

Cooperating Brings Results

The MISSISSIPPI ENTERPRISE

Advertising Brings Results

"Growing With Mississippi"

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Memorial Day Celebration Set For Vicksburg May 30

Mrs. Selena Helm Butler, Speaks To Capacity Crowd On Woman's Day

The New Zion Baptist church of Magnolia, Mississippi and the city of Magnolia were inspired with the wonderful address of Mrs. Selena Helm Butler who spoke to a capacity crowd of 300 persons on Mother's Day.

Mrs. Butler spoke on the subject "Today's Challenge to Motherhood and Womanhood." She is a native of Jackson, Mississippi and rich in experience of Church life. She is a life member of Pearl Street A. M. E. with active participation and membership in the Trustee Aid Board, The Rose of Sharon Club, The Women's Missionary Society and the Layman's League Organiza-



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Jitney Jungle Stores Entertain Colored Employees, May 24

By S. M. Harvey

JACKSON, Miss. — In appreciation of loyal and trustworthy service of their large number of Colored Employees, the management of the McCarty Hollman Enterprises that comprises the Jitney Jungle Stores, Warehouses and Bayer, here in Jackson, entertained more than 150 men, women and children, Tuesday evening, at College Park Club House. Throughout the evening, the guests, made up of employees and their families, enjoyed games, music, refreshing iced soft drinks and a deliciously prepared dinner, one half fried chicken, dressing, tossed green salad, hot rolls and a tasty dessert.

Highlight of the evening were the games played and for which the following valuable prizes were awarded: Grand prize, a Rod and Reel was won by Mrs. Rachel Moore employee at Jitney No. 6 runner-up for grand prize was (Continued on Page Three)

tion of School Administrators, and Secondary Principals Association of America. He is a member of the Board of Management, Farish Street YMCA and Andrew Jackson Council of Boy Scouts of America.

Utica Jr. College Graduates 152

Some 152 students received diplomas from Utica Junior College and High school on Tuesday, May 25, 1960. Approximately 2,000 persons, the largest crowd in the history of the College, assembled to pay respect to the graduates on this

the Fifty-Seventh Annual commencement. Bishop O. W. McInnis of Norfolk, Virginia and a former graduate of the ten Utica Institute, brought an inspiring and challenging message to the graduates during the baccalaureate service.

On Tuesday, Dr. W. H. Dennis, president of Albany State College, Albany, Georgia, proposed a challenge to the graduates as they face the future.

All top ranking graduates in the Junior College were given scholarships to the college of their choice. Miss Alean Barber, salutatorian, and Miss Mary Broome received scholarships to Alcorn A. & M. College.

Miss Pattie Jamison, valedictorian, and George Terry received scholarships to Jackson State College. Other members of the class are: Charlie Banks, T. Ella Barner, Letha Mae Bishop, Alma Bland, Wilford Bracey, Ralph Burns, Mollie Catchings, Edwin L. Cope, Mildred Corley, Johnny Crisler, Willie Crowder, Burnette Crump, Ruby Daniels, Currie Davis, Willie Dillon, Ruth Ford, James Gilmer, Jas. Griffin, Claude Griffin, Vera Haynie, Arthur Horton, Clarence Horton, Lucille Hunter, Roberta Irving, Pattie Ruth Jamison, Carol Jefferson, Fan-

(Continued on Page 3)

Serves For 21 Yrs. In Same Position

Shown here is Miss Dessie Ree Robinson, who, along with Mr. Hugh (Big Daddy) Hall, last week, completed 21 years of faithful and loyal service as employees at the STEVENS RESTAURANT and LOUNGE and ROSE ROOM on Sunset Drive, Jackson, Miss. And because such a record of service, not only reflects most favorably on the employees, but also on the employers, we of The Mississippi Enterprise salute Miss Robinson, Mr. Hall, Mr. Willie Stevens and the late Mrs. Stevens.

The smiling and capable Miss Robinson, who finds time to teach a Sunday school class at College Hill M. B. Church, where she holds membership; to participate in other religious affairs and civic affairs connected with her membership in the Sir Knights and Daughters and the Afro-American Sons & Daughters, is responsible in a big way for the delicious Steaks, Chicken and other Foods that come from the immaculate kitchens of Stevens Restaurant & Lounge. For 21 years she has held down the night shift at the establishment, always reflecting in her service the Stevens tradition of FINE FOODS, EXPLICITLY PREPARED and EFFICIENTLY SERVED by a trained and courteous staff.

Mr. Hall, familiarly known to people all over the country as "Big Daddy", also, during the past 21 years has held high the Stevens tradition of unexcelled service. . . . And like Miss Robinson, shows splendid results from these years of labor, both owning their homes and both enjoying many of the good things of life.

On several occasions, Mr. and Mrs. Stevens awarded these two faithful employees with valuable gifts, once diamond rings and once gold watches . . . but perhaps more than anything, and what Miss Robinson, Mr. Hall and all employees of the Stevens Establishments will treasure most, was the wise counseling, the sound advice and warm and true friendship of their late "boss lady", Mrs. Henryetta Stevens.

On October 28, 1959 the new science building, with facilities for biology, chemistry, physics and mathematics, was dedicated and named "Kincheloe Science Hall" in honor of Dr. Kincheloe. Since that time he has been successful in raising an additional \$7,000 for equipment for a course in physical chemistry.

Dr. Kincheloe, who is listed in Who's Who in America and is a member of Phi Beta Kappa, holds the following degrees: A. B., Drake University; (Continued on Page 2)

Dr. Kincheloe will retire as the seventh president of Tougaloo Southern Christian College on August 31, 1960 thus bringing to a close five years of progressive leadership. During his administration Tougaloo achieved national recognition for its dedication to "the pursuit of excellence."

Broad Street High School Announces Commencement

Broad Street High school will hold its twenty-ninth annual commencement exercise beginning Sunday, May 29. The Baccalaureate services will be held Sunday night, May 29, at Broad Street high school auditorium.

Rev. Isaac Bivens, Dean of Students at Mississippi Vocational College, will deliver the message. Graduation exercises will be held Thursday night, June 2, at 8:00 in the Broad Street School auditorium. The message to the eighty-five graduates will be delivered by the Rev. Xerxes E. Walker, of Loss Angeles, Calif.

Rev. Walker formerly served on the faculty at Broad Street High school. The faculty and students invite the patrons and friends to attend these programs.

Prof. L. H. Threadgill is the principal. William Allen, James Anderson, Bertha Boles, Carol Bowden, Selena Brown, Leo Buchanan, Emma J. Calvin, Jo Addie Carter, Dorothy Childress, Robert E. Coleman, Earlie Cook, Peggy Cryer, Ruby Daniels, Curtis Estes, Elmus Freeman, Willie Funches, Catherine Garner, Monetta A. Garrett, James Golden, Josephus Goss, Imogene Greene, Otha Grisby, Charlie Harges, Roosevelt Harris, Thelma Harrison, Irene Hart, Mary Hervey, Clara Hinton, Osborne Howse, Helen Johnson, Joe Johnson, Verna Johnson, G. G. Jones, Eddy Lane, Mary Lane, Ilene Leonard, Jean Leonard, Joe Lewis, Annie McCain, Louis McCaskill, Fred McDowell, Charlie L. McNeal, Mattie Markham, Earnestine Melton, Dorothy Mitchell, Charles A. Moore, Cora L. Moore, Lucy D. Moore, Florene Murrell, Irving Neal, Jr., Mack C. Neal, Jeanne Patterson, Mack H. Payton, Lourene Penell, Johnny Phillips, Elgy Redmond,

Dr. Kincheloe To Retire

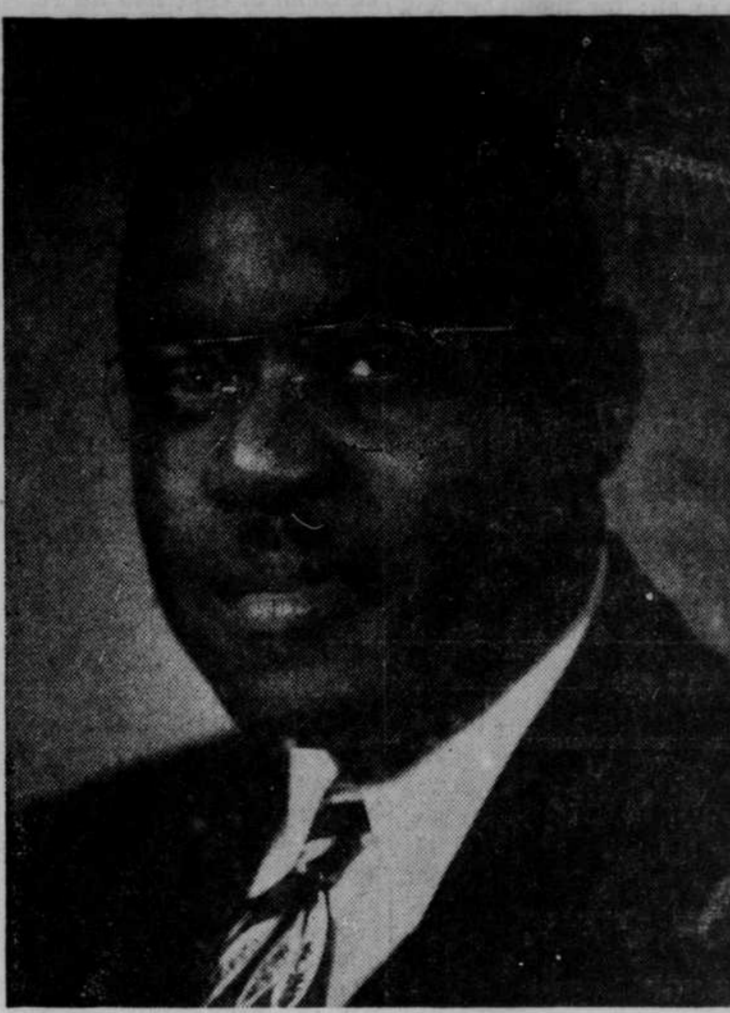
TOUGALOO, Miss. — Dr. Samuel C. Kincheloe will retire as the seventh president of Tougaloo Southern Christian College on August 31, 1960 thus bringing to a close five years of progressive leadership. During his administration Tougaloo achieved national recognition for its dedication to "the pursuit of excellence."

In December, 1957 Tougaloo was among the 18 Negro Colleges given full membership status by the Southern Association of Colleges and Secondary Schools. During the past three years, three students (Miss Charlie Ruth Jewett, Arvarh E. Strickland and James W. Davis) were awarded Woodrow Wilson fellowships. The college also received a grant for 1959-60 and will receive a second grant for 1960-61 from the National Science Foundation.

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Baptist Leader Rules Out Hate



"You cannot conquer hate with hate, subdue envy with enviousness." Thus, exhorted Dr. J. H. Jackson, president of the National Baptist Convention, Inc., in a Commencement Day address at Prentiss Institute, Prentiss, Mississippi on Monday afternoon. He stated that the parents of hate produce a child far more evil than the parents, as he spoke from the subject, "Making the best of it."

He admonished his audience, including a large group of representative ministers, to "accept nothing contrary to law as final; never go to sleep in a prison without trying to get out; change that which you do not like." He advised his listeners to use the talents that they have. To strive to improve their status with the tools at hand.

The exercises were held in an outdoor surrounding. Fifty four young people received diplomas and certificates. Many visitors from throughout the state, as well as from afar, comprised the audience. The baccalaureate address was given on Sunday by Rev. LeRoy M. Kutz, Director of Member Relations, Heifer Project, Inc., Upper Darby, Pa., who spoke from the subject, "Hidden among the baggage."

In dramatic fashion, he challenged the graduating class to concern themselves as to where they will be found when the call to leadership comes. The Baccalaureate was preceded by the Annual Union Sunday School. It was attended by representatives from Sunday Schools of churches from throughout the county of all faiths.

Dr. Arenia C. Mallory Addressed Alcorn Graduating Class May 23

Thousands of people watched more than two hundred graduating seniors sit with amazement on Alcorn College's Henderson Field, as Dr. Arenia C. Mallory drew a vivid picture of the Struggle for Effective Living.

In words, clothed in truth and beauty, Dr. Mallory dealt with individual ability, hard work, ambition, character, and the eternal virtues of mankind. She used a historical background which pictured the American pioneers, who, with Tom Paine, faced "times which try men's soul," and she cautioned them that, just as the

struggle of early pioneers and of our great statesmen, during crises, built the nation, we must struggle in keeping with the spirit of Abraham Lincoln that was expressed in the second inaugural address when he said: "With malice toward none, with charity for all."

Telling the graduates this was their last ride, Dr. Mallory portrayed the struggle as it reveals character. For in the perseverance needed to reach the goal, they would have to master work and meet their obligations with honesty and integrity. (Continued on Page 2)

VICKSBURG, Miss. — Again this year, a mammoth street parade; ceremonies at the National Cemetery and a principal address to be delivered by Rev. David J. Brown, pastor of Bethel A. M. E. Church of this city, will highlight the 30th day of May or Memorial Day celebration to be sponsored in the historic city of Vicksburg.

Already, the general committee on Arrangements for celebrating Memorial Day has prepared an interesting program for the occasion. All churches, schools, fraternal and patriotic societies have been invited to take part in the big street parade. Veterans of all wars are requested to be in the line of march. They may wear their army or navy uniforms or that of their veterans organization, or just plain khaki shirt and pants any army or navy head dress.

The main purpose of the celebration is to pay honor to those who died for Freedom and Liberty.

The Parade will commence forming on Bridge Street at 9 a. m. It will move off at 10 a. m., Marching west to Washington, north on Washington to Main Street; east on Main St., on Walnut; south on Walnut Street to Jackson Street Branch YMCA and disband.

Four prizes will be given away: First prize to the best decorated car; 2nd prize to the best decorated float; 3rd prize to the best dressed Girl Scout and 4th prize to the best dressed Boy Scout. Prizes will be awarded later by the committee.

Ceremonies at the National Cemetery will begin at 12:00 noon. All groups, bands and cars participating will leave the branch at 11:45 a. m. Arrangements of transportation and seating will be made.

Music will be furnished by Vicksburg and out-of-town bands.

The General Committee: D. W. Simmons, Chairman; Rev. Hosie Phillip, Co-Chairman; Mrs. Thelma Watson, Secretary; Program and Publicity Committee: Mrs. Thelma Watson, J. M. Houston, J. T. Birmingham, J. R. Prince, Alfred Dillard. Finance Committee: Rev. J. A. Brown, J. M. Houston, treasurer, Mrs. Ruth Murphy, Rev. G. W. Lanier. Officers of the Day: Mr. Percy Woods, Mr. Henry C. Hohan, Marshall.

YWCA TEENIS CLASS STARTS JUNE 1

All persons interested in playing tennis are asked to meet at the YWCA on Wednesday, June 1, at 5 p. m.

DAY CAMP JUNE 6-17

The YWCA Day Camp for girls will be held at the YWCA June 6-17. All girls between these ages are invited to participate. We will spend the day doing Arts and Crafts, recreation, hiking, Bible Study, and singing.

SUPER SONIC SHOWS present

ROY HAMILTON

SAM COOKE

The Flamingoes

Little Willie John

Buster Brown

Shirley & Lee

Upsetter Orch.

Sam Hawkins

COMING TO COLLEGE PARK AUDITORIUM, THURSDAY NIGHT, JUNE 16, 1960 FOR DANCE AND SHOW. ADVANCE TICKETS \$2.00; AT DOOR, \$2.50, TAX INCL. Buy Advance Tickets from booth at SHAW CREDIT CLOTHIER STORE; Mississippi Enterprise, Harmon Drug, The Leader Store, King The Tailor, Percy Simpson, College Park Auditorium, Charles Wilsons, Zebra Motel, Moman's Place in Tougaloo, Tollivers in Canton, Rose Room and Melody Lounge in Vicksburg. ALL STARS WILL BE PRESENT FOR AUTOGRAPH AT STEVENS KITCHEN. . . BUY YOUR ADVANCE TICKETS EARLY.

NEGRO COLLEGES RECEIVE \$43,000 FROM U. S. STEEL

NEW YORK — The U. S. Steel Foundation has announced a gift of \$43,000 to Negro colleges for the 1960-61 academic year. Of this amount \$33,000 has been earmarked for member schools of the United Negro College Fund. The remainder will go to 10 additional class-A colleges. Those schools not members of the Fund which will receive \$1,000 each include: Allen Uni-

versity, Columbia, S. C., Claflin College, Orangeburg, S. C.; Florida Normal Institute, St. Augustine, Fla., Jarvis Christian Hawkins, Texas; Oakwood College, Huntsville, Ala.; Stillman College, Tuscaloosa, Ala.; Daniel Payne and Miles Colleges, both in Birmingham; Selma College, Selma, Ala., and Paul Quinn College, Waco, Texas. The 43 schools are among a total of 710 institutions aided

by the Steel Foundation this year. Together with special grants, the program totals \$2,667,000. In announcing the gifts, Roger M. Blough, chairman of the U. S. Steel Foundation's board of trustees, said: "The program is directed toward specific efforts for the improvement of educational quality and toward encouraging all segments of the public to increase their support of the Nation's educational facilities."

The grant to the United Negro College Fund aids that unit's attempt to secure upward of \$2,000,000 this year for the support of 33 colleges, all except one, located in the South. The 1960 drive of the UNCF has already been launched in approximately 50 industrial and metropolitan areas under the chairmanship of Bruce Barton, internationally known advertising executive.