

Canadian Club introduces its new ad

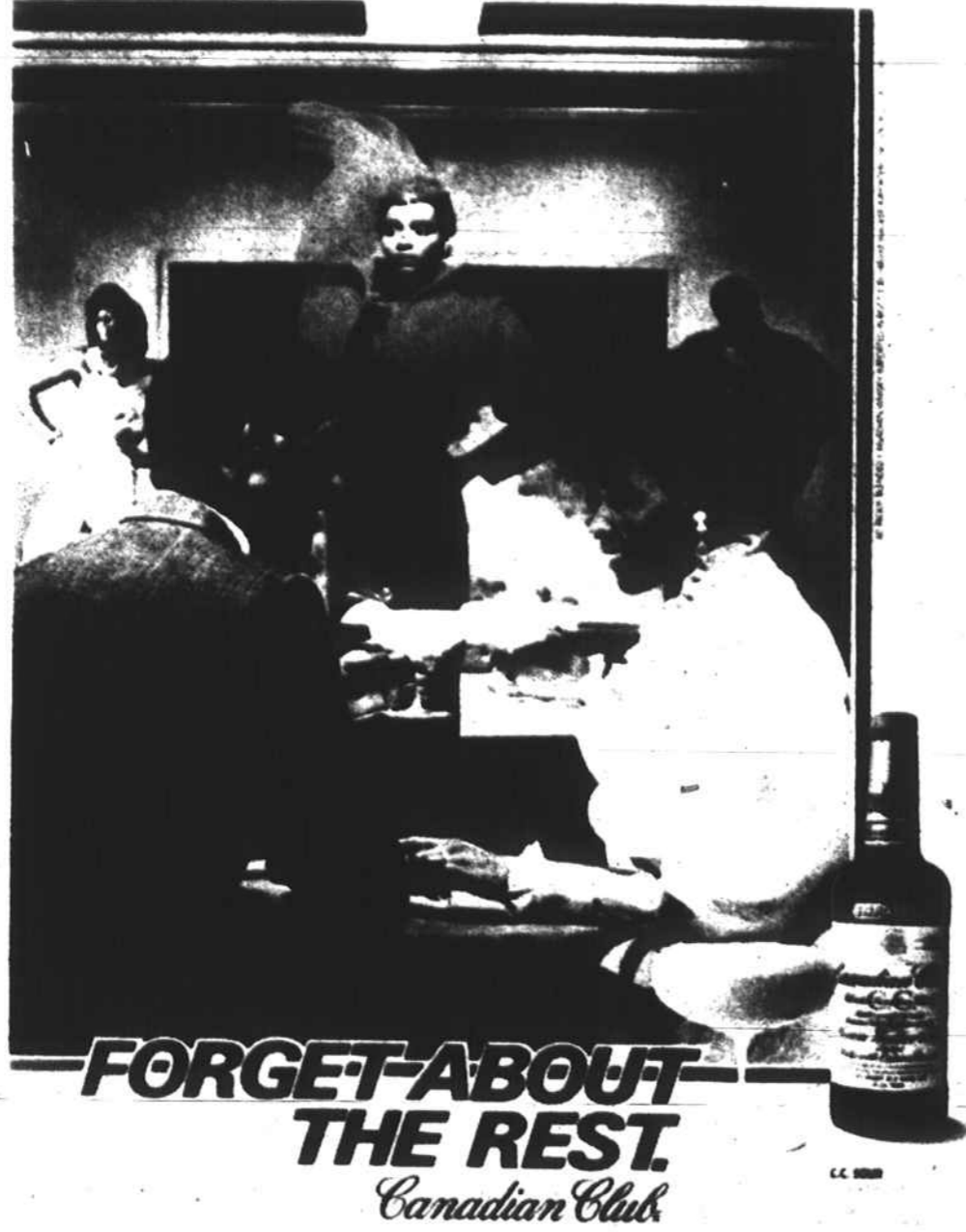
CHICAGO -- Bob Thomas, vice president of Canadian Club, introduced the new 1986 Canadian Club advertising campaign for the black consumer market at a press reception held at Johnson Publishing Co. headquarters in Chicago.

The innovative ad reflects another dimension in the field of advertising and marketing in the spirits industry. It underscores the highly successful Canadian Club "Tribute to Black Designers" fashion show productions, which are presented throughout the country and benefit countless students in the minority community with scholarship awards.

According to Thomas, "Canadian Club is launching this new ad campaign with a great sense of pride. Once again, we are demonstrating our commitment to be a responsive corporation in the growth and advancement of minority communities. The fashion show concept for this unique campaign evolved because the consumer has been so receptive to our community involvement. Therefore, a different marketing approach has been created, giving us the opportunity for even greater participation in worthwhile projects which certainly benefit others."

The ad was produced by Lockhart and Pettus of New York, a full-service advertising agency specializing in segmented marketing communications.

The stunning visual effects portray a couple enjoying a Canadian Club Sour while watching a fashion show. The runway scene features couture fashions by talented black



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designers Kat Phiffer of Los Angeles and Linda Stokes of Woodland Hills, Calif. The Canadian Club fashion show productions have charted a new course for black designers by

helping them gain notoriety in a highly competitive field. The shows are produced and directed by Alescia Buford and Associates, a public relations firm in Sherman Oaks, Calif.

Setzer From Page A9

they just don't mean as much as doing a good job. When God gives you gifts, you have a responsibility to use them."

Miss Setzer's dedication to community involvement and commitment is deep-rooted. She says that as a child she and her brother and sisters were taught to find something to become interested in.

"We were never allowed to sit around and do nothing. We were always encouraged to get involved with something," she says. "Our parents taught us that the way to be nothing is to do nothing."

Miss Setzer recalls the days when her parents struggled to save the 5-cent bus fare to transport each of their five children to and from various events in the city so that they would be more informed about what was happening around them.

Miss Setzer has worked with such noted civil rights figures as Roy Wilkins and Benjamin Hooks. But it is Asa Phillip Randolph that Miss Setzer considers the "giant" of the activists.

"A. Phillip Randolph was the most outstanding man I have ever met in my life," Miss Setzer says about the man who has been called the "Father of the Civil Rights Revolution."

"I've been exposed to a whole lot of people in my life, but A.

Phillip Randolph is the most outstanding man I've met," she continues. "He was selfless. He spoke for all the dispossessed, black and white. He fought for fair labor practices because he believed that in a bread-and-butter world, jobs were the passport to dignity."

Having spent years working with and for the NAACP, Miss Setzer is disturbed that black people do not appear to be as concerned with civil rights as they were in the past. She says that since things have gotten "somewhat better," blacks have lost some of their intensity in fighting for civil rights. Though she has been slowed by arthritis and has not stood on a picket line in years, Miss Setzer's tenacity and concern for the future of the NAACP are alive and well.

"We are emergency people," she says. "When the emergency arises, we will rally, but the NAACP should not be begging for memberships. We think we have arrived, but when you arrive, you should bring the rest of the people with you. The people with education, experience and expertise are not showing as much interest in the NAACP as they should be showing. We are a people who are quick to forget from whence we came. People like Mr. (Patrick) Hairston went out on a limb for the NAACP,

and we need more people like him."

Although she is in the NAACP record books as one of the top life membership sellers, Miss Setzer says she doesn't have any special selling abilities. Rather, she feels that believing in your product and knowing how to talk to people sell a product.

Miss Setzer went the extra mile in selling memberships by making hundreds of phone calls to recruit members, and she sent thousands of follow-up letters to prospective members.

"I don't think you can sell anything if you can't buy it yourself," says Mrs. Setzer, who purchased several \$500 life memberships for her family members and a \$1,000 Golden Heritage membership for herself. "I'm in the million-dollar club. I must admit you've got to be on the ball to get that far."

"For me the key to selling NAACP memberships was to involve all people and make them feel wanted because they were. When you involve that black person that appreciates being asked to become involved, that's when you get somewhere. If you can make people feel like they're somebody, a lot of people will make a little sacrifice. If we could learn to have a keener concern for that man or woman who doesn't have a lot, we'd get a lot further."

Church to investigate From Page A1

convicted last June in the first-degree murder of *Sentinel* copy editor Deborah Brotherton Sykes, 26. Mrs. Sykes was raped and stabbed to death in August 1984 while on her way to work.

Hunt was sentenced to life in prison last summer. Tisdale said on Wednesday that the proposed investigation "doesn't bother me in the least. I'd like to know what sanction they have to investigate anything or anyone."

"But, I'll say the same thing I've been saying all along," he added. "If anyone has any proof of Hunt's innocence, I wish they'd show it to me."

Tisdale said the commission's charge that he knew Hunt was innocent and prosecuted him to satisfy the public is "an irresponsible statement."

Tisdale also said he received a telegram from Chavis on Tuesday, saying that the commission was sending an investigator, William Jones, to talk to him. The telegram said Jones would be in Winston-

Salem in the next few days.

The district attorney said he has not decided whether he will meet with Jones.

"I don't know who he is, what he wants to talk about, who they are, or anything," Tisdale said. "I really don't know if I'll talk to him. I'll have to see what kind of questions he wants to ask."

Khalid Abdul-Fattah Griggs, co-chairman of the Darryl Hunt Defense Committee, said Wednesday that the Commission on Racial Justice is one of several groups, religious and non-religious, that the committee had sent the facts of the case to.

"We're glad to see them act," Griggs said.

Chavis said the commission had received several requests to investigate Hunt's conviction. He said a report on the investigation will be turned over to the state association of black lawyers and the ethics committee of the State Bar Association.

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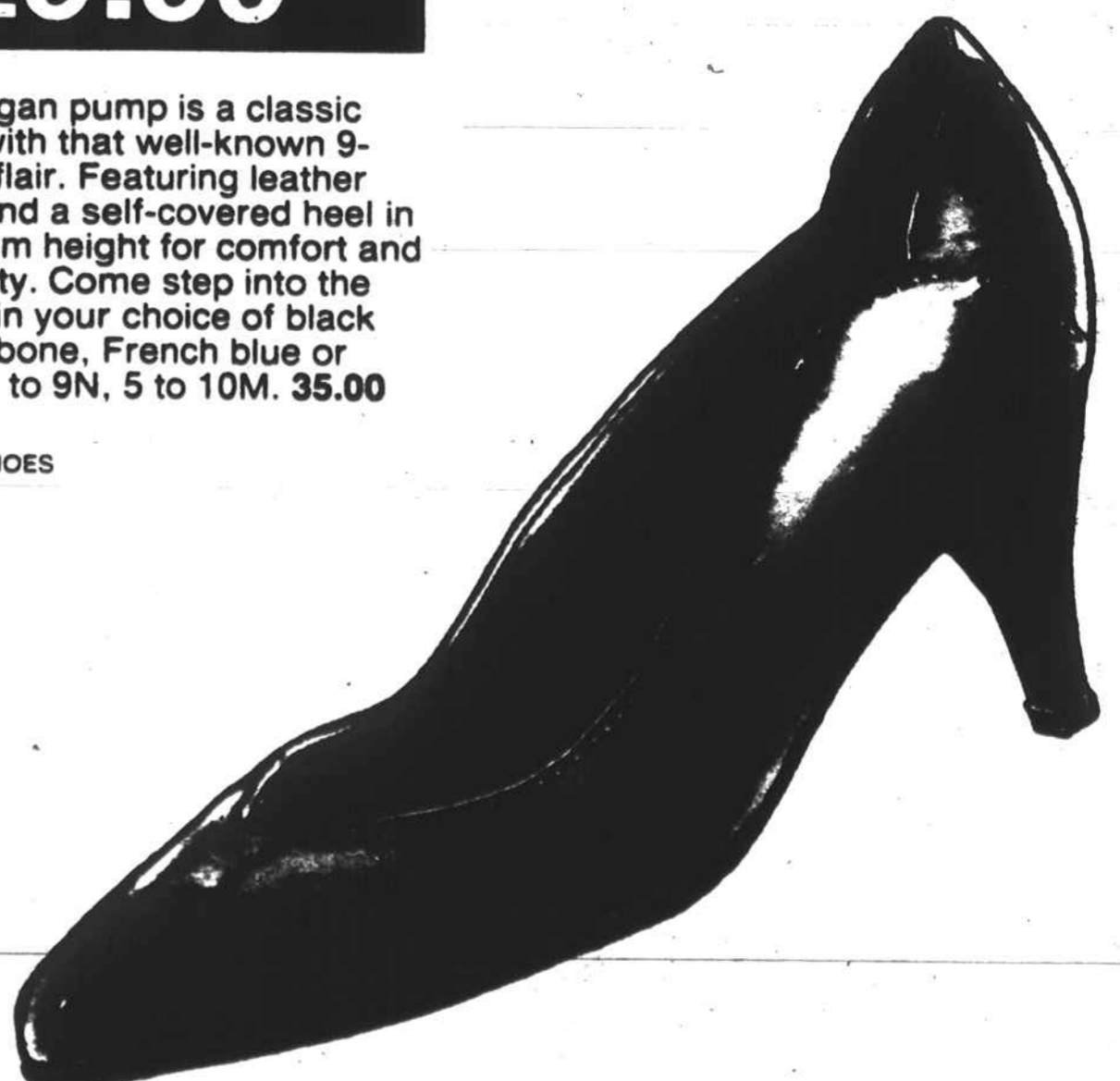
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