

# Cook-out doesn't have to mean work-out, anymore.



It's cook-out time!... in the yard, in the park, wherever! So, why not switch off for once ... let the guys be chefs for a day. With KRAFT Barbecue Sauce it's easier, no matter who cooks. You get the most from your outdoor cooking time. KRAFT Barbecue Sauce simmers real cookout flavor into the meat. And because its thick, rich taste needs no touching up before using . . . it makes a barbecue easy for almost anyone. Try it on chicken, ribs, hamburgers or even on your special pork chops. With your "onion touch" or "green pepper fling," the recipe is exclusively you. Enjoy the long, warm days . . . cook-outs are a breeze with KRAFT Barbecue Sauce.

#### EASY DOES IT BARBECUE CHICKEN

1 21/2 to 3-lb. broiler-3/4 cup KRAFT Barbecue Sauce fryer, quartered

Place chicken on greased grill, skin side up, 5 to 7 inches from coals. Grill over low coals (coals will be ash gray) 30 minutes; turn and grill 10 minutes longer. Turn; grill 30 minutes longer, turning and brushing with sauce every 10 minutes.

Place chicken in 113/4 x 71/2-inch baking dish. Pour sauce over chicken. Bake at 350°, 1 hour or until tender, basting with sauce.

3 to 4 servings



## (KRAFT) ... means more than cooking.

Division of Kraftco Corporation



Enjoying a chuckle following a recent meetin held in Washington, D.C. to discuss methods of marketing to black consumers are co-sponsors Left to right, Richard N. Courtice, Vice President Advertising and Sales Promotion, Kraft Foods; Kenneth O. Wilson, Vice President of Advertising, AFRO-AMERICAN Publishing Co., H. Keith Ridgway Sr., Vice President of

Marketing Kraft, and (far right) Charles R. LeMaster Sr., Vice President of Sales and Sales Operations, Kraft. Arthur A. Fletcher, president of Arthur A. Fletcher and Associates, (second from right) was special guest along with 65 grocery executives from the Washington, Baltimore, Richmond metropolitan areas.

## Convention Calendar

AUGUST 9-15 - IMPROVED BENEVOLENT PROTECTIVE ORDER OF ELKS OF THE WORLD, Chicago, III., Hobson R. Reynolds, grand exalted ruler.

AUGUST 17,22 - IMPERIAL COURT DAUGHTERS OF ISIS. New Orleans, La., Thelma M. Gordon, imperial commandress.

AUGUST 10-14 - NATIONAL MEDICAL ASSOCIATION, Miami Beach, Fla., Vernal G. Cave, president.

AUGUST 11-13 - SOUTHERN BEAUTY CONGRESS, Birmingham, Ala., Ruth J. Jackson, chairman.

AUGUST 11-16 - TAU GAMMA DELTA SORORITY, INC., Long Island, N.Y., Thelma M. Link, supreme basileus.

AUGUST 12-17 - NATIONAL ASSOCIATION OF NEGRO BUSINESS & PROFESSIONAL WOMEN'S CLUBS, INC., Washington, D.C., Rosalie J. McGuire, president.

AUGUST 15-22 - NATIONAL SUPREME COUNCIL, A & A SCOTTISH RITE MASONS, Atlanta, Ga., John Burns, sovereign grand commander.

### Moby Dick

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August 16th is a busy day. Although it has to do mostly with a conflict between religion and recreation. The church is trying to turn back the tide of liberalized morality. There will probably also be some joining of the churches into the dispute about irresponsibility of the stock market and the Federal Reserve. Clashes between labor and the courts, and between doctors and priests over the church's right to interfere with the practice of medicine.

AUGUST 22 and 23: A period of clash between labor and government. With government changes in regard to wages and employment on the 22nd, followed by a violent reaction on the 23rd which may serve to help in the depression of the stock market that is going to take place when it opens again on Monday.

AUGUST 27: Sees a lot of threatening rhetoric with nations calling each other names across their borders and frantic efforts at peace making. Perhaps with Henry Kissinger on his roller skates

AUGUST 28: There is mixed news about real estate. What probably happens there is that the housing bargains, the great buys you can make now will get so much publicity, that people will rush out and start buying them and bid the prices back up.

### Crusing

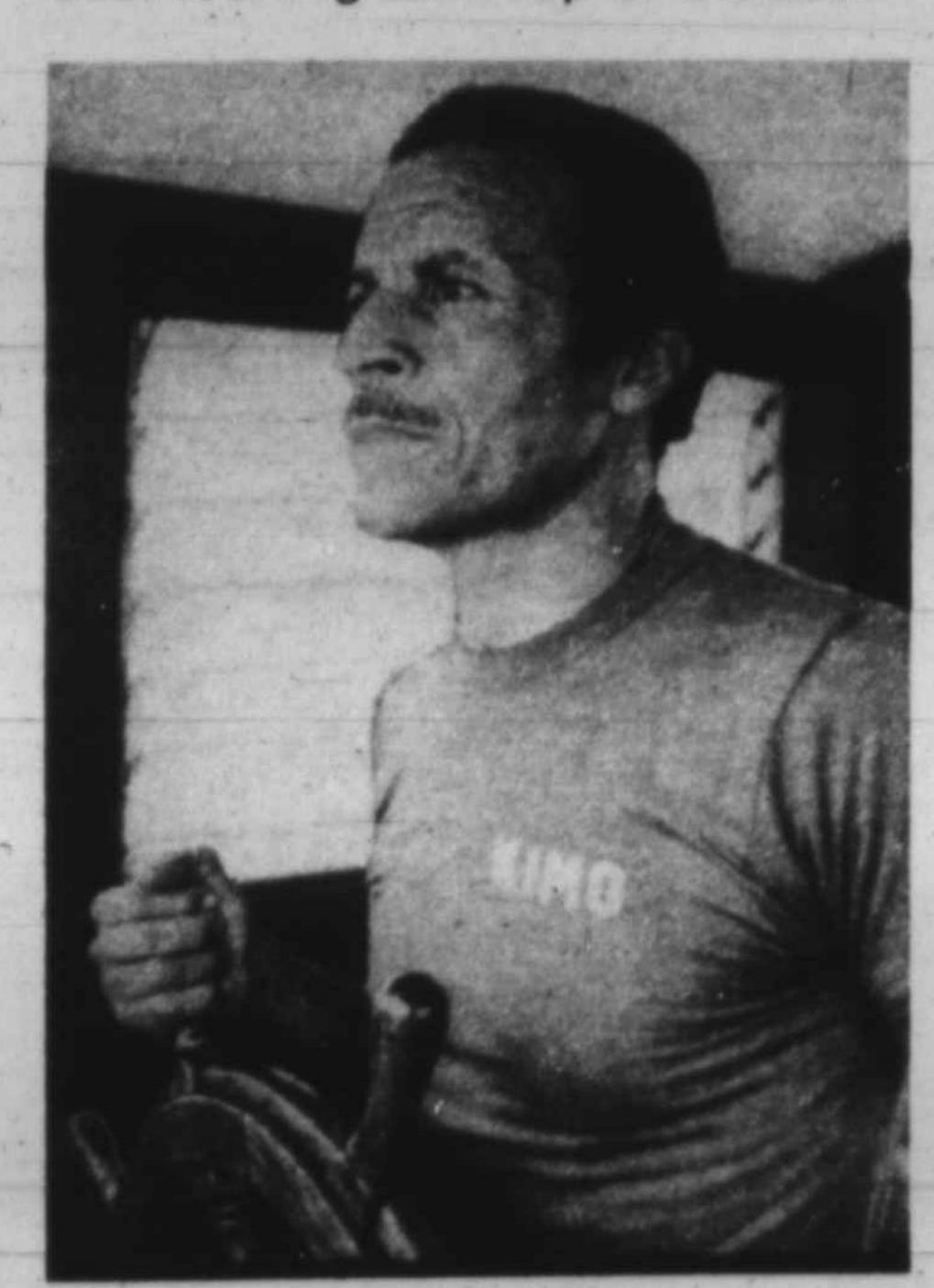
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7-9 p.m. — Dinner (informal) 9:30-1 a.m. — Informal party

Here is what you will need to

BREAKFAST: A pantsuit is suggested. It's chilly during the early morning hours and if you plan to be at the breakfast table at 8, you'll need a lightweight jacket or sweater, especially if breakfast is served outdoors.

LUNCH: By now it's probably hot and you may want to change into those shorts. Then again, you can remove the jacket to your pantsuit and be comfortable in just slacks and a cool-looking tank top or blouse.



JIM PLINTON At the wheel of 'Katjim III' (See Cover)

Boating

(Continued From Page 4) swing is to the sea.

J. O. Plinton, vice president. of Eastern Airlines who is among the numerous black yacht owners in commenting on the lure and love of the sea, had

"The two principle questions one might ask about us semisane individuals; the boat owners or amateur sailors who spend a lot of money, sandpaper our fingers to the bone and flop varnish and paint around until our taste buds no longer work, just to reap a few hours of lonely ecstasy on the restless surface of the oceans and lakes around the continent would be (a) how did we get hooked in the first place, and (b) why can't we or won't we break the habit?

"Inasmuch as my experience going down to the sea in ships was limited to summer jobs on the Atlantic coastal excursion boats; washing pots and pans and doing other menial jobs relegated to the "Brothers," plus a few scary voyages sailing around in the Caribbean in leaky old scows, I have not had the opportunity of fraternizing and comparing notes with the real yachting types. It is apparent, therefore, that I can speak only for myself.

"The answer to the "why" for me can be summed up in two words - the challenge. Ever since my earliest recollections it seems that other places beyond the horizons have held a strange fascination for me; the land beyond the Watchung Mountains, the skies above the tree tops and the seas beyond Asbury Park and Rockaway Beach, N.Y. where the Sunday School picnics were held. God has blessed me to have explored and even to have become a part of these dream destinations.

"I have hunted big game way out in the African bush, explored the bowels of the earth in caverns and the mountains on four continents; I have climbed into the skies and flown a million miles over foreign lands and seas with my own hands. I have enjoyed the quiet beauty diving in the submarine gardens under the crystal clear Caribbean Sea."

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