WILLI SMITH, 24, head designer for a successful wholesale firm in New York City, adjusts sleeve of one of his creations modeled by his sister, Tookie. It is a flocked printed flannel Solman-sleeved pant suit with a matching hat in red and pink.

Willi Smith, 24, has become legend in fashion industry

NEW YORK — Willi Smith, a Philadelphian, represents a two-way breakthrough in New York's multi-billion dollar ready-to-wear industry.

For one thing, it is a rare person who at 24 can call himself head designer for a successful wholesale firm.

For another, Willi Smith is black, and as he says, "there are very few of us making it at the top."

Smith feels, though, there was no prejudice against his color and that the industry will open more doors to blacks. "It's more of a hassle over age," he said. "The fashion business tends to float above reality."

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Luck is part of the reason he succeeded early. His backer, businessman Irving Yanous, gave the designer a chance three years ago with the establishment of Digits, to make sportswear and some daytime and evening dresses.

"I didn't have to go through that 10 years or so of getting the 'experience' usually demanded of designers. Yanous trusted me."

"We started out at nothing," the designer said in an interview. "The first year, we did a $2 million volume. We're now around $5 million and would like to keep in that range. The minute you get too big you get gobbled up."

As is, the Willi Smith label shows in stores across the country and some have established special departments just for his designs.

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Smith creates for the young market (college girl, career girl) and said nothing retails beyond $100. His "contemporary" clothes, simple of line and without a lot of geegaws, are aimed at all. He finds many black consumers who appreciate the use of color and sophisticated approach.

Smith said the industry is beginning to understand that the black has a contribution to make both as designer and consumer.

Take the sense of color. "Last year," the designer said, "we heard 'this is Europe' when they talked of bright colors in the industry. Well, you could have seen them anywhere earlier in the black community. It filters down."

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Smith did pastels — pinks, blues and occasional yellows — for his summer line and said he's carrying the same brightness right into fall and winter. "I think they'll like bright and cheery next season," he said. "on a gray, drab day there's nothing like putting on something as pretty as pink."

He even is doing fake furs in pink and blue.

Smith has reached the stage where he now can have fabrics designed exclusively for his collection. One for fall will be a print in pastels on a dark background — Smith's signature. his circle-shaped glass lenses.

The designer gives a lot of credit for keeping up with contemporary moods through his sister, Doris (Tookie), 19, a model and salesgirl in the firm and a student also at the Fashion Institute of Technology.

The Smiths are the children of a wrought iron engineer in Philadelphia and the designer said their fashion interest came from their mother and grandmother, both with excellent clothes taste.

• • •

Smith decided on a design career while studying fashion illustration at the Philadelphia Museum College of Art.

He arrived in New York in 1965 with two scholarships to the Parsons School of Design, one from the Philadelphia Board of Education, the other from Parsons itself.

While at Parsons, he free-lanced as a sketcher with a sportswear firm and worked one summer with Arnold Scaasi, getting a taste of the couture world. "I learned what real workmanship in clothes was all about and how serious women can be about fashion and clothes," he replied.

NOTICE

The Advertising Department of THE AFRO-AMERICAN WILL BE CLOSED MONDAY, MAY 29th MEMORIAL DAY

All display (block-type) ads for the Tuesday, May 30th issue should be in this office before 3 p.m., Friday, May 26th ... and all classified reader (per word) ads should be in this office before 2:00 p.m. Friday, May 26th.

DON'T BE SKINNY

Don't be thin and underweight due to poor eating habits. You can quickly look better by adding desired pounds and inches of wholesome weight with natural yeast base oil fortified with vitamins, minerals, iron, quinin, nuger, elements and other ingredients. Super Wate-On fast gains of 8-10-15 pounds and more reported. Cheeks, bust, hips, thighs, all the body should develop. So don't be skinny! Get new Super Wate-On in flavors at drugstore. 1st purchase satisfies or return for refund.

WATE-ON® TABLETS—EMULSION—POWDER

ETHEL and FELDERS BEAUTY SALON
1200 McCULLOH ST. (Corner Dolphin)
● ULTRA SHEEN ● FRENCH RAVEEN
● HAIR STRAIT
Pressing and Styling
Open Every Day — No Appointment Necessary
HOURS: 8:30 A.M. to 6:30 P.M.
Bertha Jones—Operator Emanuel Felder, Mgr.
PHONE: 669-9770

THE HATTIE A. SESSOMES INSURANCE AGENCY
LICENSED INSURANCE BROKER
2906 EDMONDSON AVE.
Liability • Colision • Fire • Theft
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BUDGET TERMS AVAILABLE
Notary and Motor Vehicle Services
Mon. Thru Fri. 9 to 6 P.M. — Sat. 9 to 2
945-7334 945-0768

Does More Than Help Shrink Swelling Of Hemorrhoidal Tissues Due To Infection

(Also Gives Prompt, Temporary Relief in Many Cases from Pain and Itching in Such Tissues.)

When hemorrhoidal tissues swell, become inflamed and infected—it can be very painful for the sufferer. But doctors have found a remarkably successful medication which is so effective that it actually helps shrink swelling of such tissues. And it does more. In many cases, it also gives prompt relief for hours from the pain and itching in hemorrhoidal tissues.

This medication is obtainable without a prescription under the name—Preparation H®.

Tests by leading doctors on hundreds of patients in New York, Washington, D.C. and at a large medical center verified Preparation H gave similar successful results in many cases.

When you consider Preparation H offers so many benefits—it's no wonder millions of sufferers buy it each year to obtain this relief. See if it doesn't help you.

There's no other formula like Preparation H, Ointment or suppositories.

Beware of misleading Medicare ads

Some private insurance companies have been sending misleading advertisements to Medicare beneficiaries in the Baltimore area in an effort to sell them health insurance to supplement their Medicare protection, according to Marshall H. Barney, manager of the Baltimore Social Security Office.

Promotional literature distributed by these companies has been deliberately designed to give the reader the impression that the company is in some way connected with Social Security, or it has access to their records.

One company used an envelope that was almost identical to the envelopes social security uses to send out benefit checks. Only careful reading of the fine print in the advertisement revealed the statement that the company was "not an agency of the State or Federal government."

The Social Security Administration does not endorse any privately-sponsored insurance plan designed to "supplement" Medicare benefits. Mr. Barney emphasized that private insurance companies do not have access to social security records, which are confidential by law.

Persons who are confused by material they get in the mail offering additional Medicare protection should get in touch with their nearest Social Security office, or their State Insurance Commission for further information.

FOOD-A-RAMA

3805 LIBERTY HEIGHTS AVENUE
801 WEST BALTIMORE STREET
2720 WEST NORTH AVENUE
3420 CLIFTON AVENUE
2045 WEST NORTH AVENUE
1000 NORTH MOUNT STREET
BALTIMORE & HILTON STREETS
WE ACCEPT U.S.D.A. FOOD COUPONS

Land O'Lakes Grade 'A' Oven Ready TURKEYS 8-lbs and up lb. 37¢
Combination Package Chicken Legs & Breasts lb. 39¢
MORRELL'S CANNED HAMS Ready To Eat 3 lb. can $2.99
Esskay's U.S.D.A. Choice Boneless 3-Corner or Cross Cut BEEF ROAST lb. 97¢
Fresh Cut TURKEY Wings lb. 29¢ Legs lb. 25¢
Esskay's Pork LOIN ROAST Whole or Half lb. 79¢
Esskay's U.S.D.A. Choice CHUCK ROAST Center Cut lb. 79¢

VALUABLE COUPON — Save 20¢ PRELL SHAMPOO 7-oz. btl. 49¢ — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972
VALUABLE COUPON — GRADE 'A' EGGS doz. 25¢ — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972
VALUABLE COUPON — FAB DETERGENT 99¢ — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972
VALUABLE COUPON — PORK 'N BEANS 29¢ — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972
VALUABLE COUPON — NESTEA ICE TEA MIX 39¢ — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972
VALUABLE COUPON — ALL DETERGENT $1.89 — WITH THIS COUPON — Good only at Food-A-Rama stores mentioned. Offer expires Saturday, May 20, 1972

SOETZE'S BREAKFAST SAUSAGE 2-99¢
SOETZE'S SCRAPPLE 79¢
GRADE 'A' PORK LIVER 39¢
ESSKAY'S HICKORY SMOKED - SLICED BACON 89¢
CORN KING FRANKS 69¢
DRIGGS BACON 3-79¢
ROASTING CHICKENS 39¢
SMOKED NECK BONES 39¢
SOETZE'S LUNCH MEATS 69¢
BONELESS BEEF CUBES 99¢
GROUND BEEF 65¢
ESSKAY FRESH FROZEN VEAL CUTLETS $1.54
ESSKAY'S BONELESS Shoulder Steak $1.19
ESSKAY'S RIB STEAKS $1.19
ESSKAY ALL MEAT FRANKS 69¢
ESSKAY U.S.D.A. CHOICE ROUND STEAKS $1.09
RATH'S SAUSAGE 55¢
RATH'S PIG TAILS 29¢
HUDSON PAPER TOWELS 29¢
MELROSE PRUNE JUICE 39¢
DEL MONTE WHOLE GRAIN or CREAM STYLE CORN 20¢
MOR-VALUE FABRIC SOFTENER 39¢
PEPPERIDGE FARM SPAGHETTI 2-45¢
PEPSODENT ADULT TOOTHBRUSHES 29¢
HEINZ or CAMPBELL'S TOMATO SOUP 10¢

GROCERY SPECIALS
PASTRY PIE SHELLS 33¢
IVORY LIQUID 49¢
MAXWELL HOUSE MAX-PAX COFFEE TRIAL SIZE - 4½-OZ. CAN 25¢
DEL MONTE ORANGE JUICE 49¢
SUGAR & SPICE INSTANT DIET SEGO 69¢
DINEY MOONE VEGETABLE STEW 45
PET NON DAIRY COFFEE CREAMER 59¢
OXYDOL DETERGENT 79
CAMELLIA TOILET TISSUE 4-29¢
LIBBY'S PORK 'N BEANS 14¢
TROPICANA ORANGE DRINK 29¢
HUDSON PAPER NAPKINS 100 COUNT 33¢
HOLSUM ENRICHED or REAL GOOD WHITE BREAD 5 lb. loaves $1
DOLE'S PINEAPPLE JUICE 10¢

GOLD MEDAL FLOUR 5 lb. Bag 39¢
RINSO DETERGENT Giant Box 59¢
Libby's...In Butter Sauce • Succotash • Mixed VEG. Your Choice 12-oz. Can 14¢
PET EVAP. 99 Skim Milk 8 Tall Cans $1.00

FROZEN FOOD SPECIALS
MIX 'EM OR MATCH EM HANOVER •SUCCOTASH •SWEET PEAS •GREEN BEANS 16-OZ. POLY 3 BAGS $1.00
FRENCH FRIES POTATOES 2-49¢
SPAGHETTI or MACARONI 15¢
MUSTARD GREENS 13¢
CHICKEN or BEEF POT PIE 69¢
HASH BROWN POTATOES 19¢
ESSKAY'S SEASONED BEEF PATTIES 8-oz. box $1.99
BREADED SHRIMP 79¢
BANQUET POT PIES BEEF, CHICKEN & TURKEY 13¢

PRODUCE SPECIALS
SWEET YELLOW CORN 5 ears 49¢
SWEET CALIFORNIA ORANGES 39¢
LONG GREEN CUCUMBERS each 12¢

DAIRY SPECIALS
LAND O'LAKES BUTTER QUARTERS lb. Pkg. 79¢
IMPERIAL MARGARINE 45¢
KRAFT'S ORANGE JUICE 79¢
PURE MARGARINE lb. 15¢
BALLARD BISCUITS 4-29¢
KRAFT'S PHILADELPHIA CREAM CHEESE 8-oz. pkg. 10¢

Illustrious Women

DELORES A. WILLIAMS

Seton Hill open house, May 20, 21

The 8th annual Seton Hill Open House Tour, planned in conjunction with Preakness Week, will be held from 1 to 5 p.m. on May 20 and 21.

As Baltimore's closest downtown neighborhood, Seton Hill has grown through the years because of the warm cooperation between business and residents.

Many businesses and residences in the community will be open to the public for tours and decorated.

Mrs. Delores A. Williams is the new School Manager of the Baltimore branch of the business schools division of Victor Comptometer Corporation.

A graduate with an A.B. degree in English and a minor in education from Morgan State College, Mrs. Williams has also studied at the Community College of Baltimore and Patricia Stevens Finishing School. She has participated in many workshops and seminars for leadership development and human relations training.

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In her varied career, Mrs. Williams has been a teacher, in the public schools, where she conducted demonstration lessons and participated as a speaker at the NEA Convention in New York City in 1965, a Prudential Insurance consultant, a training coordinator for students in the New Careers Program, an interface specialist with the Baltimore Job Corps Skill Center, the owner of a personnel agency and a public relations representative for the American Red Cross.

Most of her teaching experiences have been with programs geared to raise the motivational and educational level of minority students. She has also taught charm and groom courses for schools and women's groups, in addition to giving make-up demonstrations in beauty shows.

• • •

Victor Comptometer Corporation has had more than 65 years experience, dating from the days when it had to train employees in the operation of business machines, many of which were introduced by the corporation. It now has a national network of 71 training centers in addition to the 34 schools it maintains, of which Mrs. Williams is the Baltimore Manager.

A pioneer in the manufacture of adding machines, today the corporation has 13 divisions that include business services (temporary office help, schools and data centers), electronic data processing systems, figuring machines, cash registers, electronic communications, golf, sport shooting, fishing, archery, pool and billiard equipment, toys, international and research. Net sales in 1971 were more than $165,000,000.

When shampooing carpeting, place foil or waxed paper underlegs of furniture that cannot be taken from the room. This will prevent rust marks.

Will your son enter college in 1983 and leave in 1984?

John Hancock's Education Fund is an insured savings plan to anticipate the expenses that your child's four years of college will cost you ($10,000 or more). That means guaranteed dollars for your child's education, even if something should happen to you. (Of nine new fathers twenty-five years old, one will not live to see his child graduate.) For all the details, contact me:

RUDY TYRELL Agent
Clark & Bullock Agency
100 W. Saratoga St.
539-2580
John Hancock Life Insurance

NEW FROM SINGER

ONLY $169.95

413/574

A STRETCH STITCH MACHINE AT OUR LOWEST PRICE EVER!

It has 3 built-in stretch stitches plus a built-in blindstitch. Exclusive Singer* front drop-in bobbin, too! Sews buttons and buttonholes. Get this new Stylist* zig-zag machine from Singer now. Complete with carrying case and foot control. And Singer has a Credit Plan to fit your budget.

...and Singer has a sale on the stretch fabrics for your stretch stitches.

Stitch up a summary stretch look. Pick up Simplicity pattern 5005 for the pants and 9930 for the top. Look to Singer for the just-right fabrics.

Ban-Lon Knits of 100% Nyesta Nylon. Wide color choice. Machine washable, 58/60" wide. Reg. $3.99 per yd. SALE $2.22

100% Yarn Dyed Polyester Double Knits in Tri-Color Combinations. Many colorful patterns. Machine washable/dryable, 58/60" wide. Reg. $5.99 per yd. SALE $3.22

100% Polyester Double Knit Prints. Many colorful patterns. Machine washable/dryable 58/60" wide. Reg. $4.99 per yd. SALE $3.22

100% Yarn Dyed Polyester Double Knits in 2-Color Combinations. Choice of many color combinations. Machine washable/dryable, 58/60" wide. Reg. $4.99 per yd SALE $3.22

SINGER
*A Trademark of THE SINGER COMPANY
"Fabrics Available at Most Singer Sewing Centers"

MONDAWMIN SHOPPING CENTER—669-0636

ACME

PICNIC CHECKLIST
Heading a Roast?... Preparing for a Picnic?... Here's a handy list of these "all-but-forgotten" items that'll make any Rar-B-Que or Picnic Perfect!

FAMOUS KRAFT'S Barbecue Sauce 1-qt. 2-oz. jar 39¢
IDEAL BRAND Light Chunk Tuna 6½-oz. can 37¢
LIGHT CHUNK TUNA Breast O' Chicken 6½-oz. can 39¢
KRAFT'S CREAMY Mayonnaise 1-pt. jar 67¢
IDEAL BRAND CREAMY Mayonnaise 1-qt. jar 53¢
PREPARED French's Mustard 9-oz. jar 18¢
REFRESHING Dixi Cola 6 12-oz. btls. 89¢
IDEAL BRAND Salad Mustard 9-oz. jar 35¢
Paper Napkins 3 200-ct. pkgs. 95¢
TARMDALE SLICED White Bread 1-lb. 2-oz. loaves 5 loaves $1
IDEAL FRESH Kosher Pickles 1½-pt. jar 83¢
YOU HOO Choc. Drink 6 10-oz. btls. 89¢
SKIPPY Peanut Butter 12-oz. jar 47¢
PICNIC PERFECT - WHITE Paper Plates 9-in. pkg. 88¢
GREAT LAKES Charcoal Briquets 10-lb. bag 69¢
ASSORTED FLAVORS Ideal Sodas 6 10-oz. btls. plus dep. 69¢
MODERN Tagless Tea Bags pkg. of 100 59¢
PICK RED Heinz Ketchup 14-oz. btl. 25¢

SIRLOIN STEAKS QUALITY LANCASTER BRAND lb. $1.29

FULL CUT INCLUDING THE TENDERLOIN!

LANCASTER BRAND 7-Inch Rib Steaks lb. $1.19
LANCASTER BRAND Porterhouse Steaks lb. $1.59
BACON 1-lb. pkg. of Lean Sliced Fireside only... 39¢
WITH COUPON BELOW & REQUIRED PURCHASE
SAVE 40c WITH THIS COUPON (CO)
LEAN, FIRESIDE BRAND Sliced Bacon 1-lb pkg. 39¢
WITH YOUR $5 PURCHASE
(Excluding Cigarettes & Milk Products)
One Coupon per Family Please. Void After May 23, 1972.

SMALL, LEAN, DELICIOUS (6-8 lb. avg.)
SMOKED PICNICS WHOLE lb. 49¢ SLICED lb. 55c

LANCASTER BRAND (BABY BEEF LIVER lb. 69¢) Tender Beef Liver lb. 55¢
JENNIE-O ALL WHITE MEAT Turkey Roast 2-lb. pkg. $2.79
JENNIE-O WHITE & DARK MEAT Turkey Roast 2-lb. pkg. $2.29
LEAN SLICED Boiled Ham lb. 99¢
LANCASTER BRAND SKINLESS OR JAKA LEAN, BOILED (4-OZ. PKG. 55¢) Esskay Franks 1-lb. pkg. 79¢
Imported Ham 6-oz. pkg. 79¢
LANCASTER BRAND SMOKED BEEF LOAF OR FULLY COOKED Chipped Ham 3-oz. pkgs. $1
BANQUET BRAND (3 VARIETIES) Cooking Bags 4 5-oz. pkgs. 95¢

100% U.S. GOV'T INSPECTED! WHOLE FRESH FRYERS lb. 25¢

INSTANT COFFEE (WITH 40c COUPON) Maxwell House 10-oz. jar $1.09
LIBBY'S Tomato Juice 1-qt. 14-oz. can 31¢
SUCREST FINE Granulated Sugar 5-lb. bag 57¢
WASHDAY FAVORITE! Tide Detergent 3-lb. 1-oz. pkg. 79¢
SUNSWEET Prune Juice 1-qt. 8-oz. btl. 59¢
CAMPBELL'S Tomato Soup 10½-oz. can 10¢
DOG FOOD FAVORITE! Ken-L Ration 6 15½-oz. cans 77¢
PURE VEGETABLE Crisco Shortening 3-lb. can 85¢
ALL PURPOSE Gold Medal Flour 5-lb. bag 54¢
CARNATION OR PET Evap. Milk 13-oz. can 17¢
Prices Effective Thru Sat., May 20, 1972. Please Request a Raincheck if Any Advertised Item Is Unavailable.

GRAPEFRUIT
LARGE 27 SIZE! JUICY FLORIDA SEEDLESS!
7 for $1.00

FANCY FRESH Hot House Tomatoes lb. 59¢
FRESH, CRISP ICEBERG Lettuce 2 heads 49¢
FRESH CRISP Celery Hearts each 39¢
TROPICANA PURE Orange Juice ½-gal. jug 99¢
IDEAL BRAND SEEDLESS Raisins 2 15-oz. pkgs. 69¢

100 S&H GREEN STAMPS WITH YOUR $10 PURCHASE (Excluding Cigarettes & Milk Products) One Coupon per Family Please. Void After May 23, 1972.
50 S&H GREEN STAMPS with the purchase of a ROUND, RUMP OR EYE ROAST One Coupon per Family Please. Void After May 23, 1972.
50 S&H GREEN STAMPS with the purchase of 1-lb. or more FULLY COOKED HEAT & EAT SEAFOOD One Coupon per Family Please. Void After May 23, 1972.
50 S&H GREEN STAMPS with the purchase of any two dzs. GRADE "A" FRESH EGGS One Coupon per Family Please. Void After May 23, 1972.
50 S&H GREEN STAMPS with the purchase of a family size POUND CAKE One Coupon per Family Please. Void After May 23, 1972.
25 S&H GREEN STAMPS with the purchase of a 1-lb. pkg. LANCASTER BRAND SKINLESS FRANKS One Coupon per Family Please. Void After May 23, 1972.
25 S&H GREEN STAMPS with the purchase of any dzs. FLORIDA ORANGES One Coupon per Family Please. Void After May 23, 1972.
15¢ CASH! toward the purchase of a 49-oz. pkg. FAB DETERGENT (10c OFF LABEL!) One Coupon per Family Please. Void After May 23, 1972.
10¢ CASH! toward the purchase of a 22-oz. btl. PALMOLIVE LIQUID One Coupon per Family Please. Void After May 23, 1972.
20¢ CASH! toward the purchase of four two-packs KLEENEX BOUTIQUE BATHROOM TISSUE One Coupon per Family Please. Void After May 23, 1972.
20¢ CASH! toward the purchase of four pkgs. of 124 KLEENEX BOUTIQUE FACIAL TISSUES One Coupon per Family Please. Void After May 23, 1972.
40¢ CASH! toward the purchase of a 10-oz. jar MAXWELL HOUSE INSTANT COFFEE One Coupon per Family Please. Void After May 23, 1972.