—Batman flies by black media

(Continued from Page A1)

of black owned papers and radio stations.

When AFRO advertising manager Marsha White contacted Warner Brothers to question why the studio did not funnel any of its lucrative funds towards black owned papers, negotiator of co-op advertising Tina Strebe, stated, "It doesn't make sense to advertise in secondary papers.

"Most of the black population reads the larger dailies which provide enough awareness," said Strebe.

White conducted an informal survey of sixteen major black newspapers that revealed that only two publications (The Daily Challenge in New York, and the Los Angles Sentinel) received the Batman advertisement.

"The black newspapers are not suggesting that they advertise with us in lieu of the dailies, merely allocate a small percentage of the budget where you automatically saturate the entire market place. This goes beyond the studios, it extends to all major retailers," said White.

According to the 1989 edition of the Standard Directory of Advertising, most film company budgets are in excess of twenty million dollars per year.

Strebe of Warner Brothers says, "We don't advertise in Jewish papers either, we don't have the money. We have exhausted our budget."

Roger Lyons, president of the Baltimore Urban League says, "I think it's another lack of sensitivity ... it assumes that black people don't read. Warner Brothers assumes that blacks only read primary papers, which is inaccurate."

Strebe of Warner Brothers went on to further explain that black movie goers are primarily interested in seeing black films such as "Lean On Me," which would prompt them to advertise in minority publications.

Major black cities which comprise a large number of minorities such as Baltimore, Atlanta, New York, Chicago, and Dallas, individually control their share of the advertising dollar.

The Baltimore NAACP has a Fair Share Program that deals directly with the problem of large corporations, who do not see the need to cater to the black press.

Marsha White says, "Giving a couple of black papers token advertisements will not satisfy the outraged black media."

$1,000,000 CLEARANCE SALE

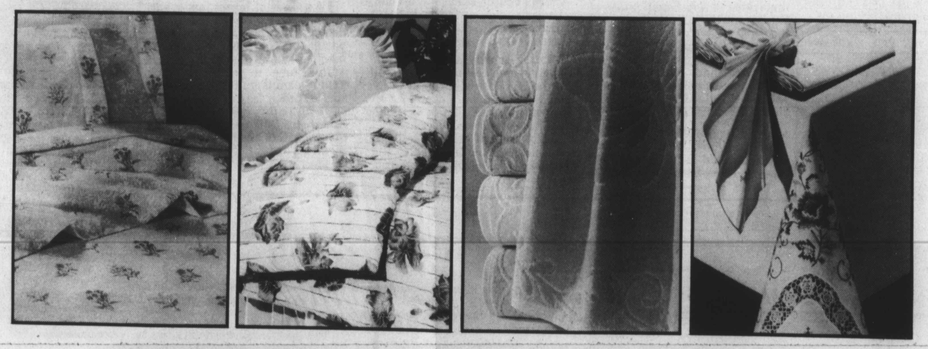
EXTRA 25% OFF

CURRENT SALE PRICES

• SHEETS • TOWELS • PILLOWS • COMFORTERS • TABLE LINENS

Here's an example of how it works:

Original price 15.00
Current sale price 9.99
Less additional 25% 2.50
SALE 7.48
For total savings of 50% on this item.



PLUS, 40% TO 50% OFF CURTAINS, DRAPERIES

SAVE 50%
ENTIRE STOCK OF LACE CURTAINS.
Save on lace curtains in many elegant styles. Available in white or shell. (D.104/105) Orig. $40 to $160
SALE 19.99-79.99

SAVE 50%
ENTIRE STOCK OF EMBROIDERED CURTAINS.
Choose from priscillas, panels, swags and valances. In white or ecru, or with color accents. (D.105) Orig. $40 to $260
SALE 19.99-129.99

SAVE 40%
PREMIERE DRAPERIES FROM BURLINGTON.
Cotton thermo-suede backed draperies available in 15 colors and many sizes. In stock or special order. (D.105) Example: 50x84". Orig. $66
SALE 39.58 50x84"
Sale in progress.

HECHT'S
ESPECIALLY FOR YOU!

The Afro-American Section B

METRO PROFILE

■ Lifestyle B4
■ Clean Block B7

Saturday, June 24, 1989

The Hornets' day

The "Perky Hornets," a bowling group organized 28 years ago as a recreational program for multiple sclerosis victims, held their yearly awards program recently at the Perry Hall Lanes.

Award winners were announced as follow:

The winning team, known as the Starlettes, was comprised of Delois Allen, Ruth Martin and Carol Thawley.

The Strikers (Mary Anderson, Sylvia Jacobson and Sylvester Long) were second. The Americanos (Norman Mercer, Jean Zimmerman and Bruce Decker) were third.

Individual honors went to:

MOST TIMES PINS OVER AVERAGE — Lois Marsiglia and Bruce Decker (ambulatory); Sylvia Jacobson and Bill Moore (wheelchair), and Valerie Huffman (ramp).

MOST PINS OVER AVERAGE — Jean Lorenz and Sylvester Long (ambulatory); Virginia Philip and Norman Mercer (wheelchair), and Eleanor Gorman (ramp).

HIGH GAME — Ruth Connelly and Mel Curreri (ambulatory); Carol Thawley and Bill Fletcher (wheelchair).

MOST IMPROVED — Ruth Connelly and Sylvester Long.

PERFECT ATTENDANCE — (September through June) Lois Marsiglia.

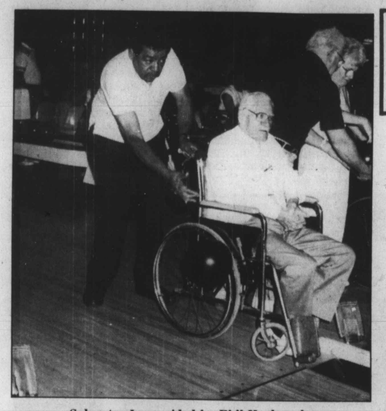
TRIPLE CROWN AWARDS — Ruth Connelly, Carol Thawley and Norman Mercer.

At program's end, the league designated longtime Perky Hornet Bill Krug to present to the AFRO Sports Department, a certificate reading:

"Let our lives as they are
Touched by God's love,
Be a lasting friendship
One to another.

"Everybody needs a friend."

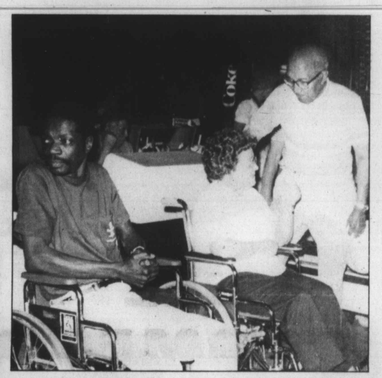
Photo coverage by I. Henry Phillips



Sylvester Long aided by Phil Harbaugh

Bruce Decker volunteers Nora Muldrow

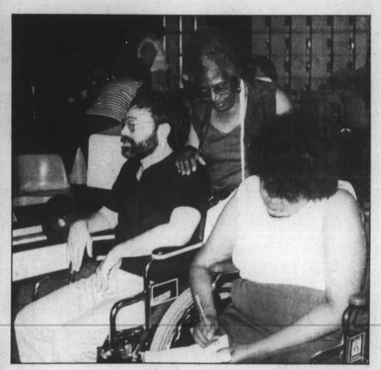
Sylvia Jacobson, Jean Lorenz, Bernadette Martin



Longtimer Bill Fletcher, volunteer Jean Zimmerman

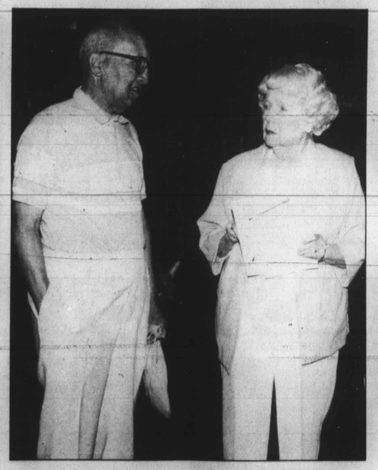
Kate Jacobson, Dori DiVinti, Eleanor Decker

Bill Krug with appreciation poem for AFRO's Sam Lacy



Steve Carton, veteran worker Ethel Diggs, Delois Allen

Phil Harbour, Rose Beecher, Jim O'Neill, veteran volunteer



Organizer (with Evelyn Bieman) Ethel Bird and visitor

Ruth Connelly, Bill Moore visit, Art Decker

This visit for photo coverage is made annually in a conscious effort by the AFRO to acknowledge the bravery of a group of area citizens and the dedication of the volunteers who constantly can be found at their side. Neither multiple sclerosis victim nor helper asks more in reward than the camaraderie that is shared one with the other . . . LACY.