Report from Philip Morris

Tar/Taste Theory Exploded.

New 9 mg. tar MERIT with 'Enriched Flavor' proves taste no longer depends on amount of tar.

Until now, cigarette flavor pretty much depended on the amount of tar that went along with it.

Regardless of "low tar, good taste" claims, regardless of fancy filters and "space-age" filtering systems—you couldn't get high taste without high tar.

Nor low tar without low taste.

That was the theory.

Until now.

This is another report on MERIT from Philip Morris.

If you smoke, you'll be interested.

Low Tar, Good Taste: Filters Fall Short

At first, we tried designing special filters, too. Like others, our results were generally disappointing.

These results confirmed a belief that if there was any way to get flavor—real flavor—into a low tar cigarette, the answer had to lie somewhere in the tobacco itself.

So we focused on the business end of smoking. The tobacco end. And decided if we wanted to get more flavor through to you, we'd just have to *start* with more.

After a twelve year effort, our Richmond Research Center succeeded. *They isolated the "key" flavor ingredients of tobacco as they exist in cigarette smoke.*

By adding only those natural ingredients of extreme high quality as flavor contributors, yet low tar producing as well, they were able to pack MERIT with 'Enriched Flavor'—without the usual corresponding increase in tar.

'Enriched Flavor.' It's extra flavor. Natural flavor. Flavor that can't burn out, can't drop out, can't do anything but come through for you.

Read the taste-test results for yourself.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home.*

The results were conclusive.

Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much —*or more*—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette MERIT. Incredible smoking pleasure at one of the lowest tar levels in smoking today—only 9 mg. tar.

From Philip Morris.

MERIT and MERIT MENTHOL

*American Institute of Consumer Opinion. Study available free on request.

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

9 mg. tar 0.7 mg. nicotine

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Union Baptist Church recently renovated, has new organ

By Louise A. Hines

An enthusiastic Sunday evening audience stood applauding and cheering the artistry and musicanship of Dr. Edovard Ward in recital recently as he dedicated the $100,000 three-manual pipe organ at newly renovated Union Baptist Church.

Consultant and designer of the Reuter Organ, Dr. Ward evoked prolonged applause for his masterful presentation of a tasteful program spanning the great musical literature for the organ. Opening with "Fantasia in Echo Style" by the Dutch composer, Jan Pieterzoon Sweelnick, he progressed to Bach's well-known "Sleepers Wake! A Voice is calling." Included were the works of Cesar Frank, Pietro Yon, Max Reger, Frankz Schmidt and Henri Mulet.

As an organ rendition, Nathaniel Dett's popular "Juba" took on new meaning and significance.

Appropriately, and especially appealing according to audience response was the organist's closing group dedicated to the late Dr. Martin Luther King Jr. The three religious melodies from the Black Experience were, "Precious Lord, Take My Hand," "Beams of Heaven," and, "Guide My Feet, Lord, while I Run This Race."

* * *

As a tribute to his parents, Mr. and Mrs. Jefferson Ward, here from Atlanta for the occasion, Dr. Ward closed the recital with a poetic rendition of their favorite hymn, "How Great Thou Arts!

* * *

With the church lights dimmed the magnificent organ stood in bold relief affording the audience an unobstructed view of the European trained artist. Dr. Ward holds a Doctorate in Musical Research from the University of Vienna. He was a Fulbright Scholar who also studied at the Akademia fuer Musik and darstellende Kunst.

In this country, Dr. Ward studied at the American Conservatory of Music, and earned both his Bachelor and Master of Music degrees at the Northwestern University School of Music and was elected to the music society of Pi Kappa Lambda on the basis of performance and scholarship.

Dr. Ward is professionally involved as an Associate Professor of Humanities at Coppin State College and a member of the organ faculty of the Peabody Conservatory of Music.

* * *

In two decades of world travel covering five continents, this artist has played many of the great organs of Europe. He was well known for three years as conductor of the Tuskegee Institute Concert Choir and has many years of service as a church organist and choirmaster.

Rev. Vernon N. Dobson, minister of the host church, conducted the Service of Dedication, while the church choir was under the direction of Dr. Richard Turner III, minister of music with William Sydnor as church organist.

FEB. 14

The public is invited to attend the 1976 Loyola College alumni association oyster/bull roast and dance slated for Saturday, Feb. 14 on the Charles St. campus. Table reservations for the 7:30 p.m.-1 a.m. Valentine's Day affair are being accepted through Jan. 30 by the college's alumni office.

AN ENTHUSIASTIC AUDIENCE of 1,000 citizens listens attentively to Union Baptist Church Choir sing, which was backed up by the music of the three manual pipe organ. (Photo by J. D. Howard)

MT. OLIVE UNITED METHODIST CHURCH at 5113 Old Court Rd. is where the Rev. Dr. Quincy Cooper was placed in June, 1975.

Minister denies ouster by former all-white church

BALTIMORE

"I requested full time study leave and it was granted. It wasn't sudden. All I can say is I did request leave and am enrolled full-time at Howard University."

The Rev. Quincy D. Cooper was denying reports that he had been ousted as pastor of the predominantly white Mt. Olive United Methodist Church at 5113 Old Court Rd. in Randallstown, Baltimore County.

To the specific question as to whether the move was racially motivated, the Rev. Mr. Cooper said, "I would have to say no comment."

The Rev. Mr. Cooper assumed pastorate of Mt. Olive just this past May and was the first black minister. The church has 879 members... among them "two or three" black families.

He had formerly pastored St. Mark's, at Garrison Blvd. near Liberty Heights Ave., formerly all-white, but now integrated.

The AFRO contacted the church office on Monday. A spokesman there stated the minister had moved out on Saturday but referred further queries to Mrs. Madge Cramer, identified as head of the pastor-parish relations committee.

Mrs. Cramer told the AFRO, "It is true that the Rev. Mr. Cooper is no longer minister of Mt. Olivet."

Asked why he left, she said, "I wouldn't care to comment on the phone really. That's the only thing I can tell you right now. I wouldn't care to make any further statements."

Asked if there were racial differences, she said, "Race relations had nothing to do with it. Absolutely nothing. I really think that for any further statement you had better contact the district superintendent."

The AFRO reached the district superintendent, the Rev. L. Carroll Yingling, at a ministers' retreat in Lancaster, Pa.

He, too, denied there were any racial differences: — "Oh, no! I would have to say that Mr. Cooper's ministry there has been well received and the attendance statistics and finances were very positive.

"You know the United Methodist policy. All of us as United Methodist ministers are assigned by our bishop. He made the request to the bishop for leave and the bishop responded."

In Washington early Thursday, the presiding bishop, the Rt. Rev. James K. Mathews, told the AFRO:

"The Rev. Mr. Cooper, at his own request, has been relieved of his pastoral duties in order to complete studies for a doctor of philosophy degree. It is understood that he has been suspended."

The bishop said the Rev. Mr. Cooper came to him about two weeks ago and [illegible] added that it is his understanding the him has been admitted for advance study at Howard University and is now enrolled.

Bishop Mathews said the Rev. Mr. Cooper is eligible [illegible] and in all probability will be reassigned at the conference in June.

The Rev. Mr. Cooper holds an AB degree from Maryland State College and Theological degrees from Wesley Theological Seminary, New York Theological Seminary and a PhD from Fordham University.

Before taking the Garrison Blvd. church he pastored at churches in New York and Delaware.

He is a member of numerous organizations and has received a number of national citations including 9th Annual Citizens Award given by the Medical Society of Kings County of Brooklyn, N.Y. and a 1971 award from the National Selection Committee of the Rockefeller Foundation for Theological Education. The Rev. Mr. Cooper married the former Miss Ellen Carter in April, 1974. She is employed as specialist in the Baltimore City public schools.

REV. QUINCY COOPER on study leave

Baltimore's Best show missed best stars, most glorious history

By ELIZABETH M. OLIVER, City Editor

The Advertising Club's "Baltimore's Best" luncheon Wednesday was on the oldtime revival style with "witnesses" jumping up from their seats and "giving testimony" to the glory of "Big B"--Baltimore.

It was a planned thing, not spontaneous and left you with a faked feeling, regardless of how beautifully it was done.

But, perhaps that was the thrust, to have it a laughing matter.

* * *

Nevertheless, we were slighted. Several black citizens testified very well as to how Baltimore is best but when it came to the overall picture, we did not have the leading role as we should have had.

The magnificent slide film show was fair on white history but failed to capture Baltimore's black history. It left out the ONLY Supreme Court Justice, Thurgood Marshll. Who could possibly forget that.

* * *

Baltimore is so rich in black history not equaled anywhere in the world. When mentioning Baltimore's greats, how could W.E.B. DuBois have been left out. A world-wide famed author, historian, he is celebrated as Harvard University's Best but not named among this city's best.

As to churches, Bethel AME dates back to the 1700's and the congregation yet today has some of the nation's leading families of many generations who helped build Baltimore. Orchard Street Church built by slaves in 1837 has no equal in Baltimore nor the nation. We mention only a few. There's not enough space here.

* * *

It is our firm opinion the persons who put together the Baltimore's Best show are not qualified nor in full knoweldge of its best. Then too, what danger one puts oneself in when he attempts to point out "The Best."

Sadly the promotion failed to realize steamed crabs and the dirty soot (Black) can never give the fame to which the town aspires.

The contributions of Baltimore's black citizens alone could carry the town's glory to every corner of the globe (whose citizens by the way are by far non-white).

Those who testified to represent the town's black citizens were delightful and included:

Mrs. Pauline Brooks, the charming fashion leader; Raymond Haysbert, Parks Sausage official, who received sustained applause; Mrs. Josephine Smith Tunstall, East Baltimorean, who is an ace at selling her part of town; Shep Berg who cited Cherry Hill as one of the best.

Elrod Hendricks, the Oriole great, received a big hand.

* * *

Mayor Schaefer's talk insisted Baltimore is a reflection of the zeal and pride of its residents.

Announcing the Baltimore's Best Fan Club will be composed of all citizens, he urged each person to sign the membership cards which can be found all over town.

Each may nominate or enroll himself for the club and receive a membership pin.

The Fan Club induction will be announced. Awards will be presented quarterly and honorees published.

ELROD HENDRICKS *famed Oriole's catcher*

MRS. PAULINE BROOKS *a city of high fashion*

SHEP BURGE *laurels for Cherry Hill*

MRS. MILDRED BRIGHT *Neighborhood Planning Commission*

RAYMOND V. HAYSBERT *praises industry*

MRS. JOSEPHINE S. TUNSTALL *have you seen Gay St. Mall*

NOTED ACTOR Raymond St. Jacques poses with Mrs. Marguerite Campbell, Norman Ross and Norman Carroll, all staunch Baltimore city fans.

AMONG BALTIMORE'S BEST were Orchard Street Church Board Members (L to R) Quentin Lawson, aide to the mayor; Dr. Edgar F. Berman, who delivered his first baby on Orchard St. years ago; Norman Johnson, president of the ILA Grain Handlers Local 921, member and Hershey Richardson, international vice president, ILA Atlantic Coast District. Orchard Church Restoration Membership chairman.