

Michael Pitt, left, Chronicle circulation manager, and Larry L. Hamlin, director of the North Carolina Black Repertory Company, strike a note of agreement on the Chronicle's subscription drive (photo by James Parker).

Black Rep., Chronicle join forces

By SUSAN HUNT Chronicle Staff Writer

Two well-known black organizations in Winston-Salem have taken to heart the old adage that two heads are better than one.

In an effort to ensure the success of each, the N.C. Black Repertory Company, one of the best organized and most respected theater groups in the Southeast, and the Winston-Salem Chronicle have launched a joint subscription drive.

With the preservation of black culture and history in mind, the campaign's organizers believe the "We think this is an excellent opportunity for black institutions to help one another," said Allen H. Johnson, the Chronicle's executive editor. "I've always been impressed with Larry Hamlin and the Black Rep. and I look forward to working with them. I hope this will be an example for other black organizations to follow. There are so many of them in Winston-Salem, but so few of them work together on an ongoing basis."

Mike Pitt, the Chronicle's circulation manager, said the cooperative effort promises to be the newspaper's most successful subscription campaign undertaken so far. "We have had other subscription campaigns, but this is the first time we've worked this closely with another organization." The subscription drive gets underway on Sept. 30th with "Black Rep Night" at Stouffer's Winston Plaza Hotel at 6:00 p.m.

You can become a member of the N.C. Black Repertory Theater Guild for as little as \$10 per year. Among the NCBRC's schedule of upcoming events are: •Sept. 30 -- A lecture, "Charles Fuller: His Impact On Black Theater," will be given by Larry L. Hamlin at the Southeastern Center for Contemporary Art.

•Oct. 21 -- The NCBRC's musical division will perform in Winston Square at 7 p.m. with an admission price of \$4.



subscription drive will benefit both organizations, as well as the general public.

The NCBRC and its 600 members are subscribing to the *Chronicle* and asking others to follow their example. In return, the *Chronicle* will rebate a portion of the subscription price to the NCBRC to help defray some of its production costs.

Larry L. Hamlin, the NCBRC director, said the theater company is working very hard to make the subscription drive a "total success." •Oct. 24 -- Charles Fuller will speak at 8 p.m. at SECCA. •Oct. 25 -- "A Soldier's Play" will be performed by the Negro Ensemble Company of New York at 8 p.m. in Reynolds Auditorium. Tickets are \$10 each. Call 723-7907 for more information.

The subscription drive officially will end on Oct. 31.

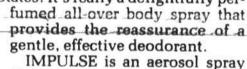
Hints For Homemakers/Inez Kaiser

Give Men a Chance To Act on Impulse

DEAR INEZ: I[°] have been looking for a deodorant that can be used all over the body not just under the arms. Men don't always act on impulse, and so I need a perfumed body spray to get them interested. How about it? —**BOLD BETTY**

DEAR BOLD BETTY: Don't worry about a thing! I have just the right product for you. It is called IMPULSE, an all-over body spray that comes in six irresistible fragrances.

IMPULSE was the first product of its kind in the United States. It's really a delightfully per-





that can be used on your arms, legs, back and stomach as well as under your arms. Its lovely fragrance will linger on your body for a feeling of tingling freshness and desirable femininity. IMPULSE is available in six fragrances—Instantly. Innocent

and desirable femininity. IMPULSE is available in six fragrances—Instantly Innocent, Delightfully Daring, Mysterious Musk, Suddenly Sassy and two newer fragrances, Possibly Play-

ful and Always Alluring.

You can tell by the enticing names that there is a fragrance to satisfy every woman, whether you prefer citrus, floral, oriental, musk or almost any other fragrance.

IMPULSE is also available in a 1.5 oz. purse size, making it convenient for a woman to have IMPULSE with her at all times.

So the next time you are in a drug, food or variety store, look in the deodorant section for the sleek black cans of IMPULSE with the attractive colored butterfly design on the front. Once you start using IMPULSE you may attract the interest of men more than ever before.

HOW TO FIGHT GREASY, OILY STAINS

CONCENTRATED "all" now has a new, fresher scent so your wash comes out smelling better than ever before.

"all" is truly an all-around laundry detergent. It works well on cotton and polyester fabrics so that every garment comes out clean. It even removes greasy oil

from polyester. "all" is a low-suds product which helps prolong the life of your washing machine and requires less detergent per wash than

tiquids or other powders. That's why so many women use CONCENTRATED "all," the laundry powder

that does an even better job than the leading detergent in removing the toughest stains.

"GIMME STRENGTH!"

HAVE YOU EVER STOPPED to think how often you use the expression "gimme strength"? It's a phrase that fits many common situations—like when you are feeling tired, disgusted, distressed or just plain down in the dumps.

But if you say "gimme strength" when you want a bar soap with extra strength, then you're talking about the deodorant soap SHIELD.

SHIELD does just what its name suggests. It provides you with extra-strength deodorant protec-



tion when you use this marbleized green bar with its easy-togrip modern shape for bathing or taking a

shower. SHIELD gives you extra strength because it

TODAY IT SEEMS THAT the entire family, not just the lady of the house, is interested in learning how to keep their clothes clean. The easiest way to teach people how to get their laundry looking its best and free of stains is to use CONCENTRATED "all." This great product provides concentrated cleaning power to get out the most difficult greasy, oily dirt and food stains.

contains super deodorant power plus a pleasing fragrance. It provides more odor-fighting ability than the leading deodorant soap. SHIELD represents a breakthrough in deodorant soap technology. It is the first deodorant soap that utilizes new kinds of perfumes that in themselves reduce body odor. SHIELD combines these perfumes with a germicide for superior odor protection.

