



Danville Toy Co. to Launch National Drive

DANVILLE, Va.—Mrs. Beatrice Brewington Wright, President of Ebonella Toy Company, announces that after 20 years of creating, designing and manufacturing the original Afro-American Doll on a limited basis, the Ebonella Toy Company will launch a nationwide marketing campaign to put into the hands of black boys and girls a doll with authentic Afro-American features.

Mrs. Wright, a native of Kinston, North Carolina, decided in 1951, to make a doll that black boys and girls would be proud to own; one that was not a mamma or servant type doll. While reading the history of doll manufacturing, Mrs. Wright noticed that there were no dolls with authentic Afro-American Negro features, only white dolls painted black or brown. She was inspired one day while watching her daughter-in-law's baby girl and decided to use the baby's features and thus she created a typical Afro-American doll.

During 1967, Mrs. Wright sold dolls throughout the State of New York in leading department stores. Macy's in New York City, along with others in some southern States.

Mrs. Wright, is one of the new breed of Afro-American business entrepreneurs. She is not president of the Ebonella Toy Company, but she designs and sculpts the dolls herself. In addition to dolls, Mrs. Wright designs other toys as well, and will manufacture a full line of stuffed toys.

At a time when there is a growing awareness on the part of Afro-Americans, it is important that our youngsters have good images to identify with, not only in real life, but in other areas as well; especially in the toy line and this is the reason for the Ebonella Toy Company," states Mrs. Wright.

Ebonella Toy Company's headquarters are located at 193 North Main Street, Freeport, New York.



JEWEL-TONED JELLY—(Fruit Flavored Jelly) — Recapture, practice, or learn the art of jelly making in a simple inexpensive way. Kool Aid Instant Soft Drink Mix provides good fruit flavor and a clear bright color to this homemade family favorite.

Jewel-Toned Jewel

Remember when canning time used to come around? When mother or Grandma got ready to put away jars and jars of spicy fruits or vegetables, and gleaming jewel-colored glasses of jelly. Fruit for the jelly had to be chosen at just the right time, when it was tree ripened best but not too ripe. Such care had to be taken with the measuring and cooking, but with wonderful odors from the bubbling pots, to say nothing of the delicious end results, it was all worthwhile. Although the process was a hot and bothersome one, the family knew that each jar of jelly was laden with love.

or inclination to learn how to make jelly, and what a pity, for it is certainly a part of the good old home life.

Here is a very simple easy-to-follow recipe for making homemade jelly that will certainly please the family and prove to be an inexpensive way to practice or learn the art. Kool-Aid Instant Soft Drink Mix provides all of the fruit flavor you need. No waiting for the proper fruit season to roll around. The handy, mix that's so popular for all fruit flavor instant soft drink sorts of good things to drink makes clear, bright colored jellies that will certainly add a sparkle to your pantry shelf.

Fruit-Flavored Jelly
6 cups (2 lb. 10 oz) sugar
3 cups water
1 1/4 teaspoon baking soda
1 envelope instant soft drink mix, any flavor
*Orange, lemon-lime flavors instant soft drink mix make mildest flavored jellies.

To make the jelly, measure sugar, water, soda, and soft drink mix into a large saucepan and mix well. Place over high heat and bring to a boil, stirring constantly. At once stir in fruit pectin. Bring to a full rolling boil and boil hard 1 minute, stirring constantly. Remove from heat and skim off foam with metal spoon. Pour quickly into glasses. Cover at once with 1 8 inch hot paraffin. Store in cool place and use within 2 months. Makes 9 medium glasses.

Coca-Cola Presents Safety Driver Education Film

NEW YORK, New York—An important milestone in the development of safe driving skills among the nation's teenagers was reached today with the premiere of "Pit-Stop," a 30-minute Driver Education film soon to be available for use in the Nation's 24,000 secondary schools. "Pit-Stop" represents a unique approach to safe driving instruction. It relates the safety of world famous racing drivers as seen in championship competition to proper driving techniques for everyday motoring. The film consists entirely of original footage with a special music score, all designed to appeal to today's youth. Commenting on the Com-

pany's sponsorship of this program, James E. Williams, vice president and manager, Advertising & Sales Promotion Department, Coca-Cola USA, said: "The Coca-Cola Company has long had an intense

shrined in the hearts of Americans not only because of their substance but also because of their symbolism at a critical turn in history. This was true of the Declaration of Independence, of the Emancipation Proclamation and of the three Constitutional Amendments adopted after the Civil War. It was true of all four Civil Rights Laws enacted in the past ten years.

"This Nation's most important public documents are ep-

The Open Housing Legislation, pending before Congress today, is critically important in substance but it is equally important as a symbol to those who have too long been denied equal rights as citizens.

interest, not only in the young people of the nation, but in safe driving as well. We have recently completed special Defensive Driving Courses for our employees and Bottlers of Coca-Cola have conducted special driver training for route salesmen for many years. "We certainly share with everyone the hope that today's young drivers will become the safest drivers the nation has ever known."

Goodell Urges Passage of 1968 CR Measure

NEW YORK — Congressman Charles E. Goodell (R-38th N. Y.) Monday joined with 19 Republican Congressmen in a letter to all members, both Republican and Democrat, of the U. S. House of Representatives, urging immediate enactment of the Senate-passed Civil Rights Bill of 1968. In announcing the letter, Congressman Goodell said: "Enactment of the civil rights legislation this year is imperative. Each additional day of delay increases the possibility that this long overdue reform cannot be enacted this year."

"The opposition is difficult to understand because the provisions are essentially the same as those passed by the House in 1966. This section which was added by the Senate seeks only to sweep away local laws and customs which discriminate against non-white Americans seeking to enjoy the full rights of citizenship."

"This issue is not understood throughout the country. Needless fear has been raised by opponents of open housing. Today, almost 60% of our people live in the 22 States which have adopted open housing legislation.

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Advertisement for Hercules tires featuring a tire image, a portrait of J. V. Ingram, and text: 'For Maximum Safety & Comfort The HERCULES ULTRAPREME TIRE... RIGSBEE TIRE SALES 108 Lakewood Avenue—2720 Hillborough Road'.

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