Family Fare

Mrs. Watson heads A.M.E. Zion women

BROOKLYN, N.Y. — Mrs. Emma B. Watson, of Pittsburgh, Pa. was re-elected president of the Woman's Home and Foreign Missionary Society of the A.M.E. Zion Church, during the 16th quadrennial session, here, last week.

Officers were installed at the close of the conference on Friday.

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ALSO INSTALLED were: Mrs. Rosanna Nelson, 1st vice-president, Newark, N.J.; Mrs. Elizabeth Michaels, 2nd vice-president, Philadelphia, Pa.; Mrs. Grace L. Holmes, executive secretary, Knoxville, Tenn.; Miss Susie Moore, recording secretary, Washington, D.C.; Mrs. Minnie D. Hurley, treasurer, New York City:

Mrs. Lonia M. Gill, secretary, Young Woman's Society, Whistler, Ala.; Mrs. Willie Buds of Promise, Spartanburg, S.C.; Mrs. Laura E. Small, secretary, Bureau of Mrs. Ann Walker, chairman, Life Members Council, Arlington, Va., and Mrs. Maggie E. Shepard, editor, Woman's Column.

All of the officers except Mesdames Michaels, Bobo and Walker were holdovers. The trio succeeded Mesdames Alcestis Coleman, Salisbury, N.C.; Josie Fuller, Cincinnati, Ohio and Medis G. Warren. Portsmouth, Va.

The officers will serve for the next four years.

Shelton-Akers ceremony held

MARTINSVILLE, Va. — Miss Constance Rebecca Akers, daughter of Mr. and Mrs. Ellis C. Akers, of Floyd, and James E. Shelton, son of Mr. and Mrs. James Henry Shelton, were married by the Rev. R. T. Anderson; Friday afternoon.

The bride wore an American Beauty outfit with matching accessories. She carried a white prayer book with satin streamers. She chose for her maid of honor Miss Deborah Hayden of Floyd.

Best man was George W. Shelton.

Mrs. Shelton is a graduate from Virginia State College, Petersburg. Mr. Shelton graduated from the A. and T. College, Greensboro, N.C. He is a member of the Omega Psi Phi fraternity.

Mr. and Mrs. Shelton will teach in the Henry County School system, here.

Household Hints

Store dates, raisins, nuts and such in cleaned metal shortening or coffee cans and seal the lids with cellophane tape.

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To keep macaroni and spaghetti products fresh, store in a tightly closed glass jar containing a bay leaf.

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Hang mirrors flat against a wall to avoid distorted reflections. Place them so that the light falls on the person or object to be reflected, rather than on the mirror itself.

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Greenish discolorations in eggs occur when the iron in the yolk and white combine to form iron-sulfide. The defect is not harmful. But to avoid, cook eggs at moderate temperature. Hard-cooked eggs should be simmered starting with cold water. Stirring scrambled eggs frequently to distribute heat helps eliminate the discolor.

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To determine if baking powder is still active, mix 1 teaspoon with 1/3 cup of water. If the mixture bubbles well, the powder is still good.

TRUCK DRIVING was never this much fun, says William L. Ford, recently retired driver, who now is chief baby-sitter for his granddaughter, eight month-old Tracey Johnson, daughter of Mrs. Della Johnson, all of Baltimore. (Photo by Irvin Phillips).

Light House Keeping

By LULA MACKAY

Good news for you clever mothers who sew your children's back - to - school clothes is the new line of washable woolen which now come in yard goods. You will find them now in the stores. Savings on washing instead of dry cleaning can be important for teenagers, college age boys and girls as well as younger children.

The U. S. Department of Agriculture has developed the "Wurlan" process for making wools that are machine washable, shrink less than one per cent and do not felt. Most of the washable wools produced by industry are made by processes based on the Wurlan process.

There are many ready-made garments on the market from these washable wools, also. But be sure to read directions on the labels of the garments you buy to be sure of what you have. Then save the labels and reread before washing.

UP-DATERS: Just right for life on campus, or in your apartment as far as that goes, is a portable electric drier for both clothes and hair. The clothes drier section is designed to handle hosiery and small washables including delicate synthetics in record time.

Also to add a soothing touch to homemaking is a flip top ironing board. Its narrow, 48-inch long top has a slim nose at one end, a flip-up piece to make the entire board wider.

RECIPE OF THE WEEK: It takes only three ingredients and not many more minutes to make this cherry pudding parfait:

Prepare one package (three and three-fourths-ounce) of instant vanilla pudding mix as label directs. Stir in three-fourth cup of miniature marshmallows. Drain one (one pound) can of pitted dark sweet cherries, reserving syrup for later use in fruit punch. Divide cherries among four parfait glasses, reserving four cherries for garnish. Add pudding and reserved cherries. Chill. Makes four servings.

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FASHION NOTE: For a fast bit of fashion flipping take advantage of the short and the long of it . . in skirts, to come up with novel ensembles. New idea is to team the mini-skirt with a midi-skirt, or mid-calf length coat. Try a long sleeved, knee-length jump suit with a mini jumper. Wear a midi in a vinyl slicker with a velveteen shirt dress.

Accessorize with gold chain necklace and braclet, swinging earrings and disc pin.

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BEAUTY BIT: International Beauty Belina (she's the she who held the heart of the late Aly Khan) gives her formula for keeping beautiful, in a signed story by UPI's Aline Mosby.

In addition to preserving her complexion by avoiding washing in tap water (she uses distilled water only) her routine is "not to drink hard liquor, not to smoke too much, not to eat heavy food or too much, and to get lots of sleep."

Philly Social Whirl

By BARBARA PRIGMORE

The National Dental Society's convention in Los Angeles, Cal., last week, drew Philadelphians including: Drs. and Mesdames Leroy Gates, J. B. Lovell, Jerome Ottley, K. R. Atterbery, Andrew Tallaferro, Samuel Morris, Roy Taylor, Floyd Baker and Marshall Vaughters.

Mrs. Mabel Drew Gates, who served as parliamentarian for the Ladies Auxiliary, was elected vice president of Area One of the National Dental Auxiliary. Dr. Gates was a member of the House of Delegates for both the Dental convention and the Alpha Phi Alpha Fraternity Convention which met in the same city.

Dr. and Mrs. Russell F. Minton are vacationing in Bermuda.

Mr. and Mrs. William (Marie) Washington are enjoying festivities at the Phi Delta Kappa conclave in New Orleans.

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THE WILLIAM MANIGAULTS are celebrating their 36th wedding anniversary in Hawaii Islands.

Orchids to Mrs. E. H. (Dean) Wesley, the vivacious president of Philly Circle-Lets, whose fine leadership motivated the success of the National Circle-Lets convention. Mrs. Westley delivered the welcome which set the happy pace and atmosphere of the conclave.

Dr. and Mrs. William H. Sullivan are having a vacation in Bermuda. Mr. and Mrs. Willia (Marjorie) Jarvis are guests of Mrs. Betty Wingate Jackson in the W. C. Wingates, (her parents) summer home in Atlantic City, N.J. The Wingates recently entertained La Cabanestas Club and guests on their yacht in Brigantine Bay.

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A ROLLS-ROYCE was the luxurious birthday gift Eve Lynn received from her husband, Hobson R. Reynolds, the Grand Exalted Ruler of the Elks.

Mrs. Julia Shivers Brooks, president of Philadelphia chapter of North Carolina A. and T. State University Alumni, drove to Greensboro, N.C. to attend the executive board meeting of the General Alumni.

Dr. Lewis C. Dowdy, president of A. and T. University, spoke at the luncheon meeting on "alumni giving and what it means to the university." The meetings were presided over by Howard C. Barnhill of Charlotte, N.C., president, and held in the new Student Union building.

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MRS. BROOKS visited Wormouth Gibbs, Sr., retired president of the University; Mrs. Susie Foster Robinson and William Gamble, registrar in the Office of Admissions. Mrs. Brooks is planning for her daughter, Brenda, to attend A. and T. in September, 1968. She is a senior at the Abbington Friends School.

THE SPONSORS' members whose names were inadvertently omitted from the list were Mesdames Walter Livingston, Sr., Lonnie C. Wall, Albert Lumm, Thomas Chew, Paul Wilson and Mrs. Edward Howell.

All are busy taking reservations for the scholarship benefit "An Evening with Diannah Carroll," at the Latin Casino, October 22. Mrs. Harrison E. Meekins, president, is spearheading the annual gala.

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CONGRATULATIONS to John M. Drew, who celebrated his 86th birthday on Tuesday evening. The annual birthday party was held at his son's, Johnny Drew's Rendevous Club in West Philadelphia. Mrs. (Vera) Drew came up from their summer home in Atlantic City for the occasion. Mr. Drew, one of the oldest residents of Darby, Pa., is a businessman and owner of the Hilldale Baseball Park.

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BROOKLAND THEATER CLUB and 40 friends from Philly and Delaware Valley, trekked to New York recently to have luncheon at Patricia Murphy's restaurant and to see the musical extravaganza "Cabaret" at the Imperial Theater.

At Mrs. William (Myrtle) Manigault's home in Lawnside, N.J., members and guests assembled to travel in an air-conditioned bus to their destinations.

Mrs. Manigault was chairman of the trip. Other hostesses included Mesdames Nona Brazg, Olga Thomas, Helen Sullivan and Dr. Helen Dickens. Members present were: Mesdames Francena Sullivan, Kitty Stratton, Gladys Duckett, Vera Powell, Katie Greene and Helen Wormley.

Their guests were:

Mesdames Eve Lynn Reynolds, Willa Mae Cooper, Flora Brown, Gatie Archer, Lana Brown, Dorothy Wright, Willa Royster, Ann Simmons, Ardella Moore, Estelle Hamilton, Blanche Hotter, Jennie Chew, Pauline Coles, Freda Caldwell, Virgie Palmer, Caroline Godfrey, Ruby Fisher, Mary DeLean; Terry Jordan, ring bearer.

Among the many out-of-town guests were:

Mrs. Mamie J. Griffin and Mrs. Mary M. Griffin, the bride's grandmothers, Mrs. Wynndell G. Harris, Mr. and Mrs. Joseph D. Griffin, Mrs. Emily Williams, Mrs. Rubin McCoy, Mr. and Mrs. Charlie Jordan, bridegroom's parents, Howard Jordan, Terry Jordan, Mr. and Mrs. Rudolph Seymore, Sr., Mr. Barry Seymore, Miss Myra Etherride, Mrs. Marion Moore, Mrs. Irma Terbee.

The bride is an alumnus of Virginia State College, and teaches in the J. G. Whittier School, here.

The bridegroom earned his B.S. at North Carolina A. and T. College. He is an auditor in the Federal Reserve Bank of this city.

The couple will reside in Mount Airy section.

FASHION NOTE — With the black dress, potent for fall, is worn a sensational cuff bracelet in textured pseudo gold with a hammered effect is worn with matching wedding band earrings. At right, shining enamel, rhinestones and pretend pearls are used by Triffari for decorative roses and matching blooming earrings.

Mrs. Evans returns to office as Iota's national president

ATLANTA, Ga. — Mrs. Mahala S. Evans of Chicago, Ill., was re-elected national president of Iota Phi Lambda Sorority at the 38th anniversary convention, here, last week.

Other officers named were:

Mrs. Bessie Coston of Youngstown, Ohio, first vice president; Mrs. Montroa R. Frazier of Washington, second vice president; Mrs. Alma B. Orsben, of Los Angeles, Calif., recording secretary; Mrs. Miranda A. Hayden of Tuskegee, Ala., financial secretary; Mrs. Alberta B. Peters of Chicago, Ill. treasurer;

Mrs. Evelyn T. Landry of Toledo, Ohio, dean of pledgees; Miss A. Lucile Reynolds of Los Angeles, Calif., director of education; Miss Vivian W. Young of Baltimore, Md., journalist;

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REGIONAL DIRECTORS elected were:

Mrs. Agnes Hale of Chicago, Western; Mrs. Harriet Chandler of Dayton, Ohio, Northern; Mrs. Evelyn S. Taylor of Norfolk, Va., Eastern; Mrs. Zenobia G. Terry of Atlanta, Ga., Southern; Mrs. Sarah M. Steven of Jackson, Miss., Southwestern; and Mrs. E. Grace Payne of Los Angeles, Far Western.

The Lala M. Parker Achievement Award went to Mrs. Lois M. Golden, vice president of the Duff Business Institute of Pittsburgh, Pa. Dr. Vivian Henderson, president of Clark College, Atlanta, was speaker at the education program session.

Delta chapter of this city, of which Mrs. Lois M. Pruitt is president, was convention host. Mrs. Nettie Archer, vice president of Citizens Trust Co. and manager of the West Side office, was convention chairman.

Miss Rita Moore wed to Charles H. Jordan

PHILADELPHIA, Pa. — Miss Rita Elise Moore, daughter of Mr. and Mrs. Eddie Moore of this city and Charles H. Jordan, son of Mr. and Mrs. Charlie Jordan of Moyock, N.C. were married at Faith Tabernacle Church.

The Rev. E. Theodore Lewis performed the ceremony. A reception followed at Curtis Hall, Cheltenham, Pa.

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GIVEN IN marriage by her father, the bride wore a white peau de soie gown, with full length sleeves and yoke of Chantilly lace. Its train was draped from the shoulders and was appliqued at the bodice, in metallic lace. Her short French illusion veil puffed from a lace trimmed crown. She carried white chrysanthemums, stephonotis and ivy.

Miss Barbara J. Bell was maid of honor. The bridesmaids were Mrs. Barbara M. Holly, Miss Barbara M. Carter and Miss Reba D. Seymore, cousin of the bride.

Chrystal Holly was flower girl. The attendants were attired in floor-length gowns in shades of orange silk organza over taffeta with draped back panels. All carried cascade arrangements of yellow chrysanthemums and ivy.

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HOWARD JORDAN, the bridegroom's brother of Moyock, N.C. was best man. Ushers included Eddie Moore, Jr., the bride's brother; Jimmie Jones, Barry Seymore, bridegroom's cousin, and Mesdames Marian Minton, Emma Baskerville, Theolyn Allison, Mariah Brown, Margaret Calvary, Pat Ormes, Edna Manigault, Nina Preston, Lucille Paul, Lillian Jones, Lois Miller, Lillian Moore, Betty Jones, Ruth Pinder, and Phyliss Morrell.

Miss Dorothy Carter was hostess to the Original Birthday Group, in her home on Boyer Street.

Luncheon tables were set with yellow linens and multi-colored flowers. Members present were Mesdames Hattie Simpson, Frances Mitchell, Vera Hurd Lambert, Esther Winters, Helen Morales and Dorothy Townes.

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MRS. ASHLEY A. HINES entertained the National Freedom Day Luncheon Committee of 25 on her estate "Eisinone" in Yeadon, Pa. Mrs. Hines was fashionably attired in lime green slacks, rose printed silk blouse and lime straw shoes.

MRS. CHARLES H. JORDAN

Now Possible To Shrink Painful Hemorrhoids

And Promptly Stop The Itching, Relieve Pain In Most Cases.

New York, N. Y. (Special): A scientific research institute has discovered a medication which has the ability in most cases — to actually shrink hemorrhoids. In cases after cases, the sufferer first notices prompt relief from the itching, burning and pain. Then this medication starts right in to gently reduce the swelling of inflamed, irritated hemorrhoids.

Tests conducted on hundreds of patients by leading doctors in New York City, in Washington, D.C. and at a Midwest Medical Center proved this medication works as well as any of the well known ointments or suppositories.

And it was all accomplished without narcotics or stinging astringents of any kind.

The secret is *Preparation H®* — an exclusive formula for the treatment of hemorrhoids. There is no other formula like it! In addition to actually shrinking piles and relieving the painful distress — Preparation H lubricates, makes bowel movements less painful and soothes the irritated tissues. It also helps prevent further infection.

Preparation H comes in ointment or suppository form. No prescription is needed.

AFRO Patterns

4517 SIZES 2-8

4561 SIZES 36-50

by Anne Adams

A woman's best choice for fall afternoons is this arc-seamed dress that flows into the slimmest, easiest lines. Sew it in sheer wool, knit.

Printed Pattern 4561: Women's Sizes 36, 38, 40, 42, 44, 46, 48, 50. Size 36 requires 2 yards 45-inch.

• • •

THE QUICK ZIP joins a dress with military manners in a march back to school. Epaulette sleeve, subtle stovepipe neckline, bold pockets are all snappy, happy fashion.

Printed Pattern 4517: Children's Sizes 2, 4, 6, 8. Size 6 requires 1 3/8 yards 35-inch.

FIFTY CENTS in coins for each pattern — add 15 cents for each pattern for first-class mailing and special handling. Send to Anne Adams, care of Afro-American, Pattern Dept., 243 West 17th St., New York, N.Y. 10011. Print NAME, ADDRESS with ZIP, SIZE and STYLE NUMBER.

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Qualified candidate must have a degree in Economics (Master's perferred); minimum 4 years' industrial or business experience in economic analysis. Strong mathematical ability highly desirable plus heavy experience in application of computers to forecasting. Starting salary for successful candidate is $13m and higher commensurate with background.

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Lydia E. Pinkham
Tablets and Liquid Compound

LATIN AMERICANS MEET 'MR. CHARLIE'

By SAM LACY

"Mister Charlie" is catching it from another source and on another front this week . . . His usually placid Latin-American neighbors are up in arms about his high-handedness in the matter of running the boxing business . . . Just in case you need a refresher, "Mister Charlie" is the same guy that is customarily depicted with long, white beard, wearing a star-spangled hat and stove-pipe breeches.

Anyway, repercussions are still being heard from last week's World Boxing Association convention at Reno, Nev., at which time delegates from the United States swept the board of elective offices, much to the chagrin of representatives from the Latin-American nations . . . Particularly dismayed were the delegates from Chile, Panama, Mexico and Venezuela . . . Each let it be known that he personally rebelled against Uncle Sam's domination of the organization, and all promised to recommend to their boxing commissions at home, immediate withdrawal from the WBA.

Chile's Octavio Aylwin made his position clear in no uncertain terms: "My country," he said, "is not interested in belonging to a 'United States' organization" . . . The others put their "amen" to the Aylwin remark . . . All agued that Latin American has more boxing activity than the U.S., and the upper echelon representation in the so - called world union.

'Old hat' to us

For the enlightenment of Senor Aylwin and his colleagues from Mexico, Ramon Velasquez, the treatment they're receiving is old hat to A to Z and colored Americans. The only difference is that they are in a position to do something about it . . . They do have more ring activity (amateur and professional) than does this country, but they had representation at the Reno convention . . . Colored boxers outnumber fighters of "Mister Charlie's complexion, 6 to 1, and the so-called World Boxing Association has yet to include even one tan delegate to its annual meeting.

The Latin American countries are in a position to form their own federation which is what they say is being considered . . . If this happens, the bottom would fall from the WBA, much the same as would occur if colored boxers somehow found a way to bring pressure on "Mister Charlie" for a better shake in helping control a sport they keep alive . . . If there were no tan fighters (instead of 82 in every 100) in the United States, the WBA would have no chance of survival . . . Gen. Westmoreland would be in a helluva fix in Vietnam if he had all officers and no shoot-.

"Boxing is not the exclusive property of the United States," said Venezuela's Fernando Mandry. "It is universal" . . . He went on to suggest that a more equitable division of control responsibility might eliminate the errors and politicking that seems destined to wreck the organization.

Suicide preferred

But I have news for Senor Mandry and his compatriots . . . They appear to be ignorant of the facts of life in America's white world . . . When WBA President Robert Evans (of Louisville) announced that he would refuse any future correspondence written in Spanish (they'd have to learn English or else), and when Venezuela's plea for the 1968 convention was cold-shouldered in favor of Pennsylvania, and for 1969 went bust in favor of Utah, Latin America was getting a deal similar to that to which we've become accustomed.

The United States has 31 votes in the WBA convention, the other nations have 19 . . . The latter can't win because that's "Mister Charlie's" way . . . He'd rather commit suicide than be fair.

TV commits sin

I have refrained, through the years, from criticizing television for the alleged damage it has done boxing and the economic structure of minor league baseball . . . Countless numbers of promoters, managers, owners and writers have communed on the evils of the probing eye, but I have not been wont to join them because I think TV exposure has done almost, if not as much, for the over-all sports picture, as it may have done to harm it . . . Tennis and golf and track would not have the universal appeal they now can boast, were it not for the living room tube.

But TV, at least one segment of it, perpetrated a despicable act last week when it virtually crucified Emmett Ashford, the umpire in his second year in the American League.

It occurred during a game between the Baltimore Orioles and the Chicago White Sox in Comiskey Park . . . Frank Robinson, of the Orioles, hit a drive to the outfield which White Sox centerfield Tommie Agee fielded . . . Ashford signalled that Agee's catch was good for the out, and when the Chicago outfielder hustled a throw to first base to complete what amounted to a double-play on baserunner Paul Blair, a potential Baltimore rally was killed . . . Robinson and his Oriole teammates charged the umpire contending that Agee had trapped the ball, and for a while Emmett was the target of wild abuse and unprintable epithets.

The new dimension

It is not unusual for umpires to be made the center of heated controversy . . . that is the way of an athletic official's life, and he knows this long before he undertakes the job . . . But now comes a new dimension . . . the television "instant replay" development. . . The disputed play was re-run on tape . . . not once, not twice, but several times . . . Then it was shown again in clips on the evening news program.

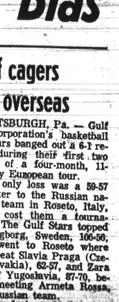
The "instant" replay has done a lot for football and boxing and other sports, baseball included . . . but it alway has been used to point up as outstanding performance like a spectacular catch of a baseball or a clever maneuver by a football quarterback or a pass receiver, like a knockout sequence or the classic form of a runner or hurdler . . . Never has it been employed to "show up" an umpire or referee, etc., a man whose job requires split-second decisions on plays so close that they defy the power of the naked eye.

When the television camera was called upon to repeat over and over again, the misused call by Ashford, it abandoned its roll as reporter and invaded the realm of editorializing . . . Up to a point, this is permissible . . . but there definitely should be a limit to the obvious bent on "showing up" the person involved . . . In the case where the arbiter did err, the tape might be offered to the protesting team to support its beef to the league office or some higher authority, but it certainly should not be exhibited time and again to make life miserable for the umpire.

Race no factor

Now, it comes time for me to make clear that this has absolutely nothing to do with the fact that Emmett Ashford is a colored umpire . . . I cannot make that too emphatic . . . I would take an identical stand were it Bill Haller, Ed Runge, Hank Soar or any of the others in the American League . . . All these men, as well as their white counterparts in the National League, should be given protection from the second guess.

An umpire's job is a thankless one, to say the least . . . It becomes drastically worse when one of their mistakes is kept alive in the minds of a hostile public . . . It is coincidental that the first time this particular encroachment occurred, it was a colored umpire who was caught in the middle . . . If it had happened to Haller or Runge, Soar or Bill Valentine, the results would not have been nearly so severe . . . These men are covered by a shield of anonymity . . . Going into the next town, and later into the park whose team was involved in the dispute, most of them look alike from the distance of the stands . . . Emmett Ashford stands alone . . . there is no mistaking the fact that he was the culprit of two, three weeks ago . . . For that reason only, does his complexion enter into the consideration . . . His crucification is inevitable.



SAM LACY

FCC Gets Report Raking TV Advertising Bias

Bird flop doesn't include Frank

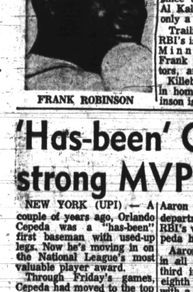
NEW YORK (UPI) — The Baltimore Orioles seem sure to finish in the second division this season, but...don't blame it on Frank Robinson.

Despite a severe concussion in mid-season that has given him annoying headaches and double vision, Robinson has taken a healthy lead in the American League batting race through Friday's games and is among the leaders in both home runs and runs batted in.

THE 1966 triple crown winner was batting a lusty .335 to lead Boston's Carl Yastrzemski by 16 points. Yastrzemski, who leads the league in RBI's with 99, appeared to be Robinson's only real challenger at the moment since the third spot went to Al Kaline of Detroit with only a .307 mark.

Trailing Yastrzemski in RBI's is Harmon Killebrew of Minnesota, with 87, and Frank Howard of the Senators, and Robinson with 73.

Killebrew continues to lead in home runs with 34. Robinson is fourth with 24.



FRANK ROBINSON

Afro Sports

STRICKEN WILDCAT — Greg Page, one of University of Kentucky's first two colored players, was paralyzed, at least temporarily, during practice session for school campus at Lexington, Ky., last week. The sophomore defensive end was placed in intensive care at the university hospital. Young Page, a native of Middlesboro, along with a tan teammate, had been expected to desegregate the Southeast Conference gridiron ranks for the first time this fall.

'Has-been' Cepeda strong MVP threat

NEW YORK (UPI) — A couple of years ago, Orlando Cepeda was a has-been first baseman with used-up legs. Now he's moving in on the National League's most valuable player award.

Through Friday's games, Cepeda had moved to the top of the three-man scramble for the NL batting title with a .347 mark and led both majors in runs batted in with 99. His 23 home runs left the Baby Bull tied for sixth, eight behind Hank Aaron of the Braves.

• • •

ROBERTO CLEMENTE of the Pirates, and Rusty Staub of the Astros, were still neck and neck with Cepeda for the batting crown. Clemente was second at .343 and Staub third at .336. The trio boasted the highest averages in the major leagues.

Jim Wynn of the Astros, was second in both home runs and RBI's. He trailed Aaron by one in the homer department with 30 and his RBI's were nine less that Cepeda had.

Aaron, among the leaders in all three categories, was third in RBI's with 86, and eighth in the batting race with a .317 mark.

ORLANDO CEPEDA

Mathis heads Garden 3-bill

NEW YORK (UPI) — Undefeated Buster Mathis will meet Ron Marsh of Omaha, Neb., 8's part of a heavyweight tripleheader at Madison Square Garden on Sept. 18.

Mathis has knocked out 14 of his 20 opponents while Marshe has scored 13 straight wins and has lost only once in 23 bouts. The hard-hitting in 23 bout. The hard-hitting Marsh lost to Ed Hurley, whom he later beat. He has scored 16 KO's in his career.

OTHER 10-rounders N Jerry Tomasette of Scranton, Pa., who has knocked out six straight, will meet Dante Cane of Italy, a stablemate of middleweight champion Nino Benvenuti.

Charley Green of New York goes against Frank Depaua of Jersey City, N.J., in the final bout.

Elvin Hayes paces Houston 5 in Chile

VALPARAISO, Chile (UPI) — All-America Elvin Hayes scored 35 points Monday night to pace the University of Houston to an easy 72-47 victory over Union Espanola of this Pacific port.

Ken Spain added 12 points and Don Chaney tallied 11 for Houston.

It was the first of a five-game provincial exhibition tour for Houston in Chile.

AMA SAFETY TIP:

First step in football: get physical exam

Folowing is the first of a series of articles by the American Medical Association, published herewith for the general education of AFRO-reading parents, etc.

Football season is here again.

All over the nation American males are tossing and kicking and running with football, all the way from eight-year-olds in the backyard to junior and senior high and college teams to the big bruisers of the professional leagues.

Football is a rough contact sport and inevitably will produce its full quota of bumps and bruises, strains and sprains, cuts and gashes. Most of these aren't serious and the lads concerned are back in the game shortly.

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A THOROUGH medical examination is highly important for boys preparing to go out for football to make certain that a lad has no physical conditions that should be noted before he begins the rigorous training and hard knocks of the game.

Proper physical conditioning hardens the body and increases resistance to fatigue, thus helping to prevent injury.

A minimum of three weeks of conditioning are recommended prior to the first game of the season. Coaches and physicians are alert to the fact that many injuries occur when the player is tiring and thus less alert.

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CAREFUL coaching enables the players to perform better and thus becomes less prone to injury. Good officiating make for better games and also helps to protect players.

Proper equipment and facilities also are important to reduce injuries.

Good first aid procedures and medical care, with a physician readily available for practice drills and on the bench during games, are major factors in cutting down on serious injuries.

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PRECAUTIONS against the extreme heat of early season days also are important. Many coaches are now scheduling the hot weather work-outs in early morning and late afternoon to avoid the heat of the day.

The old rule against drinking water during drills and games has long since been proved invalid and dangerous.

Water and salt is necessary to replace fluids lost through copious sweating.

IF YOUR boy is playing on an organized team, the chances are good that all of these safeguards are observed.

If most of his playing is done on a vacant lot in the afternoon and on Saturday, it becomes the parents' responsibility to see that the player has the benefit of the safe guarding principles.

Apple Festival

WESTMINISTER, S.C. (UPI) — The South Carolina Apple Festival at Westminister Sept. 7-10 is highlighted with street dances, a beauty contest, barbecues, apple orchard tours, a rodeo, horse show, and a golf tournament.

Charge says pro athletes snubbed because of race

By SAM LACY

NEW YORK — A report showing an amazing disinterest in colored persons for television commercials, has been forwarded to the Federal Communications Commission in Washington, by the NAACP Legal and Defense Fund.

The survey, which is undoubtedly the most vigorous indictment of TV attitudes yet disclosed, is based upon a survey conducted by Professor Lawrence Plotkin, acting director of the Social Dynamics Research Institute associated with the Department of Psychology at the City College of New York.

Because TV has great impact on its viewers, LDF holds, it is an important factor in forming opinions and shaping attitudes.

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GUS HENINGBURG, assistant director of LDF, says the survey selected sports programs because of the high incidence of colored athletes and the predominantly male audience.

The major purpose in the survey he asserts, was to continue to obtain factual information about the frequency and duration of appearances on television commercials by colored persons.

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ONLY TELEVISED sports events and related programs (interviews, pre-game programs, game highlights, etc.) were selected for monitoring.

Heningburg says he feels that sports audiences might be more receptive to commercials featuring colored persons because of the importance of tan athletes in professional sports.

A second purpose of this survey was to compare the frequency with which white and colored celebrities were used in personal endorsement commercials.

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USING AN AFRO report, the LDF spokesman pointed out the following figures on professional sports:

BASEBALL — Thirty percent of all major league baseball players are colored; the National League which broke the color barrier has twice as many colored players as the American League. In both leagues, the Most Valuable Player awards went to dark-skinned athletes in 1965 and 1966. In fact, in 13 of the past 18 years, the Most Valuable Player in the National League was colored.

FOOTBALL — In professional football, 26 percent of the players in both leagues are colored. Their level of excellence can be gauged by the fact that the lineups in the Pro Bowl games included 26 percent in the National League and 24 percent in the American League. As in baseball, there are a number of super-stars.

BASKETBALL — In professional basketball, the percentage of tan players on the roster is even higher than the other major sports; they constitute almost half of the players — (44 percent). Of the 30 participants in the last five all-star teams of the National Basketball Association, 27 (or more than half) were colored.

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"THE STUDY has shown us," says Heningburg, "that the rate of colored appearance is alarmingly low — five percent, or one commercial in 20;

"Only half these appearances consisted of momentary exposure as an "extra" in the scene;

"That of the eight commercials monitored which utilized colored persons for personal endorsements only one featured a tan celebrity, Louis Armstrong;

"That beer companies used more than others;

"That banks, insurance and gasoline companies used none, according to this survey;

"And that there was not an appreciable difference in commercials aired nationally and locally."

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THIS LOW RATE is taken as clear evidence that there "under-representation" in television.

While no generalizations can be made about commercials on other types of programs, we would be surprised to find higher rates than the one reported in this study.

"In view of the dramatic increase in the size of the TV viewing audience for athletic contests," Heningburg points out, "the often advanced argument, that audience reaction to black faces will be adverse, is no longer valid.

"IN ADDITION to the psychological harm perpetuated by this policy, the situation also illustrates a limited economic and employment opportunity for colored actors, entertainers, athletes and others who, if they were white would probably appear more in such commercials."

The greater use on beer commercials both in rate and role importance suggests that other products might profitably follow this example, the argument continues. Although it is clear that profit from increased sales is the reason for commercials, there are by-products of commercials which must also be considered.

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"THE SCHAEFER commercial," says the LDF official, for instance, "which shows a colored and a white man playing handball, throwing their arms around each other, and, finally, drinking together socially, is a commercial for the human possibilities of integration as well as one for beer.

"Since the right to broadcast is granted by the Federal Communications Commission as agent for the American people, profit alone cannot be used as the criterion for what appears on television."

Gulf cagers win overseas

PITTSBURGH, Pa. — Gulf Oil Corporation's basketball All Stars banged out a 6-1 record during their first two weeks of a four-month, 11-country European tour.

The only loss was a 59-57 squeaker to the Russian national team in Roseto, Italy, which cost them a tournament. The Gulf Stars topped Halsingborg, Sweden, 106-56, then went to Roseto where they beat Slavia Praga (Czechoslovakia), 62-57, and Zara KK of Yugoslavia, 97-70, before meeting Armeta Rossa, the Russian team.

Then last week they won the Rimini, Italy, tournament with victories over Slavia Praga, 70-67, Candy, 68-39, and Oneta, 89-80.

INCLUDED in the All-Star lineup are Ralph Telken, an NAIA All-America from Rockhurst College; Al Dillard, an AAU All-America from American University, and Don Davidson, an All-Southern Conference choice from Davidson College.

They were members of the 1966-67 Gulf All Stars who compiled an 81-5 record in Europe last fall.

Davenport takes 2 events in Sweden

MALMOE, Sweden (UPI) — World record holder Willie Davenport of the United States scored two victories Thursday night in a Swedish international track meet.

Davenport breezed through the 110-meter hurdles in 13.7 to edge Sweden's Bo Forssander and came back later to take the 100-meter dash event

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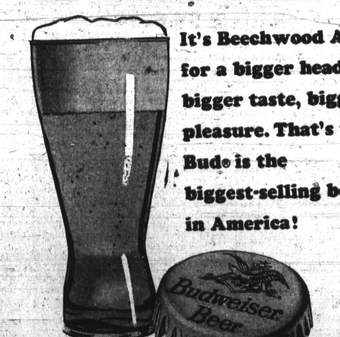

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