

## THE NEW DAY

"THE VOICE OF THE NEGROES OF BURLINGTON AND SURROUNDING TOWNS"

VOL. II—No. 18

BURLINGTON, N. J., SATURDAY, MAY 4 1935

PRICE 5c

### Ruth Wright Badly Injured By Motor Truck

#### RUTH WRIGHT HIT BY TRUCK

Ruth Wright, 128 E. Delaware Ave., this city was taken to the Burlington County Hospital, Saturday after being struck by a truck of the Philadelphia Dairy Product Company and driven by William Hugh Cannon of Colonial Manor, N. J.

The child was treated at the Emergency Hospital, City Hall for a possible fractured skull and possible fractured right tibia. The child is alleged to have slipped from the curb in front of the truck, the accident occurring at York and Pearl Sts. Dr. John S. Conroy was the attending physician. The driver was not held.

#### NEGRO COUNCILMAN

#### BORDENTOWN SCHOOL WINS

#### PRIZES AT BUSINESS SHOW

The First Annual Negro Business Exposition sponsored by the Essex County Negro Business League drew hosts of interested spectators to the First Separate Armory on April 10, 11, 12 and 13. The programs planned for each evening including local musical talent and brilliant address by the following speakers:

Walter F. Walker, Consul General of the Republic of Liberia in New York City, Assemblyman J. Mercer Burrell, and Captain Arthur P. Hayes, Vocational Guidance Counselor City.

A beautiful trophy was awarded at the close of the exposition to the Bordentown Manual Training School for having the best decorated booth. Additional awards were given to lucky number holders by the participating business men.

The officers of the Essex County Negro Business League are: E. A. Brown, president; Mrs. Helen Polk, secretary; Mrs. T. Colston Woody, treasurer; Captain W. D. Nabors, chairman program committee; W. I. Hopkins, chairman planning committee.

#### ENCOURAGING SIGNS



(By Samuel H. Reading)

(The Writer, Samuel H. Reading, is one of Philadelphia's leading business men. He conducts the only accredited advertising agencies operated by Negroes in the East. He is also a newspaperman of long experience, and an accepted authority on the science of business. Articles from his pen will appear from time to time in "The New Day."—Editor).

For a good many years, we have been preaching in our humble manner the gospel of business as being the most effective route to economic freedom.

Like most ine-ideaed folks, we have often been so blinded by the apparent obviousness of our thoughts, we have not been able to realize the probability of our being wrong.

However, it is gratify to note that more and more people are subscribing to our gospel and devoting more attention to preaching it. The press and pulpit admit more and more the effectiveness of business in battering down the breastworks of prejudice and discrimination. Listen to these words for an editorial in the Pittsburgh Courier:

Years of physical freedom! Seventy years of economic slavery and what is the answer? Business! Business! More business by, among and for Negroes.

"Seventy years of physical freedom! Seventy years of economic slavery. What is the answer? Business! Business More Business by, among and

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#### MRS. BOLDEN OUTSTANDING EDUCATOR OF BURLINGTON COUNTY

We should doff our hats to Mrs. Ruth Forman Bolden, Principal of the William R. Allen School of this city, who is an outstanding Negro educator of Burlington County. Mrs. Bolden is a graduate of the Robert Stacy High school and Trenton State Normal school. She entered the Burlington school system in 1918 as a teacher at \$60 per month. Five months later she was made principal.

She has spent all of her life in this field of endeavor, and she stated some time ago, that she has not been out of school since she began school. She also stated that when holidays and vacation time comes, she feels lost to be away from her children. This is quite a record for a teacher of our race.

Through her executive ability and efficiency, she has won recognition from her fellow educators and has executive control over the William R. Allen School and the annex. Her school has the distinction of being the best Negro public school in Burlington County.

Aside from her educational accomplishments, she is one of the best pianists in the county. She won fame in her High School career for her musical ability and is still achieving fame in new fields of music. She is the only Cello' player at present in the Valentine Symphony Orchestra, and is the Pianist of the Burlington Choral Society.

We, the people of the community, should stand behind her and boost her, and help her in her work. Visit the school, join the P. T. A., and see that your child is doing his or her part. Remember, the teacher can only do so much without your assistance.

Mrs. Bolden should be commended for giving her services so freely in the Choral Society, Symphony, and outstanding activities of the

#### FLASH! FLASH!

#### EDWARD HYNSON ANNOUNCES CANDIDACY FOR COUNTY COMMITTEEMAN IN THIRD WARD

Edward Hynson of Clarkson St. popular in social, business, musical, and religious his candidacy for the office of County Committeeman in the Third Ward. He will be a running mate for Edward Bethards who will run for Council.

The NEW DAY is behind both of these candidates and is asking every voter in the Third Ward to give these men their support 100 per cent.

#### NEGRO SCHOOL DIRECTOR

#### BETHARDS NEW DAY AD. MGR.

Edward Bethards graduate of the Duncan Business College in Philadelphia and also former Manager of the Order Dept. of Standard Enamel Manufacturing Co. formerly of Palmyra, has accepted the post as Advertising Manager of the NEW DAY.

Great success is in store for the NEW DAY, as Mr. Bethards is an efficient and competent business man. He is popular with both races. We are very proud to have him on our staff and are hoping for great success under his management.

#### NEGRO COUNCILMAN

#### WANTED

GIRLS AND BOYS TO SELL THE NEW DAY.

communities, aside from her regular school work. She is also an Honorary Member of the Negro Historical Club.

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The staff of the NEW DAY wishese to commend Mrs. Bolden for giving the best part of her life to the service of her community and we wish for her continued success in her field of endeavor.

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Quarto broadsheet. (4pp.). A little browned, and a small stain in the upper margin, a very good example. A single issue of this African-American newspaper, with news and information, jokes, etc. for the black community. *OCLC* cites no locations. [BTC#76946]