

## Accent on Youth Scores for Coke Talent Drive

ATLANTA, Ga.—Two new youth radio commercials starring top pop artists will be ready for teen tuning beginning June 29, The Coca-Cola Company announced recently. These additions to the teen talent series emphatically acknowledge the effectiveness of the swinging campaign going for Coke . . . an effort that is not only attracting desired teen recognition in this heavy consuming market but, additionally, capturing numerous awards in the advertising fraternity.

The name singer series has performed in much the man-

ner we hope it would," states Richard D. Harvey, vice president and brand manager, The Coca-Cola Company. "It's a smashing hit with the target audience." Moreover, Harvey says, it injects product action where the action is, in this growing under-25 soft drink market.

Sandy Posey and the Young Rascals are the latest names being added to the headliners already singing about Coke. Sandy was named the promising female singer of the year by CASHBOX Magazine, and the Young Rascals are mem-

bers of a New York quartet rapidly rising to the top of the hit charts.

They join the impressively long list of popular artists who have rendered their versions of the famous "Things Go Better" jingle for Coca-Cola. This list is continually updated with youth favorites and has already included such stars as The Supremes, Drifters, Nancy Sinatra, Roy Orbison, Fortunes, Los Bravos, Petula Clark, Ray Charles, Leslie Gore, Lee Dorsey, the Vogues, Trogs, Joe Tex and the New Vaudeville Band.

## Homework For Pro Grid Star

Gale Sayers, the pro football superstar, is a tough man going over, through and around his gridiron opponents, and he is just as sure, but a lot gentler, with his new daughter.

The speedster who carries the Chicago Bears on his tough talented legs likes to play with the baby after returning to his home from a busy day as a trainee for a Chicago brokerage firm during the off season.

And he has to be just as quick as on the football field when handling Gale Lynne, born last October. She is active, bright-eyed and interested in what's going on. When Sayers sits at the kitchen table holding her while he watches his wife, Linda, make baby formula, he has to keep a firm grip on Gale Lynne.

She's after everything within reach. The printed carnations and red and white colors of evaporated milk cans catch her attention and efforts. She grabs baby bottles and measuring spoons.

Mrs. Sayers reported with a grin that Gale made the formula himself when the baby was new, but she "picked up the ball" later.

Sayers, who was a Carnation baby himself, is fond of his wife's favorite evaporated milk recipes, and frequently there is a cake on the kitchen work surface. Here's one of the recipes Mrs. Sayers prefers:

**STRAWBERRY TOUCHDOWN CAKE**  
(Makes 13 x 9-inch cake)  
1 package (10 ounces) frozen sliced California strawberries, thawed

Water  
1 package (3 ounces) lemon flavor gelatin  
1 cup marshmallow whip  
1 cup undiluted evaporated milk  
2 tablespoons lemon juice  
1 (13 x 9-inch) lemon cake cut crosswise into 2 layers

Drain strawberries; add enough water to measure 1 cup liquid. Heat liquid to boiling. Pour over gelatin in large bowl; stir until dissolved. Blend in marshmallow whip. Chill until consistency of unbeaten egg white. Chill evap-



Gale Sayers, pro football superstar of the Chicago Bears, is a busy young man even between football seasons. Here he holds his five-month-old daughter, Gale Lynne, while watching his wife, Linda, prepare baby formula with Carnation Evaporated Milk. Sayers likes to participate in home activities and handles the baby with the sureness of sharp football reactions, but a lot more gently than when running over, around and through his gridiron opponents. He has play time with the baby after arriving home from his duties as a trainee for a Chicago securities firm. When not on Chicago's LaSalle Street financial strip or helping at home, Sayers works out to keep in condition.

orated milk in refrigerator until soft ice crystals form around edges (about 10 to 15 minutes). Whip until stiff (about 1 minute). Add lemon juice. Whip very stiff (about 2 minutes longer). Fold with strawberries into marshmallow mixture. Chill 10 minutes. Frost each layer. Allow to set in refrigerator 15 to 20 minutes. Stack layers; chill until serving time.

When Sayers isn't helping with the baby or reading the Wall Street Journal to keep abreast of information useful

in his new profession, he usually can be found working out to keep in shape.

Gale keeps in condition between football seasons at the YMCA and on his exercise bicycle in the basement of his house on an attractive, tree-lined street.

"How about the weights those Green Bay guys use?" the strong, muscular Sayers was asked.

"Ah, I'm not strong enough for that," the shy, quiet football superstar grinned.



**BAHAMAS BEAUTY**—(Nassau, Bahamas)—Elizabeth Knowles, Miss Bahamas 1967, models her prize-winning form while relaxing on one of Nassau's fine white sand beaches. The dark brown-eyed beauty, with a 35-24-36 figure, will represent Bahamas in the forthcoming Miss Universe contest. She won the Miss Bahamas title in the April Bahamas Beauty Pageant.

## AME Laymen's Group to Meet In Washington

The AME Laymen's Organization, Second District will meet June 24, 9:00 A.M. at the Allen Church, 2498 Alabama Avenue Southeast, Washington, D. C.

The meeting will include Workshop Sessions on the following subjects and will be discussed by:

"The Church and Social Action" — Rev. Geno C. Baroni, executive secretary, Archbishop's Committee on Community Relations, Archdiocese of Washington.

"Housing and Urban Development"—a representative of U. S. Government

"Lay Goals and Development" — Miss Christine Brogdon, director of AME Church Laymen's activities.

"Re-evaluation of A. M. E. Church laws and Proposed Legislation" (1968 General Conference) — Rev. Frank Madison Reed, Baltimore Conference.

"Evangelism"—L. T. Robertson, Virginia Conference.

Among other speakers and workshop coordinators are, Rev. S. E. Guiles, Washington Conference; J. C. McKinney, district lay president; Atty. J. H. Raby, lay president, Washington Conference; Dr. Webster Sewell, Miles Alston, Robt. Minnie Taylor and Daisy Powell, Kelly, Vorhees Jamison, ell, workshop chairman.

The Second Episcopal District of the African Methodist Church comprises the annual conferences of Baltimore, Md.; Virginia, North Carolina, Western North Carolina and Washington, D. C. The Rt. Rev. Geo. W. Baber is presiding bishop. Rev. James A. Williamson is pastor of the Allen AME Church.

## PhiDelta Kappa Commemorates Founder's Day

The National Sorority of Phi Delta Kappa tri N. C. Chapters—Alpha Iota of Concord, Beta Lambda of Winston-Salem and Beta Zeta, Durham, commemorated Founders Day recently, (May 29) The local chapter served as hostess.

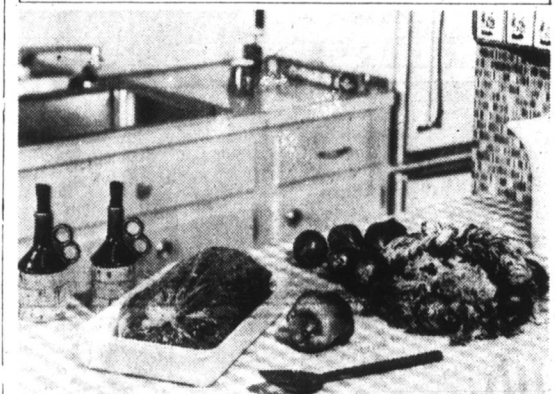
The first phase of the program consisted of worship service at St. Joseph's AME Church. There we heard a dynamic and most inspirational sermon by the minister, Rev. Philip R. Cousin.

The setting for the second phase of the program was the Wedgewood Room of the Jack Tar Hotel.

Special guests attending the banquet were husbands of some of the sorors. Subsequent to the banquet, a closed ritualistic service was held.

Havana acknowledges aid to Venezuela guerrillas.

## Marinating Memos



Make your favorite marinade the usual way whether it is wine, vinegar or apple juice based. Then marinate the new way.

1. Use a Baggies plastic bag instead of an open bowl or pan. It will keep the meat surrounded by the "spicin" with no need for turning or basting.
2. Choose pieces of meat that have as small a cross section as possible for their weight, that is, longer and smaller round. Marinade will penetrate a greater proportion of the meat.
3. Allow more time to marinate a large piece of meat or for more strongly seasoned dishes such as sauerbraten. Small, kebab pieces need only a few hours for seasoning.
4. Vinegar increases in strength while marinating. Use slightly less vinegar when marinating for 24 hours or more.
5. Keep the fresh spice and herb flavors close to marinating meat and wandering refrigerator aromas at a distance by using a Baggies plastic bag.
6. Refrigerate marinating foods to avoid spoilage.
7. If it's a cooked marinade, wait until it cools before pouring it over meat in plastic bag. Use food wrap or jumbo size Baggies according to amount to be marinated.
8. Wine or vinegar may be used with oil for meats, fish and seafood. However, vinegar is best suited to vegetable marinades.
9. When the recipe directions say "tie the whole spices in a small cloth bag," make a little spice bag from a section of a fresh Handi Wipes. The disposable nonwoven fabric towels have a soft mesh-like texture.
10. In many instances, the marinade may be used as a sauce or sauce flavoring.

## Office Engineering

### Makes Itself At Home



From the Victorian roll-top desk—with its pigeonholes perfect for receipt-clippers and string-savers—to sleekly efficient filing cabinets and closed-circuit TV baby-sitters, equipment that was engineered to meet business demands is taking more and more space in today's smooth-running homes.

The busy housewife, chief executive in charge of family living, and the designer for business, who demands hard-working features, are partners in a trend that's rapidly blurring the distinctions between fashion and function. The result is a growing group of dual-purpose products that give a new flare to offices and more efficiency to homes.

Latest addition to the list is a Luran vinyl flooring from The Ruberoid Company that combines a thicker wear surface to take care of heavy office traffic with a foam interlayering and asbestos backing that gives a wash-and-walk floor the cushioned comfort of carpeting. It is made in sheet form, that's as easy on the budget as the Air-Tred construction is on the feet. For a continuous surface, free of dirt-catching cuts, have your installer seal seams with a vinyl-welding compound, like Luran Vinylweld. Based on a chemical called tetrahydrofuran, the liquid welders melt and fuse the wear surface at the seams, to guarantee smooth joints of the six-foot widths and allow invisible patching in a many-angled room.

In a swirling stone pattern like new "Carmel," the finished floor is a smooth focal point for its impressive surroundings. And it's guaranteed not to make more work for the management, at home or in an office home away from home.

## TERRY CLOTH TAKES A BEACHHEAD



There's a new wave of beachwear: wildly wonderful clothes with an almost oceanic variety of color and design. Some have drifted in from foreign shores. Many are adaptations of favorite city fashions.

The flowing Egyptian djellaba is seen as a beach robe in the spring-summer issue of *McCall's Patterns & Home Decorating* magazine, and jumpsuits are also pictured as coverups for swimwear. Beach dresses shape up as decidedly "mini."

The raw material for many of these styles is terry cloth, practical as ever but lots prettier. In sunstruck shades of orange, yellow and turquoise, terry is so much a part of the '67 seascape that you'll even notice it in the newest-looking swimsuits.

Swimsuits and djellabas, a bright new team in terry cloth or other water-loving fabrics, share star billing in *McCall's Pattern* #8736 for misses sizes. The two-piece bathing suit has boy shorts and a square-necked top. The raglan-sleeved robe, marvelous in a matching fabric, is sparked by contrast binding and a button-trimmed inset. Make it ankle-length, in the Egyptian tradition, or short

and swiny, American style. Dare to wear a bikini? You'll find the makings of one, plus matching jumpsuit coverup, in *Pattern* #8738 for misses and juniors. The jumpsuit comes in short-short or long-flowing versions (the bikini, of course, is short-short).

In terry cloth, the sleeveless, tab-collared jumpsuit is sporty, salty, the belle of the beach. In slinky crepe or jersey, with wide ankle-length trousers, it could double as an elegant hostess costume.

The London-born mini-dress is swarming over American shores. One "mini" that could establish a beachhead all by itself is *McCall's* simple A-shape, featured in *Pattern* #8744 for misses, and



#8776 for girls sizes 7-14.

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# WSSB

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