

THE CHARLOTTE POST

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Black Publishers Set Winter Meet

Washington, D. C. - Ways of gaining more readers, for the Black Press, verifying circulation figures, and increasing advertising linage will be emphasized at the Mid-Winter Workshop of the National Newspaper Publishers Association, Jan. 22-25 here at the Mayflower Hotel.

Announcement of the top speakers on the circulation panels was made this week by Dr. Carlton B. Goodlett, NNPA president and editor-publisher of the San Francisco Sun Reporter and Metro Reporter.

Black newspaper circulation now stands at more than four million out of a total of 6,500,000 homes where black citizens reside in the United States.

The panelists on circulation will include: Howard W. Kutz, vice president of Audit Bureau of Circulations (ABC), Dr. Geraldine Parker Knight, president of Verified Audit Circulation (VAC), Clarence G. Klopp, managing director of Certified Audit Circulations. Dr. Knight's circulation discussion will relate to

Communication Variables Involved in Consumer Acceptance of Print Media.

Other panel participants will be: Longworth M. Quinn, editor-publisher, Michigan Chronicle, Mrs. Lenora Carter, publisher of the Houston Forward Times, Robert H. Fentress, vice president, of Jet magazine, John H. Murphy, chairman of the board of the Afro-American Newspapers, Frederick, Sengstacke, president and general manager of the Chicago Daily Defender, Mrs. Lencie P. Thomas, publisher, Mobile Beacon, Hillard Hamm, Editor-publisher, Compton Metropolitan Gazette, Mrs. Marjorie B. Parham, editor-publisher, Cincinnati Herald.

Grath C. Reeves, editor-publisher, Miami Times, William A. Scott, III, director of circulation of the Atlanta Daily World, N.A. Sweets, Managing editor of the St. Louis American.



MISS GWENETTA RAWLINSON
...CPCC Freshman

Charlotte Native

Opens McDonald's In Brooklyn N. Y.

Antenor J. Adam becomes the first Black Multi Unit McDonald's Hamburger Franchise operator in the State of New York with the purchase of his second McDonald's located at 1133 Eastern Parkway, Brooklyn, N.Y. (corner of Eastern Parkway and Utica Avenue).

Mr. Adam opened his first McDonald's on April 4, 1972. He did such an excellent job that he was offered a second McDonald's.

His second McDonald's opened on December 17, 1974. Mr. Adam was born in Charlotte, North Carolina. He is a graduate of North Carolina Central University in Durham. See CHARLOTTE on page 3

CPCC Student Is "Beauty Of Week"

By POLLY MANNING
Post Staff Writer

Gwenetta Rawlinson graces the front page this week as our beauty. The shapely young lady, who lives at 3009 Burbank Drive in the University Park area, stands 5-feet, 5-inches tall, and is 19 years old.

She is a 1974 graduate of West Mecklenburg High School and is the daughter of Mr. and Mrs. Robert Coleman.

While at West Mecklenburg she was a member of the Future Homemakers of America and Red Cross.

Gwenetta is currently enrolled at Central Piedmont Community College. She is

under a special training program for Clerk Typist. She hopes to land a job as an Executive Secretary when she completes her training.

Miss Rawlinson lists her hobbies as sewing, cooking, and her favorite hobby, bowling. "I used to bowl with a league called the 'Astros' smiled Gwenetta." We bowled at Freedom Lanes. My average score per game is about 148. Later in the year Gwenetta plans to add swimming to her list of hobbies.

Our Beauty has an older sister and brother. She admits it can be hectic at times but the majority of the time she

See Beauty on page 8

Nation To Honor King's Birthday

The 46th Birthday Anniversary of Dr. Martin Luther King, Jr., will be observed in January with four days of activities in his home city of Atlanta, including a Conference on saving one of the greatest achievements of the movement Dr. King led -- the Voting Rights Act.

At the same time, communities across the nation will be holding services, celebrations and other activities honoring the slain civil rights leader on his birthday January 15.

The events in Atlanta, announced by The Martin Luther King, Jr. Center for Social Change, are as follows: January 12: "Martin Luther King Sunday," with church services throughout the city emphasizing Dr. King's life and teachings, and receiving offerings for the continuation of his work through The Center.

January 13: The Southern Policy Conference on the Voting Rights Act. This law, which helped to revolutionize politics and race relations in the South, was passed by Congress in 1965 as the direct result of the mass movement for voting rights which began in Selma, Alabama. The Act is due to expire in 1975. The Conference, called by The King Center, will be held at Ebenezer Baptist Church where Dr. King was Co-Pastor with his father, Movement leaders (Civil Rights and Labor) and Key members of Congress will be featured in discussions on continuing voting problems for Black people in the South and strategy for renewal of the Act in 1975.

January 14: Student Activities in Colleges and Public and Private Schools.

January 15: An Ecumenical Service at Ebenezer Baptist Church, followed by formal dedication of Dr. King's restored Birth Home, Ground-breaking Ceremonies for the First Phase of The King Center physical site, and, that night, the Fourth Annual Martin Luther King, Jr. Benefit Concert. Proceeds of the Con-

cert go the The Center. NATION-WIDE OBSERVANCES

This is the seventh year in which people across the nation will celebrate "Martin Luther King Day" in honor of the leader who was assassinated on April 4, 1968. Many cities, states, school systems, businesses and labor unions observe January 15 as an official holiday. Thousands of churches, community organizations and schools have special events on the birthday, and many groups conduct programs for carrying on the nonviolent movement, such as voter registration, political organizing, economic development, and nonviolent action.

The mass media contribute to the holiday with editorials, articles, public-service broadcasts and other presentations on the Movement and Dr. King.

Among the documentary materials are two films, one film strip and speeches and sermons by Dr. King on cassettes. One film "KING: A

FILED RECORD MONTGOMERY, ALA.

PHS," the authentic account of Dr. King's career and the movement he led. The other is "LEGACY OF A DREAM" which places the movement in historical perspective, showing the ongoing work of the nonviolent movement and focusing on challenges in the future. The filmstrip, especially prepared for elementary schools, is entitled "THE MAN AND HIS MEANING." Information on the availability of the films can be obtained from The Martin Luther King Foundation, 409 East 90th Street, New York City 10028 or from the temporary offices of The King Center, 671 Beckwith Street, S.W., Atlanta, Georgia 30314 (telephone 101-521-1936).

The King Center is the organization entrusted with building a permanent living memorial to Dr. King and helping people to understand his teachings and continue his work.

Kappas Name Blakeney To Board Of Directors

William M. Blakeney, who attended the 59th Grand Chapter Meeting of Kappa Alpha Psi Fraternity, Inc., held in Las Vegas, Nevada during the Christmas holidays, was re-elected to serve another three-year term on the Grand Board of Directors.

Blakeney was first elected to the Grand Board of Directors at the 57th Grand Chapter meeting held in Houston, Texas in 1971. He was initiated by the Alpha Lambda Chapter Kappa Alpha Psi Fraternity, Inc. in 1943 at South Carolina State College. Since that time he has received many awards for services rendered to and for the fraternity, i.e. Charlotte Alumni Chapter Merit Award in 1969; honored Man of the Year by Charlotte Alumni Chapter in 1971; honored Man of the Year by Middle Eastern province which includes chapters in North Carolina and West Virginia in 1972.

More than forty thousand men have been initiated in Kappa Alpha Psi Fraternity, Inc. since the fraternity was



WILLIAM M. BLAKENEY
...Has received many awards

founded in 1911. At the present time there are 242 active and graduate chapters in the United States, one in Germany and one in Honolulu, Hawaii. Kappa Alpha Psi Fraternity, Inc. will hold the next Grand Chapter Meeting in New Orleans, Louisiana in August 1976.



MRS. ARTHUR POLK
...Proud grandmother

Local Housewife Among Finalist In Bakeoff Contest

by James Cuthbertson
Post Staff Writer

A Charlotte housewife, who has been cooking and enjoying it since her high school days when "I used to get up and cook breakfast for my Dad before he went to work," is a Pillsbury Bakeoff contest finalist.

Mrs. Arthur (Sarah) Polk of 2826 Botany St. was in Washington, D. C. visiting her great-granddaughter when she was notified of her selection as one of 100 finalists in the National Pillsbury Bakeoff contest to be held Feb. 22 through 25 in San Francisco, California.

She will compete for one of six \$5,000 first prizes and one of two \$25,000 first grand prizes. Mrs. Polk is a member of the University Park Extension Homemakers club.

For her efforts, Mrs. Polk has already received \$100, a microwave oven, an electric mixer, and will have all her expenses to the contest paid.

She will stay at the Regency-Hyatt House in San Francisco. "I like to do creative cooking," said the retired nurse who worked in hospitals for 23 years. She admits that until she retired four years ago she was too busy raising a family and working to do any creative cooking. "I used to have to be at work by 7 a.m.," smiled the attractive lady.

Back in June, she filled out a Bake-Off blank with her "main dish" recipe on it and sent it to contest officials. "I can not divulge the ingredients."

"Pillsbury will assume the rights to the recipe when the contest is over," added the grandmother of four and the great-grandmother of one.

Mrs. Polk is being interviewed by WCCB-Channel 18 on Monday for Future Television Show.

On the 20th of December, Mrs. Polk, who submitted over 19 entries, cooked her dish for four representatives of the Pillsbury Company. "They took pictures of the dish and of me receiving the check," she said with a big smile. "They ate it all," she said.

This is not the first time she has entered the contest, but it is the first time that she has emerged as a finalist. I worked hard on this recipe she said, putting more time in it than in any of the others.

For judging purposes in San Francisco, she will be known as contestant number 84.

"I'm looking forward to the contest," she said. "There will also be many activities, banquets, and sightseeing," she said, adding that she would enjoy these also.

In Camden, N. J.

Dr. Baptiste, Lem Long, Sr. To Attend AME Zion Bishop Conference

by James Cuthbertson
Post Staff Writer

Two Charlotteans will be among the participants in the first of two meetings of the Board of Bishops of the A. M. E. Zion Church to be held at New Wesley A. M. E. Zion Church in Camden, N. J.

The meetings are held twice yearly. This one will feature presentations by Dr. Lewis J. Baptiste of 3022 DePaul Court and Lem Long, Sr. of 4825 Lawrence Orr Road. The church is located at Seventh and Division Streets in Camden. The Rev. H. N. Drew will be the host pastor for the January 8 - 10 conference.

Dr. Baptiste will present a semi-annual report on the Sunday School Literature Department. He is the editor of the department. Long will present a semi-annual report of the Church Extension Department. He is the manager of the A. M. E. Zion Publishing House located on Second Street here.

Mr. Long, who left at midnight on Monday, said he was anxiously awaiting the convening of the conference to be headquartered at the Camden Ramada Inn.

All sessions will be held at the church. The Rt. Rev. J. C.

Hoggard, president, will preach the opening sermon, 10:30 a.m., January 8. The service will feature the administering of the Holy Sacrament of the Lord's Prayer, with the 12 bishops as celebrants.

Bishop Hoggard will pass the gavel to Bishop J. W. Wactor, who will preside over the three-day meet. The prelates will hear reports of the 12 general officers and proceed to implement the work of the departments.

The annual meeting of the Minister's and Laymen's Association will give guidelines for 1975 operations, with emphasis on evangelism. The activities of the Laymen's Council, headed by Arthur Brooks, will reveal an extensive approach of Christian ministry, on the part of laymen.

The report by the Rev. Jewett Walker, who heads the Pension Program is expected to show that an imposing pension plan is in the making, which will assure marked improvement.

The executive board of the Women's Home and Foreign Missionary Department, led by Mrs. Willae Mae Rice and projected by Mrs. Grace



LEM LONG, SR.
...To Present Report

Holmes, secretary, will go over the plans for the quadrennial meeting, which will be held in Los Angeles, California from Aug. 2 through Aug. 9.

The matter of organic union will be explored, with an eye toward the merger of the three Black Methodist denominations--African Methodist Episcopal, African Methodist Episcopal Zion and Christian Methodist Episcopal. Persons who have been studying such a

merger, say much has been done in that direction.

This is believed to have been motivated by the fact that the A. M. E. Zion Church has been quite active in the Consultation on Church Union, which proposes to bring into being a united church. Dr. J. H. Satterwhite, associate general secretary, with offices in Princeton, N.J. reports that renewed interest is being manifested by the A. M. E. Zion Church to be a part of the proposed greater thrust of the Christian Church.

The meeting will also let officials examine a national approach instituted by the largest Black newspaper in North Carolina, The Carolinian, published by P.R. Jerry, to aid private schools. The publisher announced a "Ten Commandment of Discipline," which he feels will mushroom into a giant financial endeavor, which will not only get these schools out of their present financial crisis if the church leaders will adopt it, but will awaken the nation to its moral responsibility to brotherhood. He believes that if the plan is properly prosecuted it will bring to these schools an endowment fund, whose investment would sustain the schools.

Medco Sets Minorities Investment Seminar

Bill Ferguson, President of the Minority Economic Development Corporation, announced Tuesday that they are sponsoring a four week investment seminar for minorities.

The topics to be discussed include the work of a stock exchange, the types of securities, the work of a brokerage office, the relation between a broker and customer, and how to read the financial news.

The seminar will begin Monday, January 20, at 7 p.m. and will continue on January 27, February 3 and February 10. The seminar will be taught

by Sigurd Johnson, a registered representative of E. F. Hutton and Company. The sessions will be held in the Northwestern Bank Building on the 12th floor.

Anyone interested in attending the seminar can obtain more information by visiting or telephoning the office of the Minority Economic Development Corporation at 951 South Independence



BILL FERGUSON
...MEDCO Head

Bldg., Suite 660, Charlotte, N. C. or call 332-8578. Mr. Ferguson informed.

Christ The King To Observe Dr.

King's Birthday

Christ the King Center is sponsoring a birthday party in honor of Dr. Martin Luther King on January 15, his birthday.



The MORE you SAY, the LESS People REMEMBER.