

"The Midnight Special" Helping To Bring Black Music to Many

Burt Sugarman's "The Midnight Special," which airs immediately after Johnny Carson's "The Tonight Show," Friday nights on NBC-TV, continues to present an incredibly wide spectrum of popular music. The rock and roll sound of the 1950s and 1960s, folk, country-and-western, blues, the English-rockers and especially black and soul music have all found a place on the 90-minute series which reflects the music scene today.

"We were merely after the best talent available for our shows," relates producer-director Stan Harris. "And it turned out that a great deal of that top talent happened to be black."

"As soon as our ratings and demographic information began to come in, telling us who was watching our show, we discovered we had a huge black following," continues executive producer Sugarman.

Sugarman and Harris learned that not only do they have a large black audience but that it is an affluent one which spans a wide age range.

"The Midnight Special" has

turned out to be practically "the only game in town" for many of today's popular black performers, not only as guests, but as hosts of their own 90-minute Special.

Black superstars taking over the host chores during the past few months have included Ray Charles, Gladys Knight and the Pips, Johnny Nash, Chubby Checker, Smokey Robinson and the Miracles, Curtis Mayfield and Richard Pryor.

During the months ahead, Curtis Mayfield and Gladys Knight will repeat as guest hosts as well as Billy Preston, with such featured guests as B.B. King, Sly and the Family Stone, Wilson Pickett, Johnny Taylor, Bobby Womack and many others.

"Although there have been some great strides made in the past few television seasons in bringing more black entertainers to the medium, there are still not enough platforms for black performers," Harris states.

"The Midnight Special" is produced by Burt Sugarman, Inc., and airs every Friday night over NBC-TV.



MIDNIGHTERS — (Clockwise from top left) Richard Pryor, Billy Paul, Bobby Womack and Billy Preston are just a few of the many top black stars who have served as guest hosts and guests on Burt Sugarman's "The Midnight Special." The 90-minute music show is produced and directed by Stan Harris and airs every Friday Night, immediately following "The Tonight Show" on NBC-TV.

A Baby Sitter

Selecting And Training

Frederick C. Green, M.D.
Children's Bureau, Office of Child Development, U.S. Dept. of Health, Education and Welfare.

Whether you are going out for the evening or are hiring a baby sitter to care for your children all day while you are at work, the same care and attention should be paid to her selection and training.

We have all read frightful and frightening stories about the tragic consequences of having a negligent baby sitter. Your children's lives are, quite literally, in the sitter's hands. They should be the best you can find.

And even if you are fortunate enough to find a responsible, competent person to care for your children, it is vital that you give this person thorough and detailed training about how YOU want YOUR children cared for. Even a highly experienced sitter will need to know the specific do's and don'ts which apply to your children. In fact, the experienced, seasoned sitter will be the first to start asking you questions!

Basically, there are three ways to go about finding a sitter: Formal advertisements, agencies and "word of mouth." In the case of persons contacted through advertisements, either placed by you or the sitter, you will have to do the most checking. Even before you personally interview the prospective sitter, you should ask for a few references to check. In checking references you should introduce yourself, state the reason for your call and then make specific inquiries along the following lines:

• During what time period was the sitter employed?

• Was she consistently prompt, reliable in showing up when expected, neat and clean and in good health?

• Did she smoke while on duty?

• Did she always appear alert and well rested? Was she able to cope, physically, with the demands of the job?

• In the case of older children, did they report liking her and finding her a good companion?

• In the case of infants, were they always well tended, dry and clean upon the parents' or mother's return?

• What were the financial arrangements?

In checking references, you might also inquire if the person you are talking with knows of anyone else who has used the sitter's services. It is often quite revealing to get the report of someone whom the sitter has NOT given as a reference.

The purpose of the interview with the prospective sitter is to find out as much as you can about the person's background, experience, abilities, attitudes and personality. All of these attributes will affect how she cares for your children.

She might be technically proficient in child care but have beliefs about discipline or conduct which would make her totally unsuitable in YOUR household. This is particularly important in the case of the full time or all day sitter. Try to draw her out and get a real feel for what kind of person she is. Remember, she's taking your place when you step out the door.

If you use a reputable employment agency to find a sitter, a good deal of the checking and screening will have been done for you. But don't let that stop you from being just as thorough and detailed in your interview with the candidate. Also, be sure to ask the agency how many references they had and how these responded. You might also ask the agency for a

statement in writing that a certain number of references were checked out satisfactorily.

If someone has been recommended to you by a friend or relative this, of course, serves as a reference. But don't stop there. Get other references and check them out and don't stint on the interview even if your best friend has made the

recommendation.

The health of your baby sitter is of vital concern to you. Even if she appears fine, she could have a disease which could be transmitted to a member of your family. Most local health departments have a system whereby persons can be examined and issued a "health card" which declares them free

from communicable diseases. This is generally a free service.

If your baby sitter does not have her own physician who can give her a "clean bill of health," have her get a "health card" or send her to your own family doctor. Remember, she'll be feeding and handling your children.

Does favorable tax treatment on capital gains benefit you? Even if you don't invest in the stock market, the answer is yes. Equitable capital gains taxes encourage individual investors to funnel money to industry. With these dollars invested in private enterprise, companies build plants and buy machinery, equipment and computers. This means more jobs, goods and services—and a higher standard of living for all of us.

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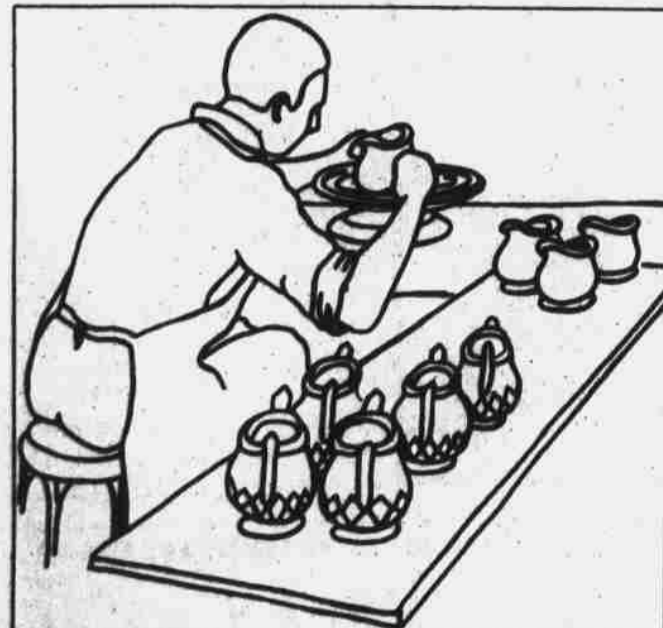
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English Potters Set Up Shop In New Carborundum Museum of Ceramics



Some 16 English potters and their families have emigrated from England to Niagara Falls, New York where the potters will demonstrate the making of authentic 15th century style bone china. The highly skilled potters will work in a "mini-factory" in the new Carborundum Museum of Ceramics which will open at the end of May.

These demonstrations are just part of the many attractions in the museum that will fascinate the whole family. Steel blades for carving sets and hunting knives will be ground and finished in an on-site exhibit. A 200-seat theater will be the showcase for a film presentation that helps tell the story of the development of bone china in 1800. And on display will be many unique and genuine pieces of ceramics dating as far back as 7000 B.C. right up to the space-age uses of ceramics.

For something different in museums, plan to visit the Carborundum Museum of Ceramics in Niagara Falls.