



**KODAK'S A WINNER** — The Freedoms Foundation's economic education award, an inscribed replica of the large medallion, was presented to Eastman Kodak Company for its role in fostering minority-owned businesses in Rochester, N. Y. through the Rochester Business Opportunities Corporation (RBOC). James H. Blow (center), general manager of RBOC, holds the replica. At right is Frederic S. Welsh, Kodak vice president for Corporate Relations, who accepted the award for Kodak; left, C. P. Adams, RBOC's administrative assistant.

The monetary unit of Chile is the escudo, which is worth approximately 15.5 per cent.

## Urban Family of Four in Durham Three Standards of Living for an

How much does it cost to live? Individual answers will differ, depending on the family's size, manner of living and place of residence, but a new Labor Department study gives benchmarks for a carefully defined family of four in different financial circumstances in 39 areas including Durham.

The study — Three Standards of Living for an Urban Family of Four Persons, Spring 1967 — marks the first time the Bureau of Labor Statistics had developed lists of goods and services

and cost estimates at three levels: a moderate or intermediate level and levels lower and higher. All three budgets share the basic assumption that maintenance of health and social well-being, the nurture of children, and participation in community activities are desirable and necessary social goals.

For the moderate budget, the Durham average cost was \$8688 in spring 1967 — approximately four percent below the U. S. urban average of \$9076. The lower cost budget for Durham was \$5570, 36 percent less than the moderate. The higher budget amounted to \$12,431, 43 percent above the moderate. The lower and higher Durham budgets were \$345 and \$619 respectively below the corresponding U. S. urban averages.

## Esso Education Foundation Reveals Grants for Higher Ed.

NEW YORK—The Esso Education Foundation today announced three grants totaling \$150,000 for experiments in higher education. Recipients are the University of Rochester, the University of Wisconsin and the University of Illinois.

The grants were awarded under the Foundation's SPUR (Support for Promoting the Utilization of Resources) program. SPUR was initiated in 1964 to encourage innovations leading to improved use of the undergraduate educational resources of colleges and universities. Since that time, nearly \$1.5 million has been allocated for 35 experimental projects.

One way to encourage good teaching is to reward good teachers, yet colleges and universities frequently fail to do this because they lack an objective, systematic technique for assessing teaching competence. The University of Rochester will attempt to develop such a technique by exploring the relationship among the three measures of teaching effectiveness: student ratings, administration rankings, and peer rankings.

Both the University of Wisconsin and the University of Illinois plan to use their grants for computer-based experiments aimed at making instruction in large classes both more efficient and more attentive to individual needs.

The University of Wisconsin will test a unique system which uses the computer to provide students with individualized study assignments based on the results of weekly diagnostic tests. After correcting the tests, the computer will give advanced assignments to students who show an exceptional understanding of course materials

and appropriate remedial assignments to those displaying poor comprehension. In addition, instructors will receive print-outs of class strengths and weaknesses to help them plan their lectures and correct instructional procedure.

The University of Illinois will experiment with a three-stage computer-based learning sequence in political science. The first stage will involve the "experiencing" of political situations through a series of role-playing exercises. The second will consist of instruction in objective principles. In the third stage, the student will have the opportunity to apply the knowledge he has gained in a second series of role-playing exercises.

The Esso Education Foundation is supported by Standard Oil Company (New Jersey) and a number of its domestic affiliates including Humble Oil and Refining Company, Esso Research and Engineering Company, Esso Production Research Company, Humble Pipe Line Company, and Enjay Chemical Company.

## Black Students Demands OK'd By Jas. Farmer

GREENSBORO — Recent demands of black students on the nation's campuses are essentially sound, says James Farmer, who next month will become highest ranking black man in the Nixon Administration.

"There ought to be a black studies program," said Farmer, who next month will become Assistant U. S. Secretary of Health, Education, and Welfare, "and if black students want to live together, that should be their privilege."

Farmer gave his views in an impromptu session with student leaders at A&T State University last Thursday.

He added however, that "it would be wrong to exclude white students from black studies programs or black dormitories. If a white student wants to live in the black dormitory, make him an honorary Afro-American."

Farmer told his young audience that a major part of his new position will be the recruiting of qualified blacks, Indians and other minorities for jobs



**WINS TRIP TO JAMAICA** — Mrs. Betty Moss, women's editor of the Baltimore Afro-American, and her husband are shown prior to their recent departure for Jamaica. Mrs. Moss won an all-expense paid

trip for two as a winner in a special promotion for Tab, a product of The Coca-Cola Co., conducted last year especially for women editors of Negro newspapers throughout the nation. The contest was part of the successful "Mindsticker" campaign that ran in conjunction with the introduction of the "New Taste of Tab" in early 1969. Mrs. Moss was one

of three top winners in the contest.

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## From a Handout to a Leg Up!



Villagers in Costa Rica at work with CARE tools.

The CARE package, which started out carrying food overseas to save needy people from starvation, has become a lot of other things:

A new school. A fresh water supply. A community center. A health center. A road. Tools for farming. Tools for job training. And a whole string of etceteras.

In short, while the fight on hunger goes on unabated, the CARE package has advanced from a handout to a leg up to self-sufficiency. And recipients of the aid are now "partners" in the process of bringing whole communities to a higher level of development. Here's how it works:

In signed "partnership" agreements with CARE, national and local governments commit definite funds and services which are joined with like contributions from CARE donors.

Community groups pledge to give all possible local materials and volunteer labor. A CARE man administers the project and uses funds contributed by Americans to buy whatever else is needed —

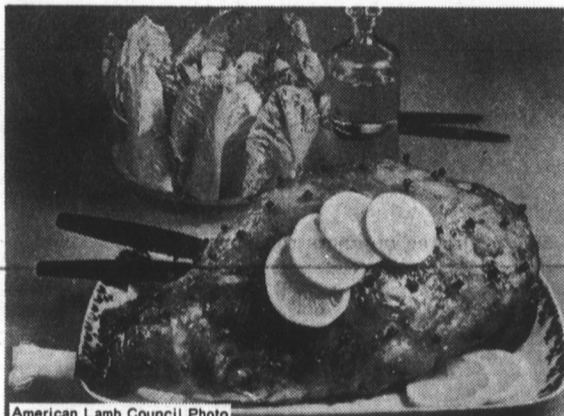
work tools, cement, hardware, roofing, tanks, pumps, and doors.

Thirty-four such contracts in 14 countries of Asia, Africa and Latin America have been signed or await signature, calling for \$524,000 in local funds, \$2,344,000 in CARE materials.

Here are some things that will result this year: in Honduras, 400 school classrooms; in Guatemala, pure water for 30 villages plagued by polluted water supplies; in Chile, elementary school graduates trained as cabinet makers in 90 new workshops.

For the people and nations helped, the partnership spurs initiative and further growth on their own. For CARE donors, their dollars provide maximum aid that breaks the tragic cycle of hunger, poverty, illiteracy and disease.

## Milk-Fed Spring Lamb Loves Lemon



Since the United States is a fairly young country, with a population representing many nationalities, our food customs are in many ways a composite of those of other countries.

Take the Greek cuisine. They love lamb, and those who live in the country are apt to spit-roast a whole lamb out-of-doors, while those in town use their charcoal stoves. And because the Greek people love lemon in so many of their dishes, it is very much a part of many of their marinades.

Using Milk-fed Spring lamb, which is now at your butcher's, why don't you plan a springtime menu around leg of lamb and lemon? It will make your guests sit up and envy your way with lamb.

### CLOVE STUDED LEG OF LAMB

(Makes 6 to 8 servings)

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1 leg of lamb, Frenched           | ¼ teaspoon soy sauce      |
| 1 tablespoon whole cloves         | 3 lemon slices            |
| 1 can (10½ ounces) apricot nectar | ½ cup water               |
| 1 teaspoon salt                   | 2 teaspoons cornstarch    |
| Dash pepper                       | 1 vegetable bouillon cube |

Stud lamb with cloves; place on rack in shallow roasting pan. Bake in 325° (slow) oven 2 hours; drain off drippings. Combine nectar, salt, pepper and soy sauce; pour over lamb. Bake 30 minutes longer or until meat thermometer registers 175° for medium doneness, basting frequently. Top with lemon slices; bake 5 minutes longer. Remove lamb to platter. Blend cornstarch and water; stir with bouillon cube into roasting pan. Cook and stir until sauce boils ½ minute. Serve with lamb. If desired, garnish with lemon slices.

**WALL STREET Notebook**

BY ROBERT B. JOHNSON, Research Director  
PAINE, WEBBER, JACKSON & CURTIS

### Investment Selection

NEW YORK (ED)—Despite the change in Administration, I believe that inflation will continue to be the major domestic economic problem facing the United States in 1969. The U.S. economy has become the victim of too many "built-ins"—built-in increases in federal spending, in state and local government spending and practically all wage scales.

In my opinion, there's almost no possibility this year of reversing the inherent built-in inflationary pressures in our economy. The Nixon Administration doubtless will attempt to reduce the rate of this escalating inflation. But there are just too many factors pushing in the opposite direction for any such effort to achieve actual price stability. Investment selection should be undertaken with this in mind.

Political analysts suggest results of our recent election show a subtle change toward more conservative thinking—and I believe that in 1969 there will be a similar (and again subtle) change with respect to the stock market. I expect to see more interest on the part of both individual and institutional investors in somewhat more conservative issues. Investors are becoming more attracted to quality stocks—more of the blue-chip variety, and less in the "go-go" type of stocks. Don't misunderstand me.

Performance will continue to be important. However, this year I think investors are going to put more emphasis on fundamental factors such as the quality of earnings and management capability.

Because of those continuing inflationary pressures, investors will have to take them into consideration when choosing certain industries over others. I strongly believe that it is important to design investment strategy to maximize potential performance in industrial areas least vulnerable to inflationary inroads. Labor is the key point. Recent wage increases are twice as large as those of only two or three years ago. The significant point is that wages are rising more rapidly than productivity.

As I see it, the significance for investors is in recognizing the pattern of today's accelerating labor costs and concentrating their selection of stocks in areas which may either benefit from this trend—or which may be hurt the least. The ten industry areas in which I believe there may be above average performance achieved this year include: airlines, banks, building, chemicals, electronics, international oils, leisure time, life insurance, office equipment and utilities. This would be my list of attractive areas for potential selection this year. 2/69

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