



Woolworth Makes Extra Gift to UNCF

NEW YORK—For the fourth consecutive year the F. W. Woolworth Co. made an extra gift, supplementing its regular contribution to the United Negro College Fund.

The company made a regular contribution of \$5,000 and a supplemental gift of \$2,000. It was the 22nd consecutive year Woolworth has supported UNCF with an annual gift.

Robert C. Kirkwood, board chairman and chief executive officer of Woolworth, is serving as national corporate gifts chairman for UNCF's funds drive. The organization supports 33 institutions of higher learning located in 11 states of the deep South.

"Our extra gift this year is intended to emphasize the growing demand for talented young men and women in business and industry and the important role UNCF plays in helping Negro students prepare themselves to take advantage of these opportunities," Mr. Kirkwood said.

He pointed out that UNCF raised more than \$95 million over the last 21 years to expand educational programs and bolster scholarship aid to more than 16,000 needy students, and for improvements to libraries and other facilities. These funds were, in addition, to direct grants made to institutions as a result of UNCF efforts.

"The United Negro College Fund," Mr. Kirkwood explained, "offers private industry and the private citizen an opportunity to help disadvantaged young men and women achieve economic equality through educational attainment and at the same time help create a reservoir to supply this country's need for more and more college-trained people in the years ahead."

In addition to supporting UNCF, Woolworth awards full college scholarships annually through the National Merit Scholarship program.

DROPOUT RATE SHRINKAGE SEEN IN 16 TO 24 YEAR AGE BRACKET

WASHINGTON — The proportion of school dropouts among young people in the U. S. labor force is decreasing.

In 1966, 71 percent of the 10.3 million 16-to-24 year old workers possessed at least a high school diploma compared with 69 percent a year earlier and 63 percent in 1960.

As a result, between Department of Labor surveys of October 1960 and 1966, the number of high school graduates increased by 2.2 million and the number of dropouts declined by 400,000.

Results of the latest survey, conducted by the Labor Department's Bureau of Labor Statistics, were published in an article in the July issue of the Monthly Labor Review.

Unemployment rates are consistently lower for graduates than dropouts, in part because dropouts tend to be younger. In both groups the rates are lower for whites than for nonwhites.

In October 1966, nonwhite dropouts and graduates had the highest unemployment rates among out-of-school youth, but even these high rates were an improvement over their 1960 positions, particularly for the dropouts.

That the 1966 unemployment rate among nonwhite graduates and dropouts was twice that of their white counterparts was evidence of the nonwhites' difficulty in finding work in an otherwise favorable job market, the article notes. In fact, the unemployment rate among nonwhite graduates was higher than that of white dropouts, for several years, nationwide.

Speed Chase Kills Girl

CONCORD — A young Charlotte girl was killed Monday when the car in which she was riding wrecked after a high-speed chase by police.

The driver, Donnie W. Martin, 16, and another passenger, Larry Sings, 17, both of Charlotte, were charged with manslaughter in the death of 16-year-old Sylvia Diane Young.

COFFEE ELEGANTLY SERVED



Nothing dresses up a dinner party so well as a good hearty cup of coffee elegantly served after a fine meal. Whether the dinner has been a buffet or a sit-down affair, guests are apt to appreciate a change of scenery and a move to the comfortable relaxing atmosphere of the living room, den or patio where the hostess does the honors on coffee. General Electric test kitchens suggest stronger coffee than is served for breakfast or lunch and putting coffee on to brew in an automatic coffee maker just as guests are being seated. Using the best possible brand of coffee available and setting the brew selector for strong coffee assures success. No watching is necessary with GE automatic coffee makers. When the coffee is ready, brewing will stop and the coffee maker will keep coffee hot for serving.

Coffee may be served by the hostess, seated before a coffee table, with cups, creamer and sugar on a tray before her, or it may be placed on an occasional table for guests to help themselves. Peek-a-brew gauge shows at a glance how much coffee is left.

For a taste treat, General Electric test kitchens suggest one of the following recipes to serve at summer parties.

VIENNESE COFFEE

Make extra strong coffee—use same amount of ground coffee but less water. Sweeten to taste. Have a small bowl of whip cream on the serving tray and top each cup of coffee with the cream.

IRISH COFFEE

The following is the recommended recipe per serving for Irish coffee. Two teaspoons sugar, two-thirds cup of strong hot coffee, a jigger of Irish whiskey, topping with whip cream.

GOLD COAST COFFEE

One-half cup instant cocoa should be blended with four cups of strong coffee. Serve with a dash of whip cream or tiny marshmallows.

Meticulous hostesses know that a clean coffee maker gives the best coffee flavor and appreciate the automatic coffee maker's complete immersibility for easy cleaning.

WONDERS OF THE WORLD by THOMPSON

ONE OF THE SEVEN WONDERS OF THE ANCIENT WORLD WAS THE PHAROS AT ALEXANDRIA, COMPLETED BY PTOLEMY II IN 299 B.C. THIS WHITE MARBLE LIGHTHOUSE SAID TO HAVE STOOD 400 FEET HIGH, WAS COMPLETELY DESTROYED BY AN EARTHQUAKE DURING THE MIDDLE AGES!

THE TALLEST STATUE IN THE WORLD IS A STANDING IDOL OF BUDDHA, WHICH CAN BE SEEN NEAR BAMIAN, AFGHANISTAN. THE STATUE, WHICH DATES BACK TO THE THIRD OR FOURTH CENTURY, IS 173 FEET TALL!

ASPIRIN, DISCOVERED IN 1853, WAS NOT USED AS A MEDICINAL UNTIL 1899—WHEN IT WAS GIVEN TO RELIEVE THE PAIN AND INFLAMMATION OF RHEUMATOID ARTHRITIS. TODAY, PURE ASPIRIN IS STILL A "DRUG OF CHOICE" IN TREATING THIS PAINFUL AILMENT!

EXTRA GIFT — The F. W. Woolworth Company's contribution of \$7,000 to the United Negro College Fund is handed by Robert W. Young (left), the company's vice president for personnel, to Dr. Stephen Wright, UNCF president. The check included an extra gift of \$2,000, in addition to the company's regular annual contribution.

AUTOMATED BROKERAGE



Powerful real-time Univac computers are now helping Wall Street brokerage firms automate and expedite their stock transactions.

Out of every 100 U. S. families, more than 70 now have either a gas or an electric stove, and electric refrigerator and a television set; 75 have a vacuum cleaner and an automatic washing machine.

Rafer Johnson became the Olympic Decathlon champion in 1960.

Golfers Go For New Molded One Piece Ball That Won't Cut

One of the big golf stories of 1967 is the arrival of the golf ball of the future.

It's the new molded kind, here to stay and to grow. How come?

For generations golfers have relied on the conventional wound ball. Only trouble—it's a somewhat delicate object. One topped iron shot can often inflict a ruinous gash. By contrast, the molded, one-piece ball can take constant abuse and still look good as new—without a nick—after eight or ten rounds of play.

In fact the Faultless Rubber Company of Ashland, Ohio, guarantees its golf ball against any cuts in regular play. And it conforms with USGA rules, too.

"No conventional brand withstands a fraction of the abuse that can be absorbed by the molded, one-piece ball," says Irving Schloss, noted golf professional and teacher, and a Faultless consultant, from Dunedin, Florida. "This one characteristic alone is enough to assure its future in golf."

Schloss hastens to add, however, that this would not be enough to win wide favor with the nation's 8 to 9 million golfers—now swarming over some 8,600 regulation courses. (By season's end they will have used some 96 million balls.)

"While its unique toughness provides unusual economy," Schloss asserts, "it has other assets that appeal to the average golfer—and the good one as well. Since it can't get out of balance, it tends to come off the clubhead a trifle straighter than the ordinary ball, especially on iron shots. On the putting green it holds direction superbly, and for the same reason—a perfect center of gravity."

What about the all-important factor of distance?

"The top professionals continue to use the leading conventional balls," Schloss explains. "But the average club player will get surprising distance from a molded ball. He frequently will even get more



The unique toughness of the new, molded golf ball is proved by "torque" tests devised by engineers at the Faultless Rubber Company. Here a sharp, five-pound "guillotine" blade, dropped only 16 inches, can slice deeply into the winding of a conventional wound ball at a single stroke. The molded, one-piece Faultless ball takes the same sharp blow without a sign of damage. In fact, after 8 or 10 drops of the blade the only evidence of damage to the molded ball is a small crease—and this disappears a few minutes later!

since his clubhead doesn't generate enough power and timing, anyway, to achieve maximum flight out of a top compression ball.

"There's less distortion at the point of impact," Schloss adds. "The ball returns to round sooner. Thus with less spin, it won't hook or slice as easily."

The manufacturing technique for a molded ball differs markedly from that of the conventional brands. The wound ball consists of a small rubber pellet, some 30 yards of rubber thread, (245 yards when stretched under tension) and a covering of vulcanized balata rubber.

A development of polymer chemistry, the Faultless ball is fashioned from blended chemicals. These are extruded into resilient strips, then cut into pieces for molding under heat

and pressure. After curing, the finishing, painting, and branding are the same as for the conventional ball.

Is the present molded ball the final answer? "Of course not," Schloss says. "Nothing is perfect, and refinements will bring about improvements. For example there's the matter of initial velocity. The USGA allows 250 feet per second with a 2 per cent tolerance. We have already nudged the velocity of the Faultless ball upward a few points, and I know we can continue to improve it. I'm told there's no reason technically why the molded ball can't be the virtual equal of the conventional wound ball in every respect. And I'm talking about the player's standpoint. And since it is already vastly superior in durability, it's a fixture for the future."



For Sale.

Cool cooking flameless electric ranges. Frost-free electric refrigerator-freezers that don't need defrosting. Quick-recovery flameless electric water heaters in a size that can provide all the hot

water your family needs. The best time to buy these appliances is right now—during Duke Power's Big Appliance Sale. Because you can get special prices and easy terms.

So visit your favorite electric appliance dealer or Duke Power soon. The sooner the better.

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