PASS IT ALONG TO A FRIEND WHEN YOU FINISH READING YOUR AFRO

NOTICE

THERE WILL BE NO MUNICIPAL GARBAGE, RUBBISH or ASH COLLECTION SERVICES ON

MONDAY, FEBRUARY 12, 1962 LINCOLN'S BIRTHDAY

WHICH IS A LEGAL HOLIDAY

PLEASE DO NOT PLACE SUCH REFUSE OUT FOR COLLECTION ON THAT DAY. THESE MATERIALS WILL BE COLLECTED ON YOUR NEXT REGULAR COLLECTION DAY

JOSEPH H. McCARTHY
Sanitary Engineer

Citizens 'pool' resources in fight against poolroom

A group of citizens in Northwest Baltimore are pooling their resources against the establishment of a poolroom in their neighborhood.

Mrs. Annie Wells, president of the Rayner Ave. Progressive Group, said her association is circulating a petition to stop the granting of a poolroom license.

"Hundreds of school children come through this block everyday on their way to and from school. It's (a pool room) just not necessary" she said.

The new poolroom would be located in the 700 block Poplar Grove St.

There is already one poolroom located across the street from School 145 in the 800 block Poplar Grove St.

ACCORDING TO Richard Grossman, chief zoning Enforcement Officer, the area is a commercial zone and the granting of a billardroom license would be determined on that basis.

"Where there are no rights violated, sentimentality can hardly be used as a basis for licensing businesses," he said.

He said he did not see where an appeal could stop the granting of the license, which is still being processed, but he indicated that the citizens could file a negative appeal within 10 days after the license has been issued.

The case would be heard before the Bureau of Municipal and Zoning appeals or the Bureau of Building Inspections, depending on the basis of the opposition, he said.

RAYNER AVENUE citizens, who are busy canvassing a four - block area around the school, indicate that they hope to win over by the force of public opinion.

Principal of School 145, George Simms, has also joined in the fight. His concern is for the school pupils who might be waylaid by the added temptation.

"I can't see why some consideration can't be given to the fact that this is an area where a lot of young people are necessarily present," he said.

Announcing . . .
MARY MERVIS
Delicatessen-Salads
Just Inside Eutaw St.
Located In
New Lexington Market

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Due to
COLDS
If you have a wheezing and your chest feels raw, get a bottle of ROBINSON'S EXPECTORANT. It loosens the Phlegm and takes away that chilly achy feeling. Sold with a money back guarantee at ROBINSON'S CUT RATE DRUG STORE, 2139 Pennsylvania Ave.

'Y' in drive for members this month

"We're just about on schedule and it looks like we're going to make it".

This was one official's estimate of the progress of the Druid Hill Branch YMCA's membership campaign, which started Feb. 1, and will continue through March 1.

To date the group has received 236 new memberships and $2,212 in cash.

At the kick - off meeting Feb. 1, when new memberships were not expected, 11 memberships were turned in plus $949.50 in cash.

Monday night, Feb. 5, 125 additional memberships were received and an additional $1,262.50.

• • •

LEADING PRODUCER so far is Samuel T. Daniels, president of the American Motors Division, who has turned in 71 new members and $532.

A campaign meeting will be held twice a week during the month. Monday was the first of eight meetings, and the group is slightly under one - eight of its goal in both memberships and funds.

Thursday night's meeting featured Brent Guntz, vice-president of WBAL broadcasting station as guest speaker.

Payne good for city Goodwill

Horace W. Kimbrough, national president of the Goodwill Industries, said Wednesday afternoon that not really know how fortunate it was to have John W. Payne as its director.

"Because of John Payne 400 people have gotten jobs in Baltimore who never would had it not been for him," Mr. Kimbrough asserted.

He was speaking of the Goodwill Industries 60 - year program of finding work in some 140 cities and outside the United States, for an estimated 40,000 people.

Mr. Kimbrough spoke at a dinner sponsored by the Advertising Club of Baltimore Inc., to pay tribute to his organization. Some 200 persons many from local businesses, attended.

Baltimore Goodwill announced that by 1966 it hopes to be paying $945,000 in wages, have $1 million store sales, and earn $1,350,000.

Present expansion plans call for increasing plant facilities from 58,000 to 120,000 square feet, and to increase by 1,000 the number of people helped by Goodwill Industries.

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE
HEAR: EXECT. SEC. ROY WILKINS of NEW YORK, at the PILGRIMAGE MEETING
THUR. FEB. 22—3 P.M.
MT. MORIAH A.M.E. CHURCH
84 Franklin St., Annapolis, Md.
STATE WIDE NON-PARTISAN NAACP REGISTER AND VOTE CAMPAIGN AND MEMBERSHIP MEETING
MEETING EVERY TUES. 7:30 TO 9:00 P.M.
NAACP OFFICE—1234 Druid Hill Ave.
All Register and Vote Workers Are Urged To Attend
PHILLIP H. SAVAGE, National NAACP Field Director from National NAACP Office in New York City, Director.
REV. JENTRY McDONALD, presiding
Please Report For Christmas Seals and All Memberships. Return All Unused Material.
WRITE IN YOUR PROTEST AGAINST DISCRIMINATION IN OUR UTILITIES
the Gas & Electric and C. & P. Telephone Companies, Protesting Against Discrimination in Skilled Employment, such as Telephone Operators, Meter Readers, Clerks, Linesmen, Public Relations and Upgrading of Workers According to Seniority.
Remember the Balto. Branch NAACP in Your Will
Membership $2 Up — Be a Life Member Young Children $100.—Adults $500.
OFFICE: 1234 DRUID HILL AVE.
Office Open Daily 9 A.M.-5:30 P.M.
Saturday 9 A.M. to 1 P.M.—Call LA. 3-8503
DR. LILLIE M. JACKSON, President; REV. H. O. GRAHAM, Branch Secretary; DR. CHARLES E. WATTS, Treasurer; DR. CARL MURPHY, Chairman, Legal Redress; DR. WILLIAM H. WATTS, Life Membership Chairman, REV. JENTRY McDONALD, Membership Chairman; DR. W. O. BEYSON, Auditor.

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If you smell the odor of Gas in or near your home,
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MU-Iberry 5-0123
If busy, call 539-8000
24-hour emergency service every day in the year
BALTIMORE Gas and Electric COMPANY

SEEKING MEMBERS — The Cherry Hill Coordinating Council, which has spearheaded numerous community projects, is conducting a drive for 500 individual members to join the 20-odd organizations enrolled. The next council meeting is Monday, Feb. 12 in the Cherry Hill Homes recreation center, 2700 Spelman Rd. at 8 p.m. Issues and proposed projects will be taken up during a panel discussion and social hour Feb. 22, same place and time. Flanking Mrs. Sarah B. Bundy, center at table and membership chairman, are: Mesdames Isolene Ceo, Bernice Gordon, Anetta Dunham, Elizabeth Greer, Cormella Johnson, Goldie Dillard, Bertha Falcon and Regina Polston. Shephard Burge is council president and Walter A. Baker is membership committee advisor.

Burglary suspect held on 5 counts

James R. Miller, 24, of the 1900 block Ridgehill Ave., was held on $7,500 bail for action of the grand jury Sunday in connection with a series of burglaries.

Two other men, Lowell T. Hawkins of the 4000 block Annellen Rd., and Marvin H. Chapman, 2200 block Presbury St., were charged Dolfield Ave; Lloyd Henderson, 2000 block N. Bentalou St.; Lawrence Morton, 2800 block Presbury St., and Mrs. Evelyn Rich of the 2700 block Gwynns Falls Pkwy.

The five burglaries were committed in January.

Mr. Hawkins is accused of receiving goods taken from the Rich home.

Mr. Chapman is charged in Northwestern Municipal Court with receiving stolen goods.

Bail for Mr. Hawkins was set at $4,500. Mr. Chapman was released on $3,000 bond.

Mr. Miller is charged with breaking into the homes of Mrs. Blanche Tyler in the 2000 block Wheeler Ave. Walter Fowlkes, 3300 block with receiving articles stolen from the Henderson home.

CLOTHING, money, jewelry and electrical appliances were among the articles reported stolen.

The arrests followed an investigation by Det. Sgt. James Butler and Detectives James Watkins, William Bigen and Ray McGuirk.

Reward posted for 160 color slides

A reward for the return of 160 color slides of his European vacation has been offered by a local dentist.

A $25 reward was made by Dr. Benjamin Gordon after someone burglarized his office at 3503 Clifton Ave. Friday night.

The thieves also made off with a slide projector, a tape recorder, camera and phonograph records.

• • •

IN THEIR haste to leave the office they left behind five reels of 8 millimeter color film belonging to someone else.

The film contains scenes of mountains, swimming, sailboating, and sledding along with two adults and a small boy and girl.

Thieves ransack church offices

A group of hard - working thieves who labored over a heavy safe at Douglas Memorial Community Church at Lafayette and Madison Aves., found no cash Monday, but they carted off $620 work of office equipment.

The losses were discovered by William Montgomery of the 1400 block Pennsylvania Ave when he opened the church Tuesday morning.

According to Central District Police, the thieves made off with a typewriter and an adding machine among other things, and cut the bottom out of an empty four - by - three foot safe.

NOTE: Do not judge the quality of our merchandise by these fantastic prices. You must see the merchandise to appreciate the values at
Your friendly . . .
Beverly Shop
1721-23 PENNA. AVE.
Guaranteed 1st Quality
NYLONS
Buy 2 pairs for $1 Buy 3rd pair for 1¢
Warm Winter
COATS
Values to $50
$15 & $20
Our Entire Stock of Winter
DRESSES
Values to $22.95
$3.88 up
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COATS & SUITS
Values to $29.99
$10 & $15
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Prices Start at $1.88
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SLACKS & SKIRTS
Values to $10.99
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SILVERMAN'S
DEPARTMENT STORE
1713-15 Pennsylvania Ave.
Ladies' UMBRELLAS 59c
Men's BELTS 5c
Boys' GLOVES 10c
Children's "School" OXFORDS, Sizes 13 - 3 .....99c

WOOLF'S LIVINGSTON RATE CUT
PATENT MEDICINES—LIQUORS
1630 PENNSYLVANIA AVENUE
$4.49 BATHROOM SCALE $3.29
KLEENEX Fine Table NAPKINS 19c
98c COUGH SYRUP 79c
$1.47 Advertised BOURBON .....$1.29 ½ pt.

SAMUELSON'S
CROWN Loan Office
1711 Pennsylvania Avenue
OUT-OF-PAWN
MEN'S SPORT COATS $1.48
500 to select from. All Colors and Patterns FREE—50 Extra Stamps
OUT-OF-PAWN
SUITS $2.91
Fine Woolens—All Styles. Values to $15. FREE—50 Extra Stamps
$1.50 VALUES
GENUINE LEATHER WALLETS 35c
Beat This Lincoln-Douglass Day Special FREE—50 Extra Stamps
MEN'S ARMY O.D. JACKETS—Our Price ... 49c
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BRAND NEW SUITS $9.70
100 to Pick From. Most Sizes FREE—50 Extra Stamps
BRAND NEW
MEN'S WRIST WATCHES $3.95
GUARANTEED
OUT-OF-PAWN
LADIES' WRIST WATCHES $3.95
ALL MAKES—ALL STYLES. Values to $50 FREE—50 Extra Stamps
A REAL LINCOLN-DOUGLASS DAY VALUE!
LADIES' AND GENTS'
WATCH STRETCH BRACELETS 70c
All Styles — (Attach Yourself) FREE—50 Extra Stamps
CLOCK-RADIO SPECIAL $9.95
EMERSON, OLYMPIC, PHILCO, Etc. FREE—50 Extra Stamps
(Only 10 At This Price)
OUT-OF-TOWN
TOPCOATS $1.00
500 TO SELECT FROM — LOOK THESE OVER FOR REAL BARGAINS. VALUES TO $50.00 FREE—50 Extra Stamps
50 EXTRA STAMPS
When you mention this ad or bring it with you!

8th ANNUAL
LINCOLN-DOUGLASS DAY ON PA. AVE. SAT.!

IT'S DOLLAR DAY at POP KELLEY'S
1719 Pennsylvania Ave.
SPORT SHIRTS
$3.95 to $4.95 Values
★ Solids ★ Checks ★ Plaids
$1.00
Special Lot $3.95 Sweaters
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NORTHWESTERN
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SIMPSON'S 1637 PENNSYLVANIA AVE
WE CASH CHECKS
TV ANTENNAS 59c
MEN'S BANLON SHIRTS 2.77
MEN'S AND LADIES' WRIST WATCHES $4.00
Bulovas, Benrus, Elgin, Etc.
Ladies' DIAMOND RINGS $3.00
14K Gold Mounting
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TRANSISTOR RADIOS 4.94
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Plays 12 Records
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Attachments Incomplete
NEW 5 TUBE RADIOS 7.94
EXTRA SPECIAL— SAVE ½ AND MORE GROUP OF MEN'S AND LADIES' DIAMOND WEDDING SETS $10.00
That sold originally up to $100.
THE BUY OF A LIFETIME
Men's SUITS $1.00
Take Your Pick of 100 — Out of Pawn.
MEN'S SPORT COATS & JACKETS $1.00
Out of Pawn
Ladies' COATS $2.00
Out of Pawn
Men's FLANNEL SHIRTS 97c
OUT-OF-PAWN PANTS 99c
Men's New SUBURBAN COATS $4.94
Warm, Quilted Linings
MEN'S BARRACUTA STYLE $7.77
Lined, All-Weather Coats
NEW SPORT COATS 5.00
MEN'S NEW ALL WOOL FLANNEL PANTS $3.99
Assorted Sizes
Men's FELT HATS $1.00
New FLASH CAMERAS $1.94
CAMERAS $1.00, $3.00, $5.00
Flash, 35mm, Roll Film, Movie, Reflex, UNBELIEVABLE LOW, LOW PRICES
POLAROIDS $23.77
Pictures In Seconds
AUTOMATIC — OUT OF PAWN POP-UP TOASTERS $2.95
MEN'S AUTOMATIC PUSH-BUTTON UMBRELLAS $1.00
New 6-in. ELECTRIC SAW $17.77
with Clutch — Reg. $27.50
3-piece LUGGAGE SET $10.88
Train Cases, Pullman and Overnight Case
WATCH BAND 94c
Compare at $2.95. Attach It Yourself
LEATHER WALLETS .37
ELECTRIC HEATER $3.97
PORTABLE Transistor TAPE RECORDERS $19.94
OUT-OF-PAWN CLOCK RADIOS — Guaranteed $9.77
BONGO DRUMS Reg. $5.95 $2.94
GUITARS $7.95
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Schick, Remington, etc.
NORTHWESTERN LOAN 1701-03 PA. AVE. SIMPSON'S 1637 PA. AVE.

If Mr. Lincoln could talk to Mr. Douglass, he'd say
You'll find HUNDREDS of BARGAINS AND SAVE MONEY AT THE
LINCOLN-DOUGLASS DAY SALE
SATURDAY, FEBRUARY 10
at all PALMA STORES
1500 to 1800 Blocks Pennsylvania Ave. and the Lafayette Market

Tops In The Town

By Staff Writer

A WINNING form is displayed by Miss Mary Jackson, winner of the recent citywide bowling tournament. The photo was taken at the Johnny Unitas Colts Lane in Woodlawn, where Miss Jackson is employed.

Miss Mary Jackson, 26, winner of the recent citywide bowling tournament, women's division, thinks she now would like to become a professional.

"Yes, I was very excited about winning, but I did not let it go to my head, because I know this is only the beginning," she said.

Her prize was a $150 U.S. Bond.

Miss Jackson also won the Walter E. Hunter award several years ago.

As for turning professional, Miss Jackson has this to say:

"I think I would like to turn professional more than anything else.

"There are only a few colored professional bowlers in the country," she added.

One of them, J. Wilbert Sims, a former mail clerk, bowling out of Chicago, is appearing in Towson this week.

• • •

TO TURN PRO, Miss Jackson said, she would have to have about a 170 average for five years.

She admits to having a 175 average but feels more practice is needed to prepare her for the pro circuit.

She gets lots of it, too, bowling regularly in three leagues, two at the Unitas Lanes where she works as a cook during the day, and with a traveling league on the weekends.

And if that were not enough, Miss Jackson also bowls for the Eastern Major League out of Philadelphia, when she can.

When her timing is off, Miss Jackson says she returns to bowl several games of duckpins to regain her poise.

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IT WAS at the old Strand Lanes on Pennsylvania Ave., in 1954, that Miss Jackson first took an interest in bowling.

She switched to ten pins that same year because, she explained, "colored people can't get anywhere in Baltimore in duckpins."

She attributes her climb to the top mostly to having one teacher, Harvey Robinson, an instructor at the Unitas Lanes.

Next in line she says:

"There are a lot of people who say if you are going to learn how to bowl, you should get your own ball.

This is not true.

"One reason is that your fingers are going to get larger over the course of time.

"You've got to learn your steps, but most of all you've got to have one instructor and one instructor only," she explained.

Miss Jackson has a 14½ lb. ball, and uses the four - step approach in her bowling.

For beginners she recommends that they also use the four - step method. The last step, she says, is to slow you down.

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HER BEST game was a 234 score a month ago. Miss Jackson said she bowled a 269 game at the Walbrook Lanes, but it was not sanctioned as it was out of the league.

With closing games of 205 and 163 in the 30 - game tournament, Miss Jackson finished the meet in a rush with a total pin - fall of 5,319 and an average of 177.9.

Those who saw her briefly on television said she looked calm and poised.

"No," she says, "I was very nervous because of cameras."

To future bowlers, she advises, however, "If you're going to be a bowler, you've got to have a little nerve, because when you lose your nerve you might as well give up the game."

• • •

POINTING TO some local promising bowlers she named Kitty Chesson, who took fourth place in the citywide tournament, and Timmie Taylor, a 17-year-old school boy who also instructs at Unitas Lanes after school and weekends.

"He's very good for his age," Miss Jackson said.

Miss Jackson lives at 3610 Eversley St., with a sister. She has seven other brothers and sisters.

TAKING A FEW PRACTICE rolls for the camera, Miss Mary Jackson, winner of the recent citywide women's division 30 - game bowling tournament, says it doesn't hurt her game much to lay off for a day or so. What could affect it, however, she said, is the floor surface in the lane or the lighting above.

BALTIMORE AFRO-AMERICAN
Feature Page
FEBRUARY 10, 1962 15

Young Man In High Finance

By George Collins

"I believe everyone should have a goal. You should decide what you want out of life and go get it . . without compromise or excuses!"

This is the guiding philosophy of Joseph H. Thomas Jr., a young man on the move—UP!

In this, the second of an AFRO series on young men going places, we look in on a dynamic and energetic economist who has hitched his kite to a star in the new and exciting world of finance.

It has been slightly less than eight years since Mr. Thomas was handed his degree in economics at Brown University in Providence, R.I.

Today, he heads a firm, so new that it's only one of seven in the whole country.

Joe, as he is known to friends, is a stock broker-dealer serving 1,500 subscribers.

He is president of Securities, Inc., 2319 Reisterstown Rd., which celebrates its third anniversary in May.

His operation includes 17 persons, counting himself — 14 registered representatives and two secretaries.

• • •

SECURITIES INC., is a registered member of the National Association of Securities Dealers. Without such membership, the company, like all others engaged in the business of stocks, bonds and shares, would be nothing more than a dream.

It's mandatory to belong.

Securities has six sister firms—McGhee and Co. of Cleveland, Shaw and Co. and Sheppard and Co., both of Washington; Wright and Co. and Special Markets, both of New York; and Atkinson and Co. of San Antonio.

Because of the size of the job to be done and the limited number of firms to do it, Mr. Thomas said, this oasis of seven in the desert of hundreds of such businesses, which have ignored the colored consumer's interests, have joined hands.

• • •

TO LIFT the status of such consumers from one of plain "consumer to one of part owner of the companies whose products and services they use," Securities and the others have organized the National Association of Investment Dealers.

Their purpose:

"To make the colored buyer aware of the benefits of investments," is the way Joe puts it.

And what attracted the young, adventurous businessman to this highly competitive but lucrative field of endeavor?

"Until I entered economics, I had never heard or knew that people could make so much money with so little effort," he said.

"The majority group has been guilty of many injustices — all of them cruel. But the worst, I feel, is its advising us against investing our money."

• • •

DURING THE eight years since Joe sang Auld Lang Syne to the hallowed halls of Brown, he has seen a lot of living and doing. Using this as a basis, it appears safe to predict that lots more is in store.

In the brief years of his journey into the orbit of success, Joe has chalked up some significant credits.

A four - year hitch as a Marine lieutenant, five children, and an impressionable dent in the hard shell of the monster commonly known as business and finance.

MAN IN MOTION—The young stock broker-dealer checks in at office between classes at the University of Maryland Law School. His 19-hour day is packed with varied activities.

How did he get started? Where is Thus a closeup of Joe Thomas—he going? When will he get there?

Thus a closeup of one Thomas—young man in motion!

An only child of Dr. and Mrs. J. H. Thomas, prominent residents of the Turner Station community, Joe was born 28 years ago at Provident Hospital.

• • •

HIS EARLY childhood was spent in the shadows of a sprawling industrial giant, Sparrows Point, where his father tended the fils of the exploding population of steelworkers.

Until Joe was packed off to prep schools in New York and New Hampshire, the young man in motion attended public schools in Baltimore County and the city.

Following preparatory training at the Oakwood school in Poughkeepsie and Tilton in New Hampshire, the man with ideas entered Brown.

Taking first things first, he got rid of his military obligation after the '54 graduation by enlisting as a buck private in the Marine Corps.

Four years later, after service in the Marine Aircraft Group communications division, Joe was discharged as a first lieutenant, Dec. 1, 1958.

• • •

THE WORLD of stocks and bonds claimed one of its most energetic exponents when Mr. Thomas latched on to a New York firm exploring the virgin investment territory of Baltimore.

After completing a four - month course including 32 subjects on the matter, Joe became a registered representative of the firm.

Schooled in the why's and wherefore's of investments, our man in orbit struck out on his own.

The Anthony Theatre in Turner Station became his base of operation May, 1959. Like its founder, the office, too, became restless and moved.

Getting nearer to the nerve center of the then unborn, but now vigorous and growing; baby of finance management, the company put down stakes at 2321 Reisterstown Rd.

"But we were renting," Joe said. So, last year, Securities found a new home next door, not on a rental basis.

The paneled-walled, modern decor, three-section office presents an attractive sight for the visitor.

From it Mr. Thomas projects a many-sided program telling the story of investment — "sound investment."

A steady stream of literature, carrying the latest and most complete data on the workings of finance is supplied to both subscribers and potential subscribers.

He's offering two formulas to transform the plain consumer into a co-owner with voting rights of the economic giants.

"If you are going to use gas and electric — and you are — why not have an interest and voice in its operation?" he asks.

• • •

"IT'S ONE thing to walk picket lines and demand equality of employment, but it's quite another to be able to attend stockholders' meetings and let other owners know what's on your mind," he added while emphasizing the importance of "buying-in."

"Many of the big companies are now accustomed to the various protest techniques. Some even expect them.

"They are still needed, but so is the new status as co-owner of some of the firms the colored consumer pours billions into," said Mr. Thomas.

"There's little argument as to the effectiveness of a voice backed by dollars. Let's face it, this is a capatalistic system. It is controlled by profits. And if you share in the profits, you have a voice in control," are among other pertinent thoughts the businessman expressed on the newly-explored world of finance.

(Newly explored as far as colored investors are concerned, he points out.)

• • •

WHAT GIVES the man in motion such confidence that this new area of endeavor can't go anywhere but up?

"The potential of the colored market is finally being conceded the impact it has on our economy," he said.

"As an example, consider the amount of scotch whiskey sold in this country last year. You know something, colored buyers bought 60 per cent of it.

"Is there any reason they should not have stock in it?" he asked.

Like his computer-like mind that races in all directions, Joe's personal life presents a picture of many dimensions.

He is a member of both St. Rita and Christ the King Catholic Churches, the Kappa Fraternity, treasurer of the Baltimore Frontiers of America, member of the Urban League;

The Junor Association Chamber of Commerce, Boy Scouts, and many other community and civic organizations.

• • •

JOE IS NOT satisfied to merely educate the consumer to the benefits of investing, but he is concerned with helping to protect them, once they are

(Continued on Page 20)

"TALE OF THE DOLLAR" — That could be the title of the lecture Joseph H. Thomas Jr. is giving on the growth of benefits gained from investing. His attentive audience includes Milton E. Stanley, secretary - treasurer of Securities, Inc., standing: Miss Barbara Williams and Donald Matthews.

The Cover Counts

By Garey Reynolds

According to the men who know the record business best, 40 per cent of the appeal of a record album, lies in the cover.

Trade publications have reported this fact, and gone on to explain that an attractive cover helps persuade people to listen to what's inside.

This is not meant to imply that a pretty cover will sell a bad record, but rather, that an attractive cover will help a good record to move saleswise.

• • •

FOR A long time, record covers were considered as frills by the recording companies—as if it were a case of "it's not what's up front that counts."

With the perfection of long playing records and the development of equipment necessary to play them, the album business took a tremendous upsurge and record companies could no longer afford to overlook any gimmick that would increase sales.

Some 816 recording companies press over 8,000 different recordings yearly, which adds up to a frantic scramble for sales.

Because of this, much attention is to be devoted to the covers themselves and today there are 27 companies that do nothing but make the colored lithographs for the covers.

In addition there are 29 companies that devoted themselves exclusively to the manufacture of the cardboard jackets on which the lithographs are pressed, to make the attractive covers that decorate the nation's record stores.

Record salesmen can actually report customers who have turned away from their favorite artist because of the cover on the record.

Says one such salesman, Roland Riley:

"When they saw the cover they simply walked away."

He reports people buying records simply because of the cover— giving as their reason "It was so beautiful," or "I liked the design."

• • •

ACTUALLY AS much planning and work go into covers as in the recording end.

Care is taken to pick just the right cover for the music inside, to best express it in terms of pictures, draw-

(Continued on Page 20)

THE COVERS HELP — Here are just a few of the colorful covers seen in record stores across the nation.