

Spitz-Bench Shave-Off At Dodger Stadium



Mark Spitz and Johnny Bench (shown at left) opened the First Schick National Shave-Off by shaving one side of their faces with a Flexamatic and the other side with a double edge blade. Above, one of the lovely jurors tests Spitz's freshly shaved face.

Los Angeles—The Dodger Club House was full of excitement recently, but not because of a baseball game. It was the scene of the First Schick National Shave-Off pitting Schick's Flexamatic electric shaver versus the double edge blade.

Olympic swimming champion, Mark Spitz, and All-Star baseball catcher, Johnny Bench, placed their faces on the line in this test of shaving closeness. First, both men were ushered into the mirrored washroom of the club house away from the eyes of an all-woman jury. They shaved one side of their faces with a razor blade and the other side with the Flexamatic in front of on-looking reporters, wire service representatives, Pacific 8 referees and a panel of judges.

After the two athletes had shaved, they returned to the locker room area. There, the jury of 30 women recruited from among the wives of local Los Angeles sportscasters, Western Airline stewardesses, and cheerleaders from California State University, Northridge and UCLA lined up to make the impartial comparison tests.

An air of tension hung over the Dodger Club House as the long line of women pressed forward to make their cheek-to-cheek comparisons. Both Bench and Spitz were perched calmly on high stools at the front of the locker

room. In fact, Bench proved why he is the top receiver in the National League as he caught each girl in a warm embrace while she tested his face.

Resting in the balance was whether an electric shaver with a super-thin, flexible head and 34 blades, could shave as close or closer than a double edge razor blade.

As each girl finished her testing, she handed her vote to the panel of distinguished judges which included Los Angeles Superior Court Judge Ben Landis; nationally syndicated columnist James Bacon, Hollywood television commentator-writer Rona Barrett and L.A. sports commentator, Ed Beiler of KABC radio.

The excitement began to build as the crowd waited impatiently for the judges to announce the results. The volume of cheering that followed their announcement hasn't been heard in Los Angeles since the last time the Dodgers won the World Series.

The Flexamatic scored a combined 36 to 24 vote victory by shaving as close or closer than the blade according to the jury. The final tally showed 19 to 11 for the side of Bench's face shaved by the Flexamatic and 17 to 13 for Spitz's Flexamatic shave.

Edward E. Ettinger, chairman of the board of Schick Incorporated, said the company was encouraged by this impartial test.

"We know when it comes to a shave as close or closer than a blade, the Flexamatic provides the comfort without the nicks and cuts."

There was no gloom in Dodger Stadium that day because the double edge razor blade had struck out.

Tips For The Executive "Santa Claus"

Selecting Christmas gifts for children generally isn't difficult, for the kids usually seem to have expressed their preferences long before holiday shopping begins. But for the breadwinner of the family who has to shop for business customers or employees, that's often an entirely different story. And it doesn't matter if the business gift shopper is big in the hierarchy of General Motors or top dog at the local drug store.



The giving of business gifts (sometimes known as executive gifts) at Christmastime (and also for non-specific occasions during the year) is an established tradition, one that the business gift shopper who agonizes over making selections sometimes wishes would disappear. This is something that isn't likely, even though some companies adopted policies of prohibiting their employees from accepting gifts.

As Advertising & Sales Promotion magazine reports, "Corporate gift giving is an accepted way of saying 'thank you' with no strings attached. Policies forbidding gifts have basic mistrust of employees."

Business gifts are part of the billion-dollar specialty advertising industry. That's because anything that expresses appreciation or creates goodwill among customers, prospects and employees is, well, good advertising.

According to the Specialty Advertising Association International (SAAI), "a business gift is no different from any other method of good customer relations — the phone call or the round of golf." The gift, however, remains with the recipient and thus becomes a

lasting, effective reminder of its gracious donor. That kind of customer relations is priceless! Consider, for example, the Winter Park, Florida, gourmet restaurant that presents a cheeseboard, a greeting card and watchband calendar to its favorite patrons — the briefcase, for example, imprinted with the recipient's name — and functional gifts, as opposed to strictly decorative products.

In any event, the intelligent advertiser makes his business gift selections with care, being sure that they are quality items but not so extravagant that they smack of bribery. With the help of a specialty advertising counselor, business gift shoppers may develop well-chosen remembrances precisely geared to the recipients in mind. These counselors, incidentally, are usually easy to find. Just consult the phone book yellow pages listing under "Advertising Specialties."

Business gift giving, while constantly on the upswing, has

NEA Urges U.S. To Ratify Rights Compact

WASHINGTON — The 1.4 million-member National Education Association is urging that the United States, a leader among nations in ratifying the Universal Declaration of Human Rights 25 years ago this month, cease being a laggard in approving the International Conventions associated with the Declaration.

NEA President Helen D. Wise, in announcing the Association's participating in the commemoration Dec. 10, said it is "embarrassingly deplorable" that the United States has adopted only one of the nine original Human Rights Conventions — the Convention on the Prevention of Slavery — since the historic Declaration was adopted by the U. N. on Dec. 10, 1948.

"The National Education Association is committed to the ideals upon which this document was based," the education leader emphasized. She noted that the Declaration is a document of freedom which expresses the deepest beliefs of man about the rights of every human being. It states: "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood."

Dr. Wise, noting that the 107-member NEA Board of Directors has called for the Association's involvement in helping make the United States a more effective signatory of the Declaration, urged teachers throughout the nation to work for the ideals expressed in the U.N. document. She said that special ceremonies by NEA and many of its 9,000 state and local affiliates can make the 25th anniversary of the Declaration on Dec. 10 a launching date for increased efforts in that direction. The Association has developed classroom materials to aid teachers in focusing lesson plans on the various conventions of the Declaration.

"The NEA, here and abroad, has consistently fought for education as a basic and fundamental human right," the Pennsylvania schoolteacher said.

"Our record in this country is well known. Our commitment gets stronger daily."

Internationally, the NEA has participated in and sponsored workshops related

to the tenets of the Declaration, and has cooperated in other ways with teacher groups, including the World Confederation of Organizations of the Teaching Profession, in extending the right to education to peoples around the globe. Dr. Wise is a member of the WCOTP Executive Committee. She and NEA President-Elect James A. Harris co-chair the NEA Committee on the American Revolution Bicentennial which has adopted the theme "The Globe-The Community School."

Referring to the central theme of the Universal Declaration, Dr. Wise declared: "The defense of the rights of man is one of NEA's primary aims."

"All of us," she continued, "must concern ourselves with universal human rights, for denial of these is at the root of many of our internal problems and most international problems. These rights must be achieved, not in the future, but today. We must have faith, but we also must have action."

Tips on Wood Finishing



HOLIDAY HINTS WITH WOOD FINISH

This year solve the problem of dressing the house for the holidays with colorful wood finishes. Lasting Christmas wreaths and centerpieces of pine cones, acorns and other dried materials can be made easily and economically. Simply wire materials into a styrofoam frame. Then stain and finish in red, green or nut brown.

Wood finishes penetrate and seal to keep even fragile twigs and cones looking satiny fresh for years to come. Apply wood finish liberally. After 5 to 15 minutes, wipe off excess and allow to dry overnight. To add a really professional touch—coat with a clear polyurethane finish.

Then you're ready to celebrate the season. For handy year-round advice on easy wood finishing—a 16-page booklet, "Tips on Wood Finishing," is available. For a free copy, write Minwax Company, Inc., Dept. AG, 72 Oak Street, Clifton, New Jersey 07014.

Meatless

Meatless supper: turn hot cooked cornmeal mush into a shallow baking dish and top with tomato sauce and grated cheese. Bake in a moderate oven until bubbly hot. Use homemade tomato sauce prepared with canned tomatoes, onion, green pepper, celery, carrot and seasonings.

Dill Still Plans To Light Up Yard

VIOLA, Del. (AP) — Energy shortage or not, Olin Dill says he plans this year to flick on his 100,000-bulb front yard Christmas display that has been the marvel of his neighbors for nearly 25 years.

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Everyone Can Help Out In The Energy Crisis

Energy demand doubled between 1950 and 1970 as the world population explosion strained fuel supplies. Demand is estimated to be doubled again by 1985. Even worse, battling in and among oil producing countries places greater dependence on imports. It's also causing increased concern about environmental costs. Besides, the supply-demand squeeze is pushing up the dollar cost of energy. Saving energy is not only economically sound — it reduces ecological problems as well.



Home owners help if they check heating and cooling systems, and set thermostats a few degrees lower. They can save money and conserve the energy now in such short supply. Even better, corrective measures in the area of the greatest heat loss, can prevent waste of as much as 45% of the fuel bill. Good insulation bounces back furnace heat in the winter or solar heat in summer. Good insulation, if faced with aluminum foil, retards heat flow and serves as a positive barrier against moisture vapor.

The National Bureau of Standards suggests that if your ceiling now has three or four inches of insulation, it is to your advantage to increase the thickness to the equivalent of six inches. Insulation can make the following savings:

- 50 per cent of heat loss compared to uninsulated roofs.
- 50 per cent of heat loss compared to uninsulated walls.
- 70 per cent of heat loss compared to uninsulated floors.

Storm windows and storm doors also form effective barriers to transfer of outdoor heat to the indoors and indoor heat to the outdoors. Aluminum frames stand up to all kinds of weather conditions, without rusting, rotting or warping. The NBS advises keeping storm windows in place on all windows except those to be used for ventilating during the air conditioning

season. Where the average winter temperature is lower than 45 degrees, the NBS suggests that investment in storm windows will pay for itself in 10 years, including interest costs at 8%, and thereafter will return an annual dividend on the rate of 13%.

Here's how you can conserve energy, save money and do your part this winter:

- Install or increase insulation — six inches thick for ceilings, three to four inches thick for walls. Use practical aluminum-faced insulation as it is impermeable to moisture as well as an efficient reflector.
- Install aluminum storm windows and doors. (If you hold a lighted candle near a door frame you can detect incoming air by watching how the flame acts.)
- A layer of aluminum foil between a radiator and cold wall will reflect heat back into a room.
- Close doors and radiators, or registers of rooms that are seldom used.
- Lower the customary daytime setting of the thermostat by one degree. (This will save three to four per cent on the fuel bill. Lowering it five degrees will realize a savings of 15 to 20 per cent on fuel.
- Lower thermostat at night — 60 to 65 degrees is recommended for sleeping.

For additional information write: The Aluminum Association, 750 Third Avenue, New York, N. Y. 10017, Attention: Margaret Spader, Manager, Consumer Affairs.

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