We're putting more neighborhood into your neighborhood A&P.

Stores and people should match. It's no joke either. What good is a store if the kinds of things they have belong in somebody else's neighborhood. And you shouldn't have to go to another neighborhood to find what you should be able to get in your local store. Then there are those new things you've seen advertised but somehow the store where you shop didn't get the message.

At A&P, we heard every word.

Because we've been in your neighborhood since year one, we feel we can match you up with A&P. Not the way we see it, but the way you want it.

Today more and more products are being made to suit your way of life. Products that work a lot better because you didn't go for the way things were. Products like Dark & Lovely Hair Coloring, Sulphur 8, Afro-Sheen, Ravine and names like Posner, Johnson Products, Carson Products and a score of other household names that are taking care of business in thousands of Black households from coast to coast.

If all this makes sense and somehow you think your A&P is short shelving you when it comes to the brands you want to buy, report it to the man in the red jacket. Good shopping is what his job is all about. And making shopping a pleasure is what A&P is all about.

A&P

We're going to make your bag our bag.

Moby Dick

Continued from page 2

what's left of this very warm winter. Long, beautiful travel is in store for summer; don't miss any chances to go, the farther the better. The journey may even feed into the very successful career year that starts around Labor Day.

Friends will be a problem — you will be moving away from them either physically or mentally. Use your unaccustomed strength and creative silver tongue to further your newly serious ambition and go for those financial windfalls.

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SCORPIO: Get ready for the happiest summer of your life, with a power focused good luck in the area of sex or reform, whichever you are into. It's a good year! College in the fall is a bright idea, teaching, studying or whatever, leading up to a fabulous career triumph next year. Your career is absorbing a lot of your thoughts, but you should be striving for security rather than any further advancement just now.

Deep inner searching continues to produce surprising changes in your act and appearance. The big enlightenment comes around Christmas of 1978.

SAGITTARIUS: If you aren't married you're more likely to get that way this year than ever before. If you are, watch out for a tendency to overdo it. Marriages work best one at a time. Your travel this year is hard, necessary travel, work at best, sickbed visits at worst.

Most important, this is the last year you have for climbing the career ladder before your peak, in December 1977. After that you have to go for job security, so scramble this year, and make sure you are doing what you really want to do by year's end.

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CAPRICORN: A romantic fun winter is followed by a summer of happy work, successful job hunting or accomplishment. The late fall is a good time for legal offers and all kinds of partnerships, including marriage.

Your seriousness about sex can lead you through inhibitions to a better space this year. Your career peak is three to four years off, but this year's work contributes substantially to it. Expect an improvement in health.

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AQUARIUS: Take care of real estate matters early in the year, and visit your parents if you can. It's a great summer for investments if you can spare any time from the romance and play boom. Get all the play out of your system before Labor Day because this fall you work successfully and abundantly, probably overdoing it.

Incidentally, next year brings the best chance you will ever have to get married. Adventurous travel, career changes, and weird friends, continue; but the friends come in handy around June. Stay out of court.

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PISCES: Your intellectual triumphs continue through the spring, and pay off handsomely, especially in terms of housing and retirement income. Work is hard, but necessary; you might as well buckle down and get it over with. Better get a good lawyer, the next few years are full of contracts.

You are just getting started on your true career, the artistic or spiritual trip, which will go beautifully and make you happy at last, especially in June.

Travel Hints

Motel 6, originator of the budget motel concept, offers travel hints for a worry-free, smooth-running vacation in their 1977 directory.

Ever wonder how to pack an umbrella? Have trouble with the kids on a rainy, vacation day? Don't want to leave your plants under the care of a stranger?

These questions and others are tackled in the new 64-page Motel 6 Directory available free to the public.

The new edition features a colorful graphic depicting the chain's new signs and billboards across the nation. Inside the book, there are sections on some fun, inexpensive things to do on your next trip and an informative article on "The Art of Suitcase Packing."

To obtain the Motel 6 — 1977 Directory write: Motel 6, Inc., Dept. TVP-77, 1888 Century Park East, Los Angeles, CA. 90067.

'Black Shadow'

Continued from page 16

champion, anywhere on earth.

Even when Gene Tunney decisioned Dempsey for the title in1926, then repeated the performance in 1927, the Dempsey worshippers still persisted. Johnson ridiculed the mauler's ineptness, declaring: "Imagine a champion with no defense against the straight left . . . even in the second bout!"

Second only to baseball's Babe Ruth as an American folk hero, the Mauler launched his cafe on Broadway. He hosted thousands, signed autographs and made as if permanent royalty. Then, overnight, July 4, 1934, the name of Joe Louis Barrow posed a disturbing promise of black rehabilitation, in our anti-black world!

Grantland Rice, at 51, particularly impressed with descriptions of Louis in a nationally syndicated column known as 'The Sportlight.' Having covered every great U.S. athlete since 1905, the sage of sportswriters went overboard.

"When Louis synchronizes the hook and the cross," wrote Rice, "all required is a referee who can toll the ten-seconds that spell knockout. The blurring power of his punches terrify even the most senior scribes. He outclasses Jack Johnson on offense. There is no comparison here.

"Coldly imperturbable, he has color because he has grace and grace is the epitome of balance. Louis is as natural a short puncher as the average man is a natural walker. The fighter who can exchange with him, inside, has yet to be born."

"In action," wrote Dr. Petrie Felsch, noted anatomist, "Louis reminds one of a panther, arising from the floor . . . every muscle picture of synchronized fluidity. The lower brain triggers Louis' electric reflexes — as opposed to the normal human usage of upper brain afference."

Aroused, Dempsey seconded Max Baer in the September 25, 1935 bout with Louis at Yankee Stadium. Before 88,150 fans, the 21-year-old Louis sprayed ringside shirts with bloody spittle . . . from Baer's blood-red face. Baer heard the count in round four.

When tagged by Louis, no fighter survived a second flooring. Unlike Dempsey's seven-knockdowns, in single title bouts, Joe's victims never survived a second serving of his hissing fists.

Greybeard Dempsey idolators stirred the old Mauler to start a 'White Hope' drive. It failed. Following Louis' kayo win over Jim Braddock for the title, in 1937, Dempsey launched a personal exhibition tour — wisely aware that Louis' open-door policy had outmoded the limitations of lilywhitism.

The "Black Shadow" was back . . . in all its fury . . . forever. In 1952, for example, six black boxers wore crowns in as many divisions. (Joe Walcott, Archie Moore, Ray Robinson, James Carter, Sandy Saddler)!

As of 1938, the titular traditions left by the savage black kingpins of the first decade, after a lapse of nearly four decades, were recovered by one black firebrand: Henry Armstrong, the one-man gang. Sportswriters were unaware of Hank's vindicating exploits.

He was first black featherweight king since George Dixon of 1900 (or 38 years). Hank was the first black lightweight boss since Gans died of weight-making abuse in 1908 (or 30 years). Hank was also the first black welterweight ruler since Joe Walcott of 1906 (or 32 years)!

Blacks dominate the boxing game but in pro football quarterbacks "must be white"

Louis, by dent of superb sportsmanship, patriotism, flawless comportment and modestly, had opened the doors in boxing again. The contaigion eventually spread to baseball, basketball and, yes, to black redmission in professional football.

Take a final look at the photograph — noticing that Jersey Joe Walcott, Floyd Patterson, Muhammad Ali, Joe Frazier and George Foreman have dominated the heavyweight championship-wearing privilege during the past 11 years.

There is no demand for lilywhite boxing today. The only beef, as the 'black shadow' lengthens across the arenas and stadiums of the world, is that all professional football quarterbacks (like all Christmases) be white.