

# The Carolina Times

THE TRUTH UNCOVERED

A man is doomed not by being uneducated but by remaining so.—Charles E. Sorensen

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## FTC CITES HAIR RELAXER COMPANIES FOR FALSE CLAIMS

The FTC has unanimously accepted agreements containing consent orders prohibiting three manufacturers of hair straighteners designed for the black consumer from misrepresenting that the products are safe and from making other false claims. In addition, they must include a health hazard warning in advertising and packaging. The matters were handled by the Commission's regional office in Seattle and result from an ongoing project directed and coordinated by that office looking into the advertising and marketing of products sold to black skin. The agreed-to orders cite:

- (a) Johnson Products Co., Inc., Chicago, Ill.; and its advertising agency, Bozell & Jacobs, Inc., Omaha, Nebr. (File No. 752 3216);
- (b) The Perma-Strate Co., Memphis, Tenn.; Jeannette Goldner and Allyn S. Goldner, an officer and former officer, respectively, of the firm; and its former advertising agency, Merrill Kremer, Inc., Memphis (File No. 752 3217); and
- (c) Soft Sheen Co., Inc., Chicago; two of its officers, Edward G. and Betty Gardner; and its advertising agency, Franklin Lett Associates, Chicago (File No. 752 3218)

The complaints that led to the consent agreements allege that contrary to advertised claims:

- (a) Johnson's 'Ultra Sheen Permanent Creme Relaxer' is not gentle to hair and skin or easy to use, and does not feel cool on the skin of all users.
  - (b) Perma-Strate's 'Perma-Strate Cream Hair Straightener' is not safe, gentle or mild, contains ingredients which are harmful to skin and hair and may not be used on bleached or tinted hair without risk of hair breakage.
  - (c) Soft Sheen's 'Mr. Cool Hair Relaxer' and 'Miss Cool Hair Relaxer' cannot be used safely on all types of hair, do not provide extra working time, and sometimes burn the hair and skin.
- The complaints also allege that all three manufacturers have omitted certain material facts in advertising and packaging.
- The agreed-to orders require the following affirmative disclosure in future advertising: 'WARNING: Follow directions carefully to avoid skin and scalp irritations, hair breakage and eye injury.'
- A further requirement is that labels carry a warning that (1) discloses that the product contains caustic ingredients; (2) advises consumers that

directions must be followed carefully to avoid skin and scalp burns, hair loss and eye injury, and that the product should not be used if the scalp is irritated or injured, or on bleached, dyed, tinted or previously relaxed hair; and (3) discloses procedures to be followed in the event the relaxer causes skin or scalp irritation or gets into eyes.

The orders further provide that the manufacturers must have in their possession competent and reliable controlled tests to substantiate all future safety and efficacy claims they make for any cosmetic.

The complaints and consent orders will remain on the public record through January 19, 1976. Comments from the public received during this period will become part of the public record. The FTC may withdraw its acceptance of the agreements after further consideration. An analysis of the consent order may be obtained from Legal and Public Records, Federal Trade Commission, Washington, D. C. 20580 (Telephone No. (202) 523-3598).

### Jackson To Sponsor First Scholarship

JACKSON STATE — Jackson State University, recently designated as a college-sponsor by the National Merit Scholarship Corporation (NMSC), will provide its first four-year Achievement Scholarship beginning in the fall of 1976.

In announcing the sponsorship, Dr. L. C. McMillan, vice-president - Achievement Programs, pointed out that "...only those institutions that have consistently attracted Achievement Scholars are eligible to participate."

Selection of the recipient for the Jackson State University Achievement Scholarship will be made by University officials. The selection will come from a list, provided by NMSC and composed of Achievement Finalists who have chosen Jackson State as first choice, of high performing black youth representing the most promising youth among the nation's largest minority.

### MRS. KOONTZ NAMED TO EDUCATION POST

Mrs. Elizabeth D. Koontz, nationally known former Salisbury teacher, has been named an assistant state superintendent of public instruction.

Dr. Craig Phillips, state school superintendent, said Mrs. Koontz will fill a position vacated by Dr. Von Valtetta, and Bill Peek, an assistant to Dr. Phillips, said this morning that Mrs. Koontz will be concerned with teacher education, certification and staff development.



MRS. KOONTZ

"We are in the process of doing some reorganization," he said, and Mrs. Koontz' duties will reflect the changes.

"We're just delighted to have her," he added, noting her long and outstanding record in the field of education will be a tremendous addition to the department.

Mrs. Koontz has had extensive experience in the field of education on the local, state, national, and international levels.

A native of Salisbury, she was educated at Livingstone College, Atlanta, Columbia, and Indiana University and North Carolina State College, and is the recipient of 21 honorary doctorates.

Beginning her career as a teacher in Dunn, Landis, Winston-Salem, and Salisbury, she was elected president of the North Carolina Association of Classroom Teachers in 1959 and won national distinction as president of the Association of Classroom Teachers in 1965 and president of the National Education Association in 1968, the highest elective office of the largest professional organization in the world.

For four years, from 1969 until 1973, she was director of the Women's Bureau of the United States Department of Labor, a position to which she was appointed by President Richard Nixon.

She was also a U. S. delegate to the United Nations Commission on the Status of Women, counselor to the Secretary of Labor on women's programs, and deputy assistant of labor for employment standards.

Currently coordinator of nutrition programs in the North Carolina Department of Human Resources, she has been honored in scores of ways for her work, including designation of a 'Libby Koontz Day' by the City of Salisbury in recognition of her leadership and selection as International Woman of the Year.

### FAYETTEVILLE GROUP SEEKS PUBLIC SUPPORT

FAYETTEVILLE — Project Americana, Inc., a non-profit organization, established here by Rev. Maurice B. Hayes and supported in principle by M. M. Beard and other concerned citizens, proposes to help those who cannot help themselves without regard to race, creed, sex, or religious beliefs. Two recent incidents prompted the formation of the group: the wanton slaying of William V. Tally of Fayetteville and the film-burning of Mrs. Allene

Pitts, 82, of Raleigh of her life savings.

Donations are being sought to establish a William Victor Tally Scholarship at Fayetteville State University and to make a substantial contribution to Mrs. Pitts.

Donations should be sent to Rev. Hayes, Box 781, Fayetteville State University, Fayetteville, North Carolina. Checks should be made payable to Project Americana, Inc.



WASHINGTON — An embarrassing moment for this member of the color guard as the wind blew his hat off during a ceremony at the Pentagon welcoming Gen. Lauri Johannes Sutela, commander-in-chief of the Finnish Defense Forces, UPI

## \$1.9 Billion For Manpower Programs Goes To 431 State, Local Units

WASHINGTON — A total of 431 state, county and local governments will receive almost \$1.9 billion to operate manpower programs under Title I of the Comprehensive Employment and Training Act (CETA) for the 15-month period that began July 1, 1975.

In announcing the allocation of funds, Secretary of Labor John T. Dunlop said the money was a final adjustment of CETA funds available to the 431 prime sponsors for the period.

Earlier this year, the Labor Department had announced the partial allocation of these funds to enable state and local governments serving as prime sponsors to plan and commence operation of manpower programs.

The money will be used by the prime sponsors to conduct programs of training, work experience, summer youth jobs, job counseling and placement, transitional public service employment, and other

manpower services. The 15 months includes the three-month transitional period covering the change in the start of the federal government's fiscal year from July 1 to October 1, effective in 1976.

During fiscal year 1975, the first year of operation of CETA, the program served more than 1.5 million people across the nation. Three-fourths of them were enrolled in programs funded by Title I.

### BLACK WOMEN MUST PARTICIPATE IN DECISION-MAKING PROCESS

WASHINGTON — Carmen R. Maymi, director of the Labor Department's Women's Bureau, has urged black women to assert their rights to participate in the decision-making process of those systems and institutions traditionally dominated by men.

Addressing the national convention of the National Conference of Negro Women here, she praised the council for its leadership and efforts in solving many pressing problems faced by black people.

"We must combine our forces and work together to achieve the goals of equality which all women share," she told her audience.

She pointed out that as minorities began to make advances through the civil rights movements, women's progress was much slower than for men and women were still the most disadvantaged.

"That is why," Maymi said, "we must now assert our right to participate in the decision-making process of those systems and institutions that traditionally have been dominated by men and join with

other women to improve our status and reach our common goals."

Noting that minority workers have experienced greater difficulties than whites during the current recession, she said that the long-range picture was much better.

Maymi said there was a rise in the proportion of minority women employed in professional, technical and clerical jobs between 1960 and 1974, while the proportion of household workers decreased.

In 1960, the median wage of minority women working in full-time year round jobs was \$2,372. In 1973, it was \$5,772, she added.

Pointing to the progress made by minority women, she told her audience that "minority women, given the necessary education and experience, can compete for better jobs and policy-making positions with every expectation of success."

"We should focus our efforts now on developing that potential and on opening still more opportunities to minority women," she added.

Noting that studies have shown that there is really not much difference in the ability of men and women to perform most jobs, just as there is no difference in ability because of race or ethnic background, she said that we are just beginning to overcome these imagined differences.

Maymi called for continuing vigilance to ensure complete elimination of discrimination because of race, religion, ethnic background or sex in the workplace and in the educational system.

She urged her audience to join hands with other groups to move forward together to meet the challenges which the future holds for women.

"Unless we meet these challenges now, unless we plan carefully for the future, International Women's Year will lose much of its meaning, and its goals of equality, development, and peace will remain beyond our grasp."

"This is the year for unity of purpose and unity of action," she concluded.

### ASC To Dedicate New Building

ALBANY, GA. — President Charles L. Hayes of Albany State announced that the college will dedicate its new classroom building on December 3.

The more than one million dollar facility will be named in honor of the late Robert H. Simmons who served the College as Dean of Instruction and Director of Special Studies for more than 27 years.

Dr. W. Carl Gordon, Jr., well-known physician and former student of the late Dean Simmons, will deliver the dedicatory address.

Immediately following the ceremonies, the activities will move to the site of the building on the north end of the campus where Dr. Charles L. Hayes will deliver the dedicatory statement. During this ceremony, Mrs. Robert H. Simmons, widow of the late Dean, along with Miss Cassandra McGhee, 'Miss Albany State College', will perform the ribbon cutting ceremony.



PROUD MOMENT — Lillian Winstead (right) with her daughter, Karen E. Winstead, a student at Notre Dame Academy in Washington, D. C., who recently received a 5000 scholarship and trophy. Mrs. Winstead is an employee with the Solicitor's Office, U. S. Department of Labor.

### Winstead Is Scholarship Winner

WASHINGTON — Karen E. She was first place winner in the Winstead, the daughter of Mrs. Lillian Winstead, an employee of the U. S. Labor Department, has been awarded a \$500.00 scholarship from Optimist International.

Karen, 15, a student at Notre Dame Academy here, is black.

The scholarship was officially presented to Karen by the

governor of the Capital-Virginia District Optimist International, Thomas J. Madigan.

An honor student, Karen plans to use the scholarship to pursue a career in medicine. Mrs. Winstead is administrative assistant to Solicitor of Labor William J. Kilberg.

MERCHANTS WHO ADVERTISE IN THE CAROLINA TIMES ARE TELLING YOU THEY APPRECIATE YOUR BUSINESS—SUPPORT THEM!

"If there is no struggle there is no progress. Those who propose to favor freedom and yet depreciate agitation, are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the oceans' majestic waves without the roar of its waters."

— Frederick Douglass