn how in "My Son Was A Dope Addict" in the September issue of EBONY Magazine now on your newsstand. Or send 50c to Dept. AG3
Also in this issue:
How To Live To Be 100
The Man Who Can't Sit Down
Sex And The Army
Europe's Dancing Doll
EBONY
1820 S. MICHIGAN AVE. • CHICAGO

Inside Story Of 'Last Button'

Arm Watches Made Spaulding Jittery

Little Known Facts About Head Of Largest Insurance Company

By WILLIAM I. GIBSON

DURHAM, N.C. — "When you wake up, get up and when you get up, wake up." The man who uttered these words swung around abruptly in his swivel chair letting his gaze come to rest on a big cardboard sign on the wall behind him.

"There was but one word on that sign but it was in letters six inches high. The word was 'THINK.'"

That motto and the foregoing quotation played a big part in the life of Charles Clinton Spaulding of Durham, N.C., president of the North Carolina Mutual Life Insurance Co., who died at his residence on his 78th birthday, August 1.

The company today has more than 620,000 policy holders and assets in excess of $60 million.

Story after story has been written about this man whose first visit to a college campus was made to receive an honorary degree.

His biography, therefore, hardly needs repeating here.

Little Known Things

It is in order to set down some of the little known things about a man that this story is written.

As Mr. Spaulding talked to me in 1949, I noticed that his desk was strewn with papers, pamphlets, snapshots, a big silver thermos bottle resting on it, but the usual dictaphone found in offices of so many top flight executives was conspicuously absent.

"I never could get used to using a dictaphone," Mr. Spaulding said. "I find it much easier to dictate directly to a stenographer."

He pulled out his pipe and filled it with de-nicotinized tobacco. "I can smoke as much of this as I want," he said, "and it doesn't hurt me."

When Mr. Spaulding left his office, he left his work there. "Carrying your work home doesn't help," he told me. "I relax by playing 61 pool with the fellows at The Algonquin Club."

General Manager 12 Years

Back in the early days of the North Carolina Mutual which celebrated its 53rd anniversary last April, Mr. Spaulding was general manager and served in that capacity for 12 years.

He became president on May 5, 1923. He worked so hard that in 1931 he suffered a nervous breakdown and spent eight weeks in Europe getting back to normal.

"One of my favorite mottoes," he told me once, "is 'Don't make the same mistake but once.' I follow this policy with all of my supervisors.

Secret of Success

"Any success which I may have had has come largely from delegating authority to qualified people.

"It is not enough to gi people responsibility; you have to give them the authority commensurate with the responsibility if you want to get the best results.

"I have seen many instances of failure because people were given too much responsibility and too little authority.

Mr. Spaulding was up with what was going on through periodic reports from the various departments of the company.

"The heads of the various departments kept in touch with me," Spaulding said freely. He called all of them in to sit as a management committee, if he felt it necessary.

The board of directors met regularly once a month.

Mr. Spaulding emphasized that it is necessary to have regular meetings if the desired momentum is to be perpetuated.

Irregular meetings cause a loss in momentum and in interest, he believed.

How Name Originated

Because he was the last of the triumvirate of founders of the North Carolina Mutual, Mr. Spaulding often referred to himself as the "last button."

He was proud of his membership in the New York State Chamber of Commerce, the first colored businessman to be admitted.

Explaining his system of handling personnel, Mr. Spaulding revealed to me that he tried to make every worker feel that he was a part of the business.

"I listen to advice from anyone," he often said, "from the custodian to the vice president. Sometimes I am able to use the suggestions given and sometimes I can't do it, but I give everybody an audience."

A Favorite Story

This was one of the stories he liked to tell:

One day he was passing by the offices of the Farmers and Mechanics Bank, which is housed in the Mutual building, and he noticed that the windows were badly in need of washing.

"One of my favorite mottoes," he said, "As soon as you can, I wish you would call the lumber yard and have them send up some boards.

"You can take these and make some frames and we will then board up the bank windows."

The custodian, a bit nonplussed, wanted to know whether the bank was in any danger of being robbed and, if it was, whether it might not be better to use some material other than wood.

"I'm afraid that the bank will not be robbed," Mr. Spaulding continued, "but I thought we might as well board up the windows since nobody on the outside can see into the bank and the people on the inside can't see what's going on outside."

Had Big, Gold Watch

It didn't take long for the custodian to see the light. Since that time, Mr. Spaulding would add with a chuckle, it hasn't been necessary to remind him about washing the bank's windows.

The North Carolina Mutual's president were starched shirts with separate collars all year except in the summer when he makes an exception and wears sports shirts.

He has never worn a wrist watch.

"It makes me nervous to see people in conference frequently crooking their arms, shaving back their sleeves to look at their watches.

"It makes me feel that they are more concerned about getting away than they are about listening or talking to me," he used to explain.

Had Big, Gold Watch

Mr. Spaulding's watch, incidentally, was one of those big, gold, open-faced affairs attached to a chain which was threaded through the middle buttonhole of his vest.

It's a Hamilton which he bought himself 40 years ago.

Mr. Spaulding in his later years limited himself to about two speeches a month. He found it unwise to tax himself further.

"I have two eyes and ears but only one mouth, he used to say. "We should use our eyes and ears more and our mouth less."

He added: "I seldom read a speech. If I can't remember a speech, how can I expect the audience to remember it?"

He just changes the subject. In one place it may be called "Cooperation," in another, "Working Together."

He would often scoff at a recent magazine report listing him as a "millionaire."

He shrugged off this story by re-emphasizing that he was merely the paid executive of a $60 million company.

"The company," he would say with a smile, "belongs to the stockholders. Why, I'm not even a hundred-thousand-dollar-aire.

Back From Goodwill Trip At Howard U.

Leaving the White House before their goodwill tour of Haiti in 1937 are left to right, W. H. C. Brown, former Washington banker; Elder Lightfoot Michaux; the late Maj. R. R. Wright, Philadelphia banker; and the late C. C. Spaulding.

The late C. C. Spaulding as he delivered the Charter Day address at Howard University in March, 1939.

If you work with your hands
Vaseline petroleum jelly
BLUE TUBE FOR YOUR TOUGH JOBS
15¢
Let "Vaseline" Petroleum Jelly protect against dryness, soreness due to chemicals, wind and other irritants. Just do this:
BEFORE work apply it as a protective film; makes clean-up easier.
AFTER work rub on some more to help heal nicks and roughness . . . supplement natural skin oils.
Also in Giant Size 25¢ Economy Size 1-lb. 79¢
VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Con'd

Brushing Teeth Right After Eating with COLGATE DENTAL CREAM STOPS BAD BREATH AND STOPS DECAY BEST!
Colgate Dental Cream Instantly Stops Bad Breath In 7 Out of 10 Cases That Originate in the Mouth!
COLGATE DENTAL CREAM MAKES YOUR MOUTH FEEL CLEANER LONGER!
Colgate Dental Cream cleans your breath while it cleans your teeth! Yes, brushing teeth right after eating with Colgate Dental Cream gives you a clean, fresh mouth all day long! Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth. No other toothpaste has proved so completely it stops bad breath! And no other cleans teeth more effectively, yet so safely!
AND THE COLGATE WAY STOPS TOOTH DECAY BEST!
Yes, the best way is the Colgate way! Brushing teeth with Colgate Dental Cream right after eating is the most thoroughly proved and accepted home method of oral hygiene known today. In fact, the Colgate way stopped more decay for more people than ever before reported in dentifrice history! Yes, to help stop bad breath and tooth decay at the same time, the best way is the Colgate way!
No Other Toothpaste Of Any Kind Whatsoever Offers Such Conclusive Proof!
COLGATE RIBBON DENTAL CREAM
PURE, WHITE, SAFE COLGATE'S WILL NOT STAIN OR DISCOLOR!

Chesterfields Hit King Size Market

NEW YORK — Liggett and Myers Tobacco Company has announced that national distribution of Chesterfields in both regular and king size will be completed by the middle of August.

Chesterfield is the first cigarette to give smokers premium quality in both regular and king size. Chesterfield king-size is exactly the same quality and exactly the same blend of tobacco as Chesterfield regular size.

More Of Same Cigarette

There is absolutely no difference except that king-size Chesterfield is larger, contains considerably more of the same tobacco — enough more to give you a 21 per cent longer smoke — yet costs little more.

And Chesterfield king-size contains better tobaccos and is a higher quality than any other king-size cigarette.

Kansas U. Class Of '02 Honors Bishop J. A. Gregg

NEW YORK—Bishop John A. Gregg, presiding bishop of the eleventh episcopal district of the AME Church was recently honored at the golden anniversary reunion of the class of 1902 of Kansas University.

It is a practice of the university at commencement to present a gold medal award to each member of the class celebrating its fiftieth reunion. Bishop Gregg, the colored graduate of a class of 204, was one of 40 members present to receive the award. Of the original class, 112 are still living.

Dr. Franklin D. Murphy, chancellor of the university, presented the awards during the Union banquet. He commended Bishop Gregg for the "quality and breadth of his leadership in the field of religion and education."