

Private Foundation To Help People Organize Against Urban Crime

WASHINGTON, DC — Dr. Milton S. Eisenhower, chairman of the privately-funded Eisenhower Foundation for the Prevention of Violence, announced last week the opening of a national toll-free anti-crime hotline which started on Tuesday, January 19. The number is (800) 368-5664.

"Neighborhood violence is out of control in this country," said Dr. Eisenhower. "This hotline is aimed at organizing people in middle class as well as ghetto neighborhoods around the nation to stem the rising tide of violent crime."

The Foundation, funded by private contributions, is the outgrowth of the Presidential Commission set up during the Johnson Administration after the assassination of Robert Kennedy and continued for a year by the Nixon Administration.

Dr. Eisenhower headed the Presidential group known as the National Commission on the Causes and Prevention of Violence. Vice chairman was Federal Court of Appeals Judge Leon Higginbotham of Philadelphia, who holds the same position with the non-partisan foundation.

"Our ultimate goal is to help those who want to help themselves," Eisenhower stated. "It is our intention to reach people who want to do something about the security of their homes and streets but do not know how or who to contact for details. Most law enforcement agencies are undermanned and are not always in a position to respond to anything but the emergency or immediate needs of their community. We will put citizens in touch with neighborhood organizations which have been

successful in finding practical ways to reduce crime."

"While we will assist middle class residents in organizing to protect themselves, a concentrated effort will be directed to the poorer high-crime neighborhoods which don't always have easy access to the police," said Judge Higginbotham. "We hope to facilitate ways through which people in crime-ridden areas will tie crime prevention with youth employment and economic regeneration of deteriorated city areas."

"Once you identify natural neighborhood leaders, it is possible to help one another out in direct and effective ways — like block watches, escort services, youth patrols, involvement of senior citizens with time on their hands, property identification, and closer cooperation with police."

Dr. Eisenhower pointed out how the foundation will put

organizations of neighborhood residents in touch with businessmen, as well. "We hope that neighborhood organizations which promise to reduce fear, incivility and violence will merit financial support from merchant associations and individual businesses — hopefully made easier through increased revenues from the greater volume of business."

"We will develop partnerships with large national corporations which have many local outlets or interests — such as all-night convenience stores, insurance companies, and gas stations. Local outlets will be identified and linked to neighborhood organizations in mutually beneficial ways."

As one of the foundation's initial programs, the self-help, anti-crime hotline will operate from 9 a.m. to 5:30 p.m., Eastern Time, (8 a.m. to 4:30 p.m., Central Time and 6 a.m. to 2:30 p.m., Pacific Time).



Father Does His Best

Robert Crutison holds his baby Robert Lee Jr., at the St. John's Medical Center in Tulsa, Okla. Crutison said "The Spirit had control of me and I was trying to save the baby's life." Crutison delivered the baby by performing a Caesarian on his wife with a razor. The baby and the mother are doing fine, a hospital spokesman said.

UPI/Photo

Institute Salutes Blacks During Afro-American History Month

"Black gets more beautiful each year," say members of the American Health and Beauty Aids Institute. And they plan to remind everyone of this with a special salute to black Americans during Afro-American History Month in February. Institute members are minority-owned companies producing black health and beauty aid products for use in the U.S. and abroad.

Gaining recognition of the accomplishments and contributions of black Americans especially in the beauty field is a top priority of the recently formed Institute, according to executive director Lafayette Jones. "Most people, including black consumers, don't know that one of this country's first beauticians was a black woman," says Jones. "Madame C.J. Walker's beauty products and beauty schools were renowned at the turn of the century."

Jones points out that although Madame Walker was probably the most famous, there were other black cosmetologists who made an impact on beauty culture in the early part of the 20th century. Among them were Madame Anna Malone, who introduced the Pro Beauty System; Madame Estella, the founder of the Nu-Life School of Beauty Culture; and Madame Sarah Spencer Washington, who originated the Apex

Beauty System.

As part of their salute to these and other famous black beauticians, the Institute has prepared for members' use tag lines for radio and TV commercials and special ads for print advertising. The Institute also has developed and distributed through the Minority Media a sixty-second radio announcement, a four-slide TV feature and a special "Then and Now" newspaper and magazine column.

Jones says that the Institute has sent special bulletins to retailers and chain store consumer affairs directors informing them about the Institute media campaign during Afro-American History Month and asking them to feature black health and beauty aid products during this special period. "It is hoped that the consumer affairs directors in their newspaper food ad columns and in-store handouts will alert customers to the important role that black people have had in developing today's top-quality health and beauty aid products."

Arrangements are being made for Jones and other Institute members to appear on radio and TV talk shows in key market areas during the February Black History commemoration. Up until 1980, Afro-American History observance was only a one-week event in February.

Going To College In '82?

Now Is Time To Apply For Financial Aid

Persons who plan to enter college in the fall of 1982 should apply for financial aid now if they anticipate problems financing their education, according to Ms. Sheila Smith, the Educational Opportunity Center counselor who serves this area. The application deadline for some financial assistance programs is March 15. "The earlier students apply the better chances are of receiving funds from several sources," Ms. Smith said. This applies to community and technical colleges as well as four-year institutions. Ms. Smith said the financial aid application should be processed now, even if the students have not yet received letters of acceptance from the colleges they have applied to.

Nearly all colleges use a "uniform methodology" to determine how much students and their parents can comfortably afford to pay toward educational costs. This is determined from several

"universal" application forms which are available from Ms. Smith or high school guidance counselors.

The EOC will conduct a financial aid workshop for students and their parents at Stanford L. Warren Library on February 4 at 4 p.m.

It will expedite the process if students and their parents have the following information with them when they meet with Ms. Smith: completed 1981 Federal Income Tax forms, the remaining mortgage and current value of their home, current bank statements, current business and farm values, if applicable, and the current value of any resources owned by the student.

Ms. Smith emphasized that in spite of recent cuts in Federal assistance for students, funds are still available for most lower and middle income families.

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<p>16 oz. Extra Dry Oil Sheen Comb-Out Conditioner. Your Choice. \$3.58</p>	<p>Goldtone metal frames. 4x5", 5x7", 8x10". \$1 each</p>	<p>Lotion with free pump. 4 oz. size. 3.96</p>	<p>Kills germs causing bad breath. 1.54</p>	<p>\$1 REBATE. Our Sale Price... Less Mail-In Rebate... Your Final Cost... 4-Pack Soft White G.E. Bulbs. 80, 75, or 100 Watts.</p>



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