THE FIZZLE FAMILY

By H. T. ELMO

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PUGGY

AMERICA'S MOST LOVEABLE LADDIE

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BY H. T. ELMO

-NIA

Continued From Front Page

they're not buying it in satisfactory proportions from black-managed companies. Our segment of the life industry is not growing at a rate comparable to the life industry's sales as a whole."

"Herein lies our challenge and our opportunity," Kennedy said. "Insurance marketers must increase their marketing sophistication. We can no longer use a simplistic approach to marketing problems. Agency men must think in terms of the big picture look used by the sciences and in business. The 'gestalt' doctrine of the whole concept is essential."

"With this conceptual approach we must insist on the development of a complete, written marketing plan. And, while premium dollars provide an index of activity, the market plan must be devised in keeping with the age-old philosophy of our business that service is our watchword. Thus, the plan must take into account market needs, market penetration, new market, staffing, training, adequate performance standards, timetables for development and, above all, suitable objectives as measures of progress."

"Finally," Kennedy stated, "we must not only be prepared for change in the marketplace but our marketers must be in the forefront of initiating change. The old adage that you have to run faster than the leaders to catch up still is true. But, the corollary is also true that, to get out in front we have to run even faster. Your interest in being creative, innovative and imaginative as evidenced by your program these three days augurs well for the future."

-BUDGET

Continued From Front Page

come here on different ships, but we're in the same boat now.'

Questioning the President's contention in his Human Resources Message that "the hour of crisis has passed," Mr. Jordan said: "I believe, instead that the hour of crisis is upon us, and is intensified by the federal withdrawal from urban problems . . . Life in 1973 may be better for some people, but it is not better for black Americans."

-AWARD

Continued from front page

the Dallas, Texas Independent School District, $1.4 million; Pontiac, Michigan City school district, $1.2 million; Norfolk, Virginia City school board, $947,655; and the Hillsborough, Florida county school board, $859,866.

Also, National Urban League chapters in seven cities — Little Rock, Ark.; Indianapolis, Ind.; Pontiac, Mich.; Tulsa, Okla.; Columbia, SC; Memphis, Tenn.; and Dallas, Tex. — received funds to be used for programs during the current school year and next fall.

Wisdom is the art of proportion.

Leaders of Industry

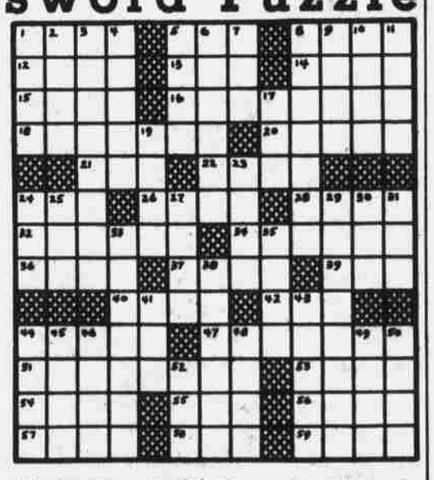
KEN MAHAL IS PRESIDENT OF ELLERBE, A NATIONALLY DIVERSIFIED FIRM WHICH HAS MADE RAPID INROADS IN LAND DEVELOPING, ARCHITECTURE, FINANCIAL GUIDANCE, CONSTRUCTION MANAGEMENT AND TRANSPORTATION PLANNING. MAHAL, A NATIVE OF SHELDON, WIS. HAS HEADED THE COMPANY SINCE 1970. HE IS A REGISTERED ARCHITECT IN 50 STATES, THE DISTRICT OF COLUMBIA AND THE VIRGIN ISLANDS.

AN INNOVATOR, MAHAL HAS PIONEERED THE CONCEPT OF LIVE IN-WORK IN-RECREATIONAL AREAS. APPLETREE SQUARE, A NEW $25 MILLON COMPLEX IN BLOOMINGTON, MINN. WILL EXEMPLIFY THIS CONCEPT. ITS FIRST BUILDING WILL BE READY FOR OCCUPANCY IN THE FALL OF 1973. OTHER SIMILAR DEVELOPMENTS ARE BEING PLANNED THROUGHOUT THE COUNTRY. MAHAL IS A GREAT BELIEVER IN ECOLOGY—DEVELOPING LAND WITHOUT DESTROYING ITS NATURAL SURROUNDINGS.

ONE MAJOR PROJECT, NOTRE DAME UNIVERSITY'S TWO-DOME ATHLETIC AND EDUCATON CENTER, HOUSES 10½ ACRES UNDER ONE ROOF—ANOTHER IS THE PROVIDENCE CIVIC CENTER WHERE THE MOSCOW CIRCUS WAS HELD RECENTLY.

A PROGRESSIVE THINKING EXECUTIVE, MAHAL WAS ONE OF THE EARLY ADVOCATES OF THE 4-DAY ELLERBE WORK WEEK. HE ALSO PIONEERED A DAILY MORNING "QUIET PERIOD" WHEN STAFF MEMBERS CAN PLAN AND ORGANIZE THEIR DAY WITHOUT INTERRUPTIONS.

Crossword Puzzle



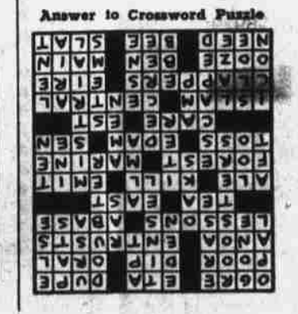
ACROSS

1. Monster
5. Greek letter
8. Delude
12. Not rich
13. Immerse
14. Spoken
15. Celebes wild ox
16. Confides
18. Instructions
20. Degrade
21. Beverage
22. Orient
24. Malt drink
26. Murder
28. Send forth
32. Woods
34. Of the sea
36. Fling
37. Kind of cheese
39. Japanese coin
40. Concern
42. Suffix: highest degree
44. All Mohammedans
47. Principal
51. Bell tongues
53. Ireland
54. Soft mud
55. —Franklin
56. Prime
57. Urgent want
58. Insect
59. Wood strip

DOWN

1. Gem
2. Departed
3. Male chickens
4. Rub out
5. Paradise
6. Gaudy
7. Likely
8. One who mistrusts
9. —Major: astron.
10. Strokes lightly
11. Instead
17. Cape: geog.
19. Trees
23. —Mater
24. At the stern
25. Card game
27. Roman road
29. Inconclusive court test
30. Suffix: procedure
31. Number
33. Got away
35. So be it
38. Ordinance
41. Current unit: elect.
43. Checks
44. Image
45. Blackthorn
46. Idle
48. Slave
49. Operatic solo
50. Gave temporarily
52. Recede

Answer to Crossword Puzzle



TIPS FROM THE PROS

CAR CARE

Safety Checklist For Spring.

Just as the family home usually receives a thorough Spring going-over, likewise say auto experts, the family car should not be overlooked. Cars often need a "Spring tonic"—just like people.

Winter driving and temperature extremes can take their tolls on your car's performance. Statistics indicate more than 5 million cars will be scrapped this year, many ahead of schedule from a lack of proper maintenance. The car experts at Gabriel, makers of Striders, Hi-Jackers and Red Ryder shock absorbers, recommend the following 5 point Spring safety checklist for motorists:

1. Have your exhaust system thoroughly checked for leaks—carbon monoxide is a hazard year-round. And, a leaking exhaust system can emit some unpleasant sounds.

2. Inspect your tires and front-end alignment. If your car swerves on the highway it may need work.

3. Have your service station give you a free shock test. Shock absorbers are vital to safe handling and control. In addition, good shocks can save wear and tear on tires, ball joints, and other suspension parts.

4. A good engine tune-up will pay for itself in gasoline savings and tuned engines run cleaner.

5. Proper lubrication of both chassis and engine is the least expensive car life insurance you can buy.

Experts point out that now is a good time to start thinking about getting your car in top mechanical shape again. You'll be rewarded with more economical and safer performance during the long mileage months ahead.

Direct From Outer Space To Your Basement

Space age research benefits —which have been spinning off to industry for a decade—have finally come to the lowly basement sump pump; a feat that has raised cheers from the homeowner. Use of rugged polycarbonate material, like that used in astronaut's space helmets, has enabled one consumer-minded manufacturer to come up with a revolutionary new design in a submersible sump pump that propells the model light years ahead of competition.

Space research showed that the molded material was equally rugged as traditional metal pump housings and more corrosion resistant. The special, lightweight material also meant reductions in manufacturing costs so savings can be passed on to the consumer.

The result is a low cost, lightweight pump which employs a problem-free pumping principle revolutionary to sump pumps. A common and often-feared problem in sump operation is clogging — which means a wet basement. Penberthy engineers designed the new unit around the "vortex" pumping principle, rather than the centrifugal principle. To the homeowner, the vortex pumping action means that lint and other clogging substances are whirled upward and discharged before they have a chance to foul the pumping operation.

Important, too, is the do-it-yourself installation feature of the new Sentinel unit by Penberthy Division of Houdaille Industries. The company designed a standard size, screw-in connection into the molded housing of the pump for easy and quick do-it-yourself installation to the discharge pipe. Here's all there is to installing the unit: Place it in the sump hole, screw it onto the discharge pipe and plug in the 8-foot electrical cord. The unit is completely automatic, including automatic reset for thermal overload protection.

Governor's Club
Scotch Smooth
Canadian Mild

FIFTH 3.90
1/2 GAL. 9.30
PINT 2.50