



Best Pop Vocal Performance

Dionne Warwick holds one of the two Grammy Awards she picked up last week during the 22nd Annual Grammy Awards. Miss Warwick won the second Grammy shortly after the start of the telecast, beating out Miss Donna Summer and Miss Gloria Gaynor, among others, for the category of Best Pop Vocal Performance with the song, "I'll Never Love This Way Again." She sang the song just before winning the Grammy and then told the audience, "I want to thank God for giving me the voice to win this award."

UPI Photo

The Public Interest

REGULATION - THE PENALTY FOR SUCCESS

Ironically, business often functions more immediately in your interest than do the so-called "public interest advocates." In this article, a distinguished American businessman, the president of the Formica Corporation, shows how your interests and those of business intermesh.

By Martin B. Friedman



You pay for government regulations in the form of higher prices and tax dollars. How much protection is too much?

Certain individuals and organizations in government want to bring business "to heel." Then they criticize business for speaking out in protest against being brought "to heel."

Businesses represent many billions of dollars in investment across our land, millions of jobs for Americans, and no small portion of the future health and viability of our country. We have the right to a voice in public policy debates.

Businesses have constituencies, just as government agencies and officials do. Our constituencies include employees and prospective employees, shareholders, managers, suppliers, customers and our local communities, as well as the national community that benefits from our labors. We have the right to assume an advocacy role on issues of importance to these people.

In many cases, the constituency of a given business

may be larger than that of many public agencies, and its relationship to that business more relevant to the real-life concerns and everyday interests of individual Americans.

The elected public official has a demanding constituency that cares about both his philosophy and performance—and holds him directly accountable.

The appointed official, however, is a level removed from the public—observed by and accountable to none but the most keenly involved special interests. The public in whose name so much is done, knows little or nothing about his personal philosophy or performance.

In the past few years, the Federal Trade Commission (FTC) has devised new ways of looking at thousands of businesses. My company, for instance, Formica Corporation, has been locked in

a struggle with the FTC since last May when the agency decided to have our trademark—which is also our company name—canceled on the grounds that it had become generic.

The FTC says the Formica name has stifled competition, yet many of our competitors have spoken out against the FTC action. The FTC apparently feels we have abused the public trust. But no consumers have complained about us. If we haven't stifled competition, and we haven't wronged consumers, what have we done? We've been too successful. We've become too well-known!

It is difficult to see how spending millions of dollars in taxpayer and consumer monies on pursuit of trademarks will either lower costs and prices or lessen inflation—or to see how stripping famous trademarks will increase innovation.



Friedman

Foundation to Sponsor Revamp at Livingstone

SALISBURY—Mrs. Edwin O. Norvell, president of the Proctor Foundation, has presented a check in the amount of \$15,000 representing a part of a \$25,000 grant to Livingstone College for the renovation of Dodge Hall on the campus of Livingstone.

According to a statement from Mrs. Norvell, "The Board of Trustees of the Proctor Foundation realizes what a tremendous asset Livingstone College is to the city of Salisbury, and we are proud of the fine work everyone is doing at Livingstone."

Dodge Hall was opened in 1896 and is the oldest building on campus. It has played a vital role during most of Livingstone's 100 years of service and thus is of major historic significance to the college. But, even more significantly, Dodge Hall is a symbol to a people—a monument to past struggles and triumphs and a living reminder of a dream still to be fulfilled.

stated Dr. F. George Shipman.

Livingstone College and the entire constituent family is grateful to the Proctor Foundation for their concerned effort to help improve the quality of higher education at Livingstone. This has constituted a mammoth undertaking, but the institution possesses the expertise, resolve and commitment to get the job done. I salute the vast array of friends, leaders, supporters and members of the Proctor Foundation who are striving to assure continued growth for Livingstone College.

Although the historic value of Dodge Hall alone provides a strong case for its preservation, as many as fifty or more students can be comfortably housed once the remodeling is complete. The refurbishment of Dodge Hall will be a tremendous asset to the college in helping to solve housing problems, Dr. Shipman concluded.

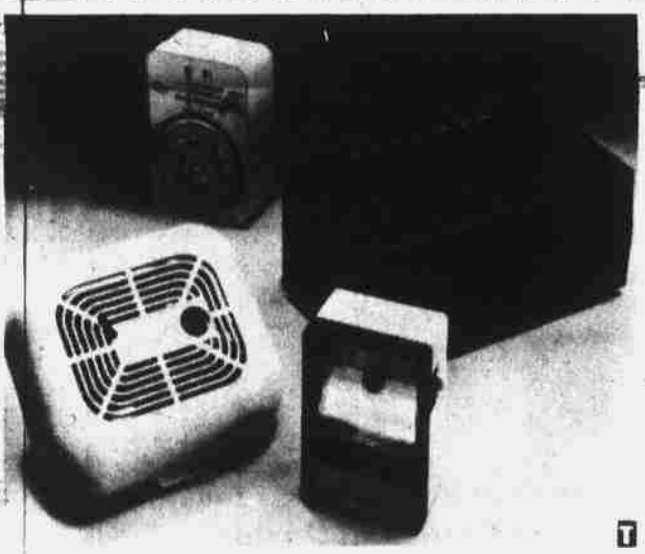
CARD OF THANKS

Thanks to you our friends, for your visits, prayers, messages and other kind deeds shown during the extended illness and death of our Father.

The Family of Mr. A. L. Tucker

SERVE YOUR COUNTRY AS YOU SERVE YOURSELF.

Alarms For Homeowners



According to F.B.I. statistics, a burglary is committed every 10 seconds in this country. And of the goods stolen during these crimes, less than five per cent are ever returned to their owner.

What can you do to help protect your family and your property? Many law enforcement professionals suggest the installation of home security devices. A recent National Burglar and Fire Alarm Association report, for example, found that 25,000 burglars and

PROTECTING YOUR PROPERTY

an intruder should cross its sound waves—which extend up to 30 feet to guard doors and windows—a loud, pulsating alarm is set off. Portable alarms such as this can guard more than a single entryway at one time.

But there are other valuable aids to foil would-be intruders. A U.S. News & World Report finding indicates that most residential burglaries are committed by youngsters who live within six to 12 blocks of the house being robbed, rather than by professionals.

Whether the intruder is a neighborhood youth or a pro, a twenty-four hour timer can help discourage potential entries by giving your home that "occupied" look.

Similarly smoke alarms, which sound a piercing horn when smoke enters the sensing chamber, can protect your family against the tragedy of fire.

You also might consider equipping your home with a security light for home power failures. If your power goes out for any reason, a portable security-evacuation light will help lead your family out of darkness and into safety.



Mt. McKinley in Alaska, at 20,320 feet, is the highest point in North America.

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Plus, you can do a whole lot of maturing in two years in the Army. When you think of all you can get, two years is not a lot to give.

4. YOUR CHOICE OF SKILL TRAINING CAN BE GUARANTEED IN WRITING.

You're an individual. And the Army appreciates that. That is why, of the hundreds of skills you can learn in the Army, there may be one that especially excites your interests and complements your qualifications. If there is, we can guarantee you training in that skill. It's part of the Delayed Entry Program, in which we match your desires with our future needs. So if you're a high school graduate, or about to become one, you can choose your training, get it guaranteed, then take up to a year to report for duty.

2. NOW YOU CAN GET AN ENLISTMENT BONUS OF UP TO \$3,000.

The Army needs certain types of soldiers more than it needs others. So we're willing to pay you a bonus to be what we need you most to be.

It's very simple. If you enlist for 4 years to be a Radio Operator, an Infantryman, an Armor Crewman, an Interrogator, or one of the 28 other specialties we need, we'll give you a lump sum bonus between \$1,000 and \$3,000.

Yes, it means doing some of the most challenging work in the Army. But it's also some of the most rewarding.

5. WE'LL HELP YOU SAVE UP TO \$14,100 FOR COLLEGE.

You can now accumulate money for college while you're still in the Army. This special program is called VEAP, which stands for Veterans' Educational Assistance Program.

If you contribute a certain amount of your Army pay each month toward your education, the government will match your savings two for one. In addition, the Army is currently offering an educational bonus to VEAP participants who qualify and enlist for certain skills.

You could accumulate up to \$14,100 for a four-year enlistment. Up to \$12,100 for a three-year enlistment. And up to \$7,400 for a two-year enlistment. Not a bad way to start college.

3. NOW 18 MONTHS IN EUROPE IS YOURS FOR THE ASKING.

A tour of duty in Europe could be the experience of a lifetime.

You could work in the shadow of a 900-year old castle, experience the excitement of Oktoberfest, or even ski the Alps on a weekend.

In exchange, you have some of the toughest and most important duty in the Army.

And so you spend a lot of time training, keeping ready. But when you come back to the States after 18 months, you'll be glad you had the experience.

You'll be better for it, too.

6. HAVE YOU EVER FELT REALLY NEEDED? YOU ARE.

As corny as it may sound, Uncle Sam needs you. More than the loading dock needs you, more than the assembly line needs you. Certainly more than the crowd on the corner needs you.

So besides all the reasons for joining the Army listed above—the pay, the bonuses, the travel, the training—maybe you'd just like to experience the pride that comes from being needed, really needed.

Because the Army really needs you. So if you want to serve your country as you serve yourself, see your local Army Representative listed in the Yellow Pages under "Recruiting." Or call the toll-free number below.

FOR MORE INFORMATION CALL 800-431-1234

In N. Y., call 800-942-1990

