



Those Were The Good Old Days
(If you kept your health)



How could you beat watching Giant Christy Mathewson's fade-away pitch shut out the Philadelphia Athletics three times in the 1905 World Series. ("Big Six" was among the first five elected to baseball's Hall of Fame in 1936).

Or hearing the beautiful Florida Sextet set Broadway with "Tell Me, Pretty Maiden." ("Florida" ran for 547 performances, 1901-02).



But, if you caught a cold—you might get this "home remedy"—
Rub hot bacon rind on the feet, goose grease on the chest and tie an asafetida bag around the neck.

"Remedies" like this were common before the development of modern cold relief drugs. Copyright, Contac Cold Control Center, Manley & James Laboratories, Philadelphia, Pa.

NUL Holds Poverty Workshops

NEW YORK, N. Y. — Growing out of the National Urban League's Community Action Assembly, where 350 National Negro leaders conferred on the Economic Opportunity Act in Washington last December, Whitney M. Young Jr., executive director, disclosed this week follow-up "Poverty Workshops" under the auspices of the League's Southern Regional Office. The cities involved are Little Rock, Jackson, Birmingham, Chattanooga, Knoxville, Memphis, Oklahoma City, Jacksonville, New Orleans, and Winston-Salem.

Young said the South deserves special attention because almost three of every four Negro families in the South earn less than \$3,000 a year. Twenty percent of the Negro families in Georgia—25 percent in Alabama—33 percent in South Carolina and 37 percent in Mississippi live on \$20 per week. The purpose of the Southern

Poverty Workshops, according to the Southern Regional Office, is to provide the machinery for a dialogue among community leaders, the Urban League and the Office of Economic Opportunity and other related government agencies on how to use the new expanded programs in wiping out poverty. Ways and means will be determined at these conferences to assure equitable and effective implementation of the law at the local level.

Clarence D. Coleman, the Regional Director in Atlanta explained further that he envisions three specific goals from these workshops. First, to assure broad community representation on all policy-making EOA Authority Commissions and Committees. Second, to gain assurance from the proper authorities for the establishment of employment procedures to assure compensatory employment opportunities for minority group representatives in all job classifications associated with the local EOA program. Third, to

seek assurance that all EOA programs are designed and implemented in such a way that the economically deprived will be primarily served. The Southern Regional Office is located 250 Auburn Ave., N.E., Atlanta.

Some discussion is also being given to scheduling Poverty Workshops in Liberty County, Ga., and Selma, Ala. Little Rock, Memphis, and Oklahoma City have already held conferences which are being coordinated by the Southern Regional Office in Atlanta.

The National Urban League, founded 55 years ago, is a non-profit, non-partisan, interracial social work agency, established to assist Negro citizens and other disadvantaged groups obtain equal opportunities in housing, employment, education, and health and welfare services.

--Bennett

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Coming to Bennett will be Misses Nanette Dimino, of Chatham, N. J., and Karen Rothmeyer, of New Bedford, Mass., both seniors; Penelope Watson, of Bridge-

Marketing Expanding for Youth

HOUSTON—Today's youth do not fully realize how fast job opportunities are expanding in the sales and marketing development field and "we should try to make these opportunities known to them," James S. Avery of Humble Oil and Refining Company told the Houston Chapter of the National Association of Market Developers at the chapter's annual awards banquet here.

Avery, national president of NAMD, said that young people who are qualified by training and ambition, in addition to finding

rewarding careers, can make valuable contributions to the social and economic success of the country's top-rank corporations. Jobs are well in excess of the supply of fully qualified candidates—"we must do everything we can to motivate our young people to get the qualifications needed for career opportunities," he said.

At the annual banquet in Houston's Rice Hotel, Avery hailed today's "revolution of mind and spirit... (our) greater involvement on the American scene." Government, business and society itself are in the midst of "a renaissance in thought and action," he continued.

Companies which keep pace with the advance of the times will be those, he said, "with a strong sense of social responsibility, that have recognized their commitment to help build healthier communities."

"This is as it should be; there

is no longer any need for playing in the market-place," he added.

A resident of Plainfield, New Jersey, Avery is a member of the Plainfield Local Assistance Board and recently completed his third consecutive term as board chairman. He also serves by appointment of the mayor on the Plainfield Human Relations Commission. His work with Humble Oil involves many of that firm's programs in the areas of aid-to-education and human and community relations. The Houston Chapter honored 30 NAMD members with ten years' service or more in marketing and related fields.

ITCHING LIKE MAD?

Get this doctor's formula! Zemo speedily stops torment of externally caused itching... of eczema, minor skin irritations, non-poisonous insect bites. Descriptions on ending. Kills millions of surface germs. "De-itch" skin with Zemo—Liquid or Ointment.

Mayor Welcomes NAACP Leader

MOBILE, Ala.—In his first appearance here since the re-organization of the long-banned Mobile Branch of the National Association for the Advancement of Colored People, Executive Director Roy Wilkins was welcomed to this Gulf Coast city by Mayor Charles S. Trimmer at a NAACP mass meeting, Jan. 24.

Before an audience of some 1,200 citizens, including a number of white persons, Wilkins presented the NAACP charter to Dr. R. W. Gilliard, president of the revitalized Mobile Branch.

In welcoming the NAACP leader, Mayor Trimmer presented him with a cigarette lighter engraved with the city seal and a gold key to the city for Mrs. Wilkins.

"I have come here," the Mayor said, "to speak in the name of all our people. I extend welcome with a sense of thanks that while other cities have been marred by violence, bloodshed and shame, communication between the groups in Mobile has made possible a mutual ground of respect and tolerance."

"The impact of the Civil Rights Act of 1964 is being felt everywhere, Wilkins said, and "is bringing a new surge in the South." He expressed the opinion that white southerners, in increasing number, are coming to realize the need for a change in race relations.

He praised the voter registration drive in Selma, under leadership of Rev. Dr. Martin Luther King, and noted that the NAACP Legal Defense and Educational

Fund, Inc. is supplying legal assistance for the drive.

At the conclusion of his address, the NAACP leader was provided with a police escort to speed him to the airport for return to New York City.

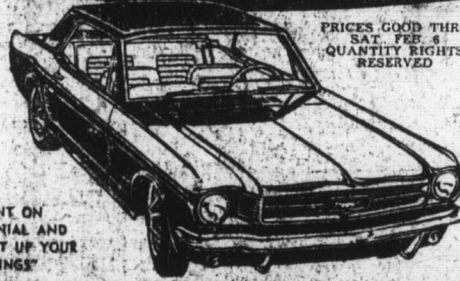
COLONIAL STORES MAKES DIVISION CHANGES IN N. C.

RALEIGH—The promotion of L. A. Stanaland to the position of Assistant Vice President in the Norfolk Division of Colonial Stores Incorporated and the appointment of G. C. Southerland as his successor as Division Merchandising Manager for the company's Raleigh Division has been announced by C. M. Tuttle, division vice president.

Mr. Stanaland began his Colonial career in 1930 as a store clerk and served as store manager, stores opening superintendent and grocery merchandising manager prior to being made division merchandising manager in 1959. While in Raleigh Mr. Stanaland has been active in the Sales Executive Club and currently is a vice president of that organization.

Mr. Southerland returned to the Raleigh Division in the fall of 1964 after serving for several years as an area manager in the Atlanta Division. He began his Colonial career as a meat cutter in Macon, Ga. in 1942 and served successively as a market manager, meat superintendent and district manager before becoming area

\$250,000.00 RED CARPET SWEEPSTAKES!



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Just look at the fabulous free Red Carpet Sweepstakes prizes you can win! Nothing to buy, nothing to write. Just register on the official Red Carpet Sweepstakes entry blanks available at your favorite Colonial Store. Twelve wonderful weeks and each week an opportunity for you to win. Hurry on down to your Colonial Store and register so your name will be in the registration box when this week's winners are drawn. Every week is a new opportunity for you to win so register this week and every week. Your friendly Colonial Store spreads out the Red Carpet for your shopping pleasure.

Employees of Colonial Stores Incorporated and their families are not eligible to participate in this sweepstakes.

ARMOUR STAR BABY BEEF SALE!



ARMOUR STAR BABY BEEF STEAKS

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lb. **77c**

ARMOUR STAR BABY BEEF CHUCK ROASTS

ROASTS lb. **33c**

COMPLETE SATISFACTION ON ALL COLONIAL MEAT PURCHASES OR DOUBLE YOUR MONEY BACK

RIB ROASTS: T-BONE BABY BEEF lb. 53c
SHOULDER ROASTS: ROUND BONE IN lb. 53c
PLATE OF BRISKET STEW lb. 23c
CURE 81 HAMS - HORMEL lb. \$1.19
FRANKS - BLUE RIBBON lb. 49c
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U.S.D.A. INSPECTED GRADE "A" TURKEYS 10-LBS. & UP lb. 39c

★ ARMOUR STAR BABY BEEF CHUCK STEAKS lb. 43c

COFFEE GINSENG & SANBORN \$1.29
SAVE 45c on CS COFFEE 2 1-LB. BAGS \$1.09
LIMIT 2-LBS. OF CHOICE WITH \$5 ORDER OR MORE

<p>FRESH THRIFTY FRUIT RING 4 1/2-LB. RING \$1.49</p> <p>SAVE 20c ON POT PIES 4 PIES IN 59c</p> <p>SAVE 8c ON CHEESE 8-OZ. PKG. 29c</p>	<p>SAVE 10c ON ICE MILK HALF GALLON 39c</p> <p>SAVE UP TO 25c ON 5 CANS ★ 303 CAN STOKELY. FRUIT COCKTAIL</p> <p>★ No. 2 can Van Camp PORK & BEANS ★ No. 303 can Stokely CUT GREEN BEANS ★ No. 303 can Stokely GOLDEN CORN ★ No. 303 can Stokely GOLDEN CORN ★ 16-oz. can MANDALAY SLICED PINEAPPLE</p> <p>YOUR CHOICE! 5 FOR \$1.00</p>	<p>SAVE UP TO 32c ON 4 CANS ★ NO. 2 1/2 CAN REDGATE SLICED OR HALVES PEACHES</p> <p>★ 46-OZ. CAN STOKELY TOMATO JUICE YOUR CHOICE! 4 FOR \$1.00</p> <p>SAVE UP TO 15c ON 5 ITEMS STOCK YOUR FREEZER! CS FROZEN VEGETABLES</p> <p>★ 9-oz. OUT GREEN BEANS ★ 10-oz. BABY LIMAS ★ 10-oz. BROCCOLI SPEARS ★ 10-oz. MIXED VEGETABLES</p> <p>Your Choice! 5 FOR \$1.00</p>
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