Redd Foxx headlines show at Painters Mill Music Fair This weekend.

"People say I'm dirty" "I Love Black Women" "I'm reading a new book—" "Sensuous Dirty Old Man" "I'm Making Plenty of Bread" Photos by Ben Phillips

WHAT'S HAPPENING

BY IDA M. PETERS

REDD FOXX

I like Redd Foxx . . . I have always liked him from his days at Gamby's and the old Royal Theatre. I'd go on Monday . . . caught the opening night show at Painter's Mill Music Fair in Owings Mills, Md. (It's not far . . . straight out Reisterstown Road to the Maryland Cup Co. and turn left).

It's a funny, funny show and not "blue" . . . if that's what you think. He kept the opening night audience laughing in his take-offs on the word "N—" and "S—t."

Redd Foxx says he got his start in night clubs at Gamby's now the York Bar and Grill. Frank Reddick and the late Chandler Wynn hired him. He remembers Wynn as a stern taskmaster.

Gamby's was a very classy whorehouse over top a drug store at Pennsylvania Ave. and Dolphin when he worked the "chitterlin' circuit."

* * *

BREAKFAST

Tuesday, had a chance to have breakfast with Redd Foxx at the Quality Motel. Would you believe . . . one man went home and got his family album for Redd to autograph?

Or the little old lady who said . . . "I always liked you . . . even before you were on TV"....Or the man who had the nerve to ask Redd to sign from "the opposite of Archie Bunker?"

One nice thing about Redd, he signed all requests gracefully. He told the Archie Bunker man, "I don't know him . . . what do you want me to say?"

PENNA. AVE.

To those of you who saw the lady in the wheel chair on opening night . . . she is Mrs. Juanita Taylor of Forest Park Ave. For more years than anyone can say she ran the La Plata Restaurant across from the old Royal Theatre.

She told Redd, "I just had to come see you." He says she used to make good meals for all the performers and send them back stage. She granted credit and the week she died many who skipped out on her, Mrs. Taylor is not well now but Redd hopes many of her old friends on the circuit will drop her a card. The restaurant is still open. When Otis Redding passed, Mrs. Taylor flew to the funeral.

After the Monday night opening show he visited with Frank Reddick at the Fulton Cafe and Rhonda's spaghetti (formerly Biddie's).

Biddy Wood is now managing Redd Foxx's club, while he's on tour.

SANFORD

Redd Foxx (his real name is John Sanford) now lives in Las Vegas. He has a grey mixed reddish bush (Hollywood Clairol?) and married to Betts Jean Foxx (I met her 22 years ago at the Stadium Club in California. Earl Grant was the star) and has one

(Continued on Page D-45)

HARLEM GILMOR ST. N. EDMONDSON AVE. 728-1888 NOW PLAYING
The West's most daring bank robbery!
"THE GREAT NORTHFIELD, MINNESOTA RAID" PG
CLIFF ROBERTSON
2nd HIT ANTHONY HOPKINS NATHALIE DELON "WHEN EIGHT BELLS TOLL"

APOLLO Baltimore & Edmondson
NOW PLAYING
The West's most daring bank robbery!
CLIFF ROBERTSON
"THE GREAT NORTHFIELD, MINNESOTA RAID" PG
Plus 2nd Big Hit
HUMAN? ANIMAL? OR MISSING LINK?
SKULLDUGGERY

MET North and Penna. LA. 3-3700
★
Weekdays—$1.25 to 1 p.m.—$1.75 After; Sat. & Sun. $1.75 All Day
75c For Children Any Day
Doors Open 11:15 a.m., Sun.—Open 1:30 p.m.
NOW PLAYING
HERE COME THE "FUZZ"
PG 87 87 87
United Artists
2nd HIT "What's The Matter With Helen"

$3.50 PER CARLOAD PER CAR
Carlin DRIVE-IN
RAVAGED... SAVAGED...
THE HOT BOX
WOMEN IN CAGES
GIANT FREE PLAYGROUND

POSITIVELY LAST DAYS TO SEE IT!
SIDNEY POITIER BELAFONTE HARRY
"BUCK and the PREACHER"
—RUBY DEE • CAMERON MITCHELL PG
DON'T MISS IT! NEW PARK & LEXINGTON • SA. 7-7100 HELD OVER!

Where "WILLARD" ended...
BEN
ALIVE IN PERSON TOUR LOVE MOST SWEETEST BEN COUSIN
PG
MAYFAIR 306 N. Howard St. • LE 9-2718
Act 1 9:15 12:10-2:05 4:00-5:55 7:50-9:45

"THE LEGEND OF NIGGER CHARLEY" A Larry G. Spangler Production
"The legend of NIGGER CHARLEY"
—Harper's Bazaar
PG
HELD OVER FOR ANOTHER ACTION PACKED WEEK!
HIPPODROME 12 N. EUTAW ST. • LE 9-4715

MEN, MONEY and MURDER! BARBARA HERSHEY
BOXCAR BERTHA PG
TOWN 325 N. FAYETTE St. • LE 9-2208
Act 1 10:15-12:55-2:35-3:15-4:55-6:35-8:15-9:45

RAVAGED... SAVAGED... THE HOT BOX
GIANT TRIPLE SEE ALL THREE
STARTS TOM'W. PLUS BIG DOLL HOUSE PLUS WOMEN IN CAGES
REGENT 1427 Pennsylvania Ave. LE. 3-0624

Variety of activities set for rec centers

The Baltimore City Bureau of Recreation will sponsor the following activities next week at city playgrounds and recreation centers.

JUNE 26

Cahill — Opening Day "Pen Day," 1:30 p.m.; Carroll Park — Sun-n-a Fun Day, 1 p.m.; Coldstream — "Pee Wee" Fun Camp, 10:30 a.m.; Latrobe Homes — Trip to Memorial Stadium, 6 p.m.; Lyndhurst — "Pee Wee" Fun Camp, 10:30 a.m.; Patterson Park — Opening Day Races, 2 p.m.; Woodhome — Frisbee Contest, 1 p.m.

JUNE 27

Gilmor Homes — Hula-Hoop and Frisbee Contest, 4 p.m.; Hamilton — Doll and Stuffed Animal Show, 10:15 a.m.; Hering Run — Fourth of July Events, 1 p.m.; Howard Park — Hula-Hoop Contest, 10:30 a.m.; Joseph Lee — Games Festival, 1 p.m.; Lexington Terrace — Funniest Show Contest, 1 p.m.; O'Donnell Heights — Nature Wagon, 11 a.m.-4 p.m.; Woodhome — Hula-Hoop Contest, 2 p.m.

JUNE 28

Cahill — Hula-Hoop Contest, 1:30 p.m.; Carroll Park — Hula-Hoop Contest, 1 p.m.; Druid Hill Park — Fourth of July Events, 11 a.m.; Fannie L. Barbour — Fourth of July Events, 2 p.m.; Gilmor Homes—Washington, D.C. Trip, 10:30 a.m.; Hamilton — Fourth of July Events, 10:30 a.m.; Hering Run—Travel Club, 12 noon; James McHenry — Fourth of July Event, 2 p.m.; Latrobe Homes — Getting to Know You Party, 11 a.m.; Lexington Terrace — Fire Prevention Show, 10:30 p.m.

JUNE 30

Easterwood Park — Fourth of July Events, 1 p.m.; Fairfield Homes — Fourth of July Activities, 10:30 a.m.; Gilmor Homes — Fourth of July Events, 4 p.m.; Grove Park — Fourth of July Activities, 10:30 a.m.; Hamilton — July Fourth Games, 10:30 a.m.; Hamilton — Trip to zoo. Hamilton — Hula-Hoop Contest, 12:30 p.m.; Hanlon — Fourth of July Events, 1:15 p.m.; Hilton — Hilton Olympics, 1 p.m.; Howard Park — July Fourth Events, 10:30 a.m.; Mount Royal — Trip-Fort McHenry, 1 p.m.; Roosevelt Park —Jamboree Track and Field Meet, 6 p.m.

Inoculation schedule set for children

Parents are being alerted in the new State Regulations that will require protective inoculations for children who enter preschool programs, kindergarten and first grade in the fall of this year.

The proposed regulations that are expected to become law by September, 1972 will require that children be protected against diphtheria, tetanus, whooping cough, polio, measles and rubella.

Specifically, children will be required to have 4 doses of diphtheria and tetanus toxoid combined with whooping cough vaccine (DTP); 3 doses of polio vaccine; 1 dose of measles vaccine or proof of having had regular measles; and 1 dose of rubella vaccine for protection against German measles.

The Health Department urges parents of children who do not meet these proposed requirements to take steps now to see that their children receive the needed vaccines before school starts.

Children can get the inoculations from the family physician or at one of the City Health Department's five inoculation clinics.

The locations and clinic schedules are as follows: No appointment is necessary.

Druid Inoculation Clinic, 1515 W. North Avenue, every Monday, 12:30 p.m.

Eastern Inoculation Clinic, 620 N. Caroline Street, first and third Tuesdays, 12:30 p.m.

Southeastern Inoculation Clinic, 3411 Bank Street, every Friday, 12:00 noon.

Southern Inoculation Clinic, 1211 Wall Street, every Monday, 12:00 noon.

Western Inoculation Clinic, 700 W. Lombard Street, every Monday, 12:30 p.m.

Parents who are not sure which shots their child has had may call the Health Department's Immunization Office, telephone 732-2000, extension 403.

Price index up, but food down

The cost of living of Americans rose 0.3 per cent in May despite a drop in food prices for the first time in seven months, the Labor Department said Wednesday.

The increase was caused mainly by higher prices for clothing, used cars, gasoline, household services and nonfood commodities, the department said in its regular monthly report.

Earlier, Herbert Stein, chairman of President Nixon's Council of Economic Advisers, warned that retail meat prices—and other food costs—which shot up nearly 7.5 per cent in the first four months of the year, would be rising again.

Led by nearly a 1 per cent decline in the price of meat, poultry and fish, the department's Bureau of Labor Statistics said, prices of food on grocers' shelves went down 0.2 per cent.

* * *

But BLS officials pointed out that these food prices were checked during the first week in May, and did not reflect sharp wholesale food price increases since then. The higher retail prices may not show up in the price index until the June report is released next month.

Stein served notice that not only beef and pork but other food prices would show an increase.

Even as the department made its report, the Price Commission was meeting to consider whether to clamp tighter government controls on food prices.

The 0.3 per cent increase in consumer prices in May pushed the consumer price index to 124.7, 3.2 per cent higher than a year ago. Goods and services that cost $10 in 1967 cost $12.47 last month.

The BLS said the price index rose at a seasonally adjusted annual rate of 3.5 per cent during the six months of the phase II controls, or less than the 4 per cent rate of increase during the six months leading up to the wage-price freeze imposed in August.

* * *

The higher cost of living in May outstripped the purchasing power of average weekly earnings of rank-and-file workers. The BLS said the actual purchasing power of the weekly earnings of the average worker with three dependents dropped 0.6 per cent from April because of the higher prices.

The overall decline of 0.1 per cent in the cost of food in supermarkets and restaurants was the first drop since October, although food prices held steady in both January and April. There were sharp increases, however, of 1.1 per cent last December and 1.6 per cent in February.

Fruits and vegetables, with a 1.5 per cent increase, were the only food category not showing lower prices in supermarkets in May. Declines were recorded of 0.9 per cent for meats, poultry and fish, 0.3 per cent for cereals and bakery products, and 0.1 per cent for dairy products. The cost of food in restaurants went up 0.3 per cent. (UPI)

New youth program at Unity Methodist

nity Awareness is sponsoring an inner-city education program for youths between the ages of 6-12 yrs.

The program, designed to increase and stabilize the learning capacity of these youth, began June 19, and runs through to September 4.

It will be conducted at the Unity Methodist Church at 1433 Edmondson Ave.

Some 25 youths from 15-18 will be employed with the cooperation of the N.Y.C. in school program. They will be orientated to work as tutors in the program.

The program will act as a learning experience for the young people as they become more sensitized to the education problems in the inner-city.

It is hoped also that the program will help the city administrators to create more constructive programs of educational value over the summer months for those who are in such desperate need of these services.

W. Maurice Holmes, executive director, may be reached by calling 367-7434.

MTA sends ID cards to senior citizens

The Mass Transit Administration is in process of mailing more than 45,000 permanent Identification Cards to Senior Citizens, 65 years or older, who have registered for the Senior Citizen Fare Reduction Program.

For the convenience of Senior Citizens, who are eligible but who have not registered, more than 100 registration centers are still available throughout the metropolitan area.

Special tokens, which must be used in conjunction with the Identification Card, are available from nearly 300 outlets including banks, savings and loan associations, retail outlets and numerous drug stores.

Patuxent must change rules, contempt charges considered

Patuxent Institution officials have 30 days to set up definite guidelines for the use of administrative segregation cells or be held in contempt of court.

Circuit Court Judge Robert J. Waltz and Montgomery County Circuit Court Judge Ralph Miller issued the order Tuesday to prison officials.

The two-judge court, however, denied a petition filed by nine inmates that the prison administrators be held in contempt of court for delaying the implementation of rules set out by the judges last year.

Prison officials were ordered during Nov., 1971 to implement changes in medical services, confinement in segregation cells, rehabilitative therapy and to abolish mail censorship.

Testimony during the two-day hearing revealed officials waited from Feb. 24 until April 20 to implement the changes because they wanted handbooks printed and distributed to the inmates first.

The petitioners specifically charged officials with failure to provide sufficient medical services on the administrative segregation cells, also called the "M-1 tier."

Officials were also accused of instituting censorship of psychology or psychiatry books to inmates and using the M-1 tier in an illegal manner to deprive prisoners of Constitutional rights.

The court was told inmates are sent to the segregation cells for long periods of time or indefinite sentences without being told why they are being transferred to the special section.

Judge Watts stated, in rendering the decision, that although the rules could have been put in effect sooner, the system was not "horrendous" enough to hold officials in contempt of court.

The court was told the prisoner's medical doctor sometimes made visits only twice a week to the special segregation cell instead of three times a week as was reported by the doctor.

Patuxent officials must develop a method of providing reasons for confinement in the segregation tier, set up guidelines for a man's release from the tier and institute changes in recommendations for segregated confinement.

Judge Watts stated officials must abandon the method they are using now where prison director, Forrest Calhoun, may send an inmate to the M-1 tier for indefinite periods of time.

Mr. Calhoun told the court that he sent one inmate to the M-1 tier because the man was "dangerous."

The prison director ordered the inmate to be held 15 days, however the inmate is still being confined there, the court was told.

Judge Watts added that the court can only make decisions in prison matters where there is a violation of the Constitutional rights of inmates.

He stated, "We're still judges and we're limited to making sure what they (prison officials) do meets Constitutional standards."

Last rites held for John A. Whitelaw

Funeral services were held Thursday at 12 p.m., at the Charles A. Rices Funeral Home for John A. Whitelaw who was buried at Mt. Calvary Cemetery.

Mr. Whitelaw was an employee of Bucks Princeton and Co. for 8 yrs., but at the time of his death was unemployed.

He is survived by his wife Mrs. Mabel Ryan Whitelaw and a stepdaughter.

What's Happening

(Continued from Page D-44)

daughter, Debracia.

In commenting on his hit show "Sanford and Son" he says it's hard work in Hollywood under the steady, moving, hot lights. Tony don't use idiot cards but memorize the scripts.

Redd Foxx's philosophy — "the road to success is crowded with egotistics coming back . . . think about it . . . it's heavy."

You have until Sunday to catch Redd Foxx at Painters Mill Music Fair. You'll enjoy Slappy White, Demond Wilson, The Stovall Sisters and Lyn Roman.

In the pit is an attractive black woman, Melba Liston who formerly wrote and arranged for Dizzy Gillespie.

Slappy White cracks . . . "you wake people are sometimes like . . . you've got ten men on the moon before we can get two in the band."

* * *

The Act IV Restaurant at Painters Mill Music Fair is now open under new management with an appealing new format and a seating capacity for 150.

On evenings with 8:30 curtain times, the restaurant will begin service at 6:30 p.m. On evenings with 7:00 or 9:00 show times, service will begin at 5:00 and 7:00 respectively. The restaurant will not operate on evenings when there is no performance).

A brand new addition to Painters Mill is the full-service bar in the theatre lobby which will open at one hour prior to show time (usually 7:30 to 8:30, except for Saturdays when show times may be 7 and 10:30 or 9:00) and during intermission.

* * *

STAPLE SINGERS

The Staple Singers, Joe Simon, The Stylistics, and the Dramatics will be at the Merriweather Post Pavilion in Columbia for one show only, Thursday evening June 29th at 8:30 p.m.

Teddy Powell productions, a black booking group, out of Newark and New York are handling the show.

In the United States, The Staple Singers are synonymous with the finest Gospel music. Abroad, in Europe, Asia and the Middle East, they are lauded and respected as unofficial ambassadors of good will who, via their music, have transported a big slice of Americana to those with markedly different customs and cultures and made it meaningful to them.

* * *

BEN

JF Theatres told me that "Willard" was a blockbuster hit in 1971. You can tell me anything . . . I went to see the sequel, "Ben" with 4,000 rats.

The Mayfair theatre was packed . . . and at the end . . . the audience was rooting for "Ben."

* * *

BURT REYNOLDS AT MET

Burt Reynolds, Raquel Welch and Yul Brynner star in the action-packed police film, "Fuzz" now playing at the Met Theatre.

The Council for Individual Self Help (CISH) held its first annual awards program at Johnston Square Community School on June 15th.

This is the movie version of one of Ed McBain's famous 87th Precinct crime novels.

* * *

FEELS POINT GALLERY

Joyce Scott a Drug Counselor with the Western Drug Abuse Program has a one-woman show of her works on display at the Feels Point Art Gallery at the foot of Broadway through June 30.

Only 23, she is a graduate of Western High School, Maryland Institute College of Art and Instituto Allende, Mexico.

She has had varied teaching experience as an arts and craft teacher in the public schools, and has special skills in weaving, jewelry, ceramics.

She has shown her work at the Cross Country Exhibition, Baltimore Museum of Art Arts Festival and the Johns Hopkins Festival.

* * *

WEST INDIAN DAY MURPHY HOMES

The First Annual West Indian American Ethnic Day program under the direction of Paisley Graham was held recently at the Murphy Homes Recreation Center.

Guest speaker was Kenneth Ablack, Cultural Attache from the Trinidad and Tobago Embassies in Washington.

He spoke on the culture and ideals of the West Indian people and the history of the steel bands. He says today on many a Caribbean Island more people dance to the music of the oil barrel than any other instrument, and it is a part of the rich musical history of the West Indies.

Larry Young, student at the University of Maryland and Adrian Hill, law student at the University of Maryland were Masters of Ceremonies.

Mr. Ablack presented the West Indian flag, a glass trophy and a book written by the Prime Minister of Trinidad to Murphy Center Director Graham.

Members of the Trinidad, Tobago Baltimore Steel Orchestra entertained. They are Paul Gervais, Larry Sinclair, Richard Semper, Louis Potts, Edric Grant, A. Brino, C. Clark, Carlton C. Best and Lawrence Roger.

West Indian folk dances were performed by Harry "The Magnificent" Maraj, the Christine Joseph Dancers and the Phyllis Hunt Dance Troupe.

Refreshments included two special West Indian native dishes, "Pelau" and Trinidad, Tobago Sauce prepared by Mrs. Eleanora Kenneth Smith.

The program ended with the audience participating in the Trinidad Jump Up.

* * *

"Monterey Pop," D. A. Pennebaker's 80-minute movie record of the sounds and mood of the late 1960's as reflected in the music, faces, and attitudes of the thousands of young Americans who thronged to the 1968 California pop music festival, will be given a free public showing at 6 p.m. on Tuesday, June 27, at the Pratt library's Cherry Hill center, Spelman and Woodview roads.

Among the recording stars who appear in the film are Jimi Hendrix, Otis Redding, Janis Joplin, The Who, and Ravi Shankar.

Popular music fans and other interested members of the public are invited to the library screening. Seating will be available on a first-come, first-served basis.

* * *

SUNDAY CONCERTS

The Bureau of Music, a city of Baltimore agency, will continue its 1972 Sunday series of free outdoor summer band concerts with a double concert to be held on June 25, in Druid Hill Park, Zoo Mansion House Road near Rock Island.

The first concert, from 3:5 p.m., will feature the Baltimore Municipal Band conducted by Charles A. Bagley.

The program will offer a variety of [illegible] and current favorites, [illegible] from "My Fair Lady," "Cabaret" and "I'd Like To Teach The World To Sing." The popular Sing Along will be led by Matthew Fraling.

The second concert, from 5:30 p.m. to 7 p.m., will introduce Baltimore's Big Band conducted by Eugene Walker.

The Big Band is the Bureau of Music's latest addition to its summer series, and the program will feature popular music in the jazz idiom reminiscent of Count Basie and the Big Band Sound of the 1940's.

There is no admission charge to these concerts and audience seating is provided.

CISH holds first awards ceremony

Joseph Hamilton Ten of these young men were members of the organization's No. 1 Basket ball team.

Contributions to CISH should be mailed to 31 N. Broadway St., Baltimore, 21231. Checks and money orders are made payable to the Council For Individual Self Help.

The Council for Individual Self Help (CISH) held its first annual awards program at Johnston Square Community School on June 15th.

CISH was founded two years ago by Abraham McCauley. It was an organization designed to give youngsters something to do, and get them off the streets. Today it has programs in athletics, music, education and religion, crime prevention, and drama.

The program began with an invocation by the Rev. Mr. Spencer of the Cornerstone Baptist Church.

Also participating was an African dance group from Model Cities, Cultural Arts Center B.

* * *

During the program a total of 49 awards were presented.

Eight were presented to the directors of CISH.

They were: Abraham McCauley Jr., Miss Renee Hill, Roland B. Barlen, Herbert Wilts, Miss Mary McCauley, Randolph Smith, Adrian Datcher, and Bernard Potts Esq.

Three were given to businesses that contributed to the organization: Crown Foods inc., T A Hebron Cut Rate, and Maryland Chicken Corp.

There were five awards given to people who helped the organization: Stanley Santose Harry Fordhum, Norman Ross, Oscar Jobe and Bernard Potts.

The 33 other awards were presented by Judge Robert B. Watts of the Supreme Bench of Baltimore City.

These awards were presentations for achievement and participation given to the young men who are members of CISH.

They are, Johnny McCauley, Jimmy McCauley, James Lewis, Ernest Williams, Keith Hamilton, Michael Byrd, Michael Williams, Robert Lewis, Ali Williams, Anthony McDaniel, Ronnie Dean, Michael Coffie, David Bailey, Tyrone McCauley, Eric Coffie, Kevin Bailey and William Myler.

Also, Thomas McCauley, Edward Watson, Joe Manigo, Alton Knight, Thomas Baker, Danny Watson, Keith Harrell, Anthony Burden, Curtis Stokes, Richard Davis, Ollie Gorham, Andy Williams, and Jimmy Dean, Oscar Myles.

HARNESS RACING
8 RACES DAILY THRU JUL. 5
5 Exactas
LAUREL RACEWAY
1st Race 7:30
DINING RESERVATIONS PHONE 725-9400
3 WAYS TO GO U. S. Route 95 to Route 175 Balto.-Wash. Pkwy. to Rt. 32 Direct — Via U. S. Route 1

Reddi-Foxx Sanford & Son
WILSON WHITE ROMAN
NOW Thru JUNE 25
Coming Tues. June 27 - July 2 ROBERT MERRILL in FIDDLER on the ROOF
RES or INFO: (301) 363-0800 Ticketron: (202) 659-2601 Groups: (301) 363-0450
PAINTERS MILL music fair

Jubilee
The Baltimore area's finest gospel singing groups perform their favorite pieces. Mary Clayburn hosts this series of monthly musical specials produced by WBAL-TV.
In Color FRIDAY 7:30 PM
WBAL TV 11

MERRIWEATHER POST PAVILION
Columbia, Md.—Dual Hwy. No. 29
Balto.—730-2424 Wash.—953-2424
T.P. PRODUCTIONS presents
GIANT SOUL FESTIVAL OF STARS
ON STAGE IN PERSON!
THE STAPLE SINGERS
JOE SIMON
THE DRAMATICS (IN THE RAIN)
THE STYLISTICS (BETCHA BY GOLLY, WOW)
SAD SAM M.C.
THURS., JUNE 29th—8:30 p.m.
$6.50 - $4.50 - $3 lawn
Tickets—Baltimore: All Sears Stores, Hochschild Kohn, Hutzler's and Savings Bank of Baltimore.
Washington: All Sears Stores, Pentagon Ticket Agency, National Bank of Washington and Serenade Record Shop

One of America's national pastimes—drinking Coke—salutes another—baseball.
It's the real thing. Coke.
Bottled under the authority of The Coca-Cola Company by the people in your town who bring you Coca-Cola.
"COCA-COLA" AND "COKE" ARE THE REGISTERED TRADE-MARKS WHICH DISTINGUISH THE JOINT PRODUCT OF THE COCA-COLA COMPANY.

"All Work Is As Seed Sown..."

"... It grows and spreads, and sows itself anew."

So wrote Thomas Carlyle a century ago.

And so it remains today, in an age concerned with unemployment rates and plagued by the cruel appendages of poverty—crime, drug addiction, separation of families, declining morality, urban decay, rising welfare costs.

Case after case, problem after problem, are found rooted in the idleness and hopelessness of men unable to find meaningful jobs.

At the same time, ironically, many employers decry a shortage of capable workers.

The idea of using television to bring together people needing jobs and people who have jobs to be filled was born five years ago in Chicago.

Within six months, Baltimore's WBAL-TV began weekly broadcasts of *Opportunity Line*, produced in cooperation with the Maryland State Employment Service and hosted by David Glenn, Executive Director of Baltimore's Community Relations Commission.

The program's impact was immediate and impressive.

During *Opportunity Line's* first year alone, more than 600 Baltimoreans found employment as a direct result of the series, countless others as an indirect result—all without cost to either employer or employee.

In economic terms, consider that these 600, [illegible] families, instead of adding to the [illegible] became self-sufficient, taxpayers, producers of goods and services, with combined annual earnings estimated at well over two million dollars.

In *human* terms, the benefits are immeasurable.

Results in succeeding years have borne out the promise of the first.

Special programs in the series have dealt with specific employment needs of teen-agers, the elderly and handicapped workers. Another investigated employment and training opportunities in the military services.

Opportunity Line's success also encouraged WBAL-TV to produce other such programs.

Last summer a twelve-week series entitled *The Job Seekers* reversed the pattern by introducing on TV unemployed workers, including some in such specialized fields as aerodynamics and mass spectrometry, and helping them communicate their qualifications to prospective employers.

Yet another approach is reflected in last year's *Career Opportunities* and the recent *Pathways to Jobs*—two twelve-part series produced by WBAL-TV in cooperation with the American School Counselors Association. Both were designed to aid the great majority of high school students—those not planning to attend college—in finding jobs.

Other WBAL-TV programs, such as *Learning to Read*, now in its twelfth year of teaching basic language skills, help prepare many "hard core" unemployed for work.

Our great hope is that Carlyle's "seed sown," properly nurtured, may grow to a healthy orchard, with fruit enough that none need hunger.

Let's work together . . .

Meeting The Baltimore Challenge

WBAL TV 11