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PRICE 20c

Black Women To Sponsor Fashion Show

The Black Women's Caucus will sponsor its annual fashion show Sunday at the Greenville Neighborhood Center. This activity will be held at 5 p.m. with outstanding models of this city.

This year's theme is "Circus of Fashions," so come alone to the Big Top as our Ring Mistress, Mrs. Clara Lowry of WBTV, and Ring Master William Lindsay lead the elegant caravan of fashions.

The Caucus president is Mrs. Sarah Stevenson, and fashion coordinator is Mrs. Mariah Wynn. Tickets are \$3 per person. Door prizes and refreshments will be given.

Tickets may be purchased from any member of the Black Women's Caucus. Don't miss this treat of all fashions.

"The program will feature talented Miss Beverly Walker, a graduate of North Mecklenburg High School and rising freshman at Johnson C. Smith University. Also on program will be Joe Walker and The Young's Studio of Dance," explained Mrs. Sara Stevenson, Caucus President.

The extraordinarily outstanding art work of B. D. Roberts will be displayed at this time.

Mrs. Stevenson added, "All women of the Charlotte-Mecklenburg area are asked to join the Black Women's Caucus and help endorse and support black candidates for local, state, and national elections."

Other officers of the Caucus are: second vice president Irene Hunt; Recording Secretary, Sadie Nesbitt; Corresponding Secretary, Mattie Grigsby; Financial Secretary, Helena Cunningham; Treasurer, Gloria Cooper; Chairman of Membership, Mrs. Charlotte Hampton; Financing and Project Committee Chairman, Mary Streater; and Publicity, Mrs. Dorothy Bratton and Mrs. Joanne Williams.



Photo by Jim Black

MISS RENA STEVENSON
 ...Loves Classical music

Rena Stevenson Is Beauty Of Week

"Would you believe that I prefer music by Bach and Mozart, classical music," replied Miss Rena Stevenson, the Post Beauty of the Week.

"I am really into music," she explained. "I love to sing and have had the opportunity to sing with a few groups. The Highlighters and B.S. Players from Jefferson, S. C. are just a two of the groups. I sing mostly lead vocals.

If singing isn't enough to keep one busy Rena is also pursuing a career as a model. "I attended Trovann Modeling School in 1972. The school was really good for me because not only did it teach you the fundamentals of modeling but we also received lessons in

acting and singing. I was persuaded to try modeling by a friend of mine and I'm very glad I listened to her," smiled Rena.

Rena is very excited about a notice she has received from Ebony magazine notifying her of their interest in her modeling for their Fashion Magazine. "If everything comes through I know I will need some sponsors in order to make the trip. I have already started working towards that goal," she stated. Rena has determination and is hopeful that she will make it.

Miss Stevenson is the daughter of Mr. and Mrs. David Stevenson of 809 East 5th Street. Rena states that because of various reasons she never finished high school, but received her diploma through the GED program at Central Piedmont Community College.

When attending the public schools Rena went to Piedmont Junior High. She recalls being active in many activities including all sports, where she was a gym assistant, she was also on the chorus, president of the Student Council, and student secretary to the library.

Born under the sign of Capricorn, Rena enjoys meeting people and never feels as if she has met a stranger.

At the present time Miss Stevenson is attending Central Piedmont Community College studying to become an Executive Secretary. For the past two and a half years she has served as secretary for the Charlotte Area Fund.

Miss Stevenson is 5 feet 8 1/2 inches tall. She weighs 128 pounds.

Food Stamp Deadline Is Extended

Washington - Food stamp recipients can use \$50, \$25 and \$5 food stamps until Aug. 31, the U. S. Department of Agriculture (USDA) announced last week.

USDA introduced a new food stamp series - \$1, \$5 and \$10 - on March 1 with a deadline of June 30 for spending old series food stamps at authorized retail food stores and meal services. The deadline has been extended to allow recipients who were issued old coupons in March, April and May adequate time to use them. Grocers and meal services can redeem old coupons at commercial banks through Sept. 30.

"One interesting factor was the different roles Blacks hold in network TV commercials depending on the geographical region in which the commercials are aired," Solomon explained. "In the West, for example, Blacks are more often portrayed in major roles, are more likely to handle a product and are more likely to speak.

"But in the Southeast, Blacks are used in minor roles - in the background and with less product handling. Local advertisers tend to use Blacks less in commercials than do national brands," he said.

Blacks Respond More Favorably To Black Ads

Washington - The presence of Blacks in advertisements do not turn off white customers. And Black customers respond more favorably when they see Blacks pictured in advertisements.

This was the conclusion reached after three years of marketing studies in Virginia and other Southern states. The studies were carried out by Paul J. Solomon of Virginia Commonwealth University in Richmond and Ronald F. Bush of the University of Mississippi, both assistant professors in marketing.

Solomon said that in Virginia, "we found that white are relatively indifferent to whether Blacks or whites are used...There was no negative reaction or white backlash," as had been feared by some companies.

The two professors employed a variety of test techniques to elicit responses from the consumers.

Citing one test, Solomon and Bush said they did not inter-

view the purchasers of particular soaps or paper towels, but merely counted the customers when a white model was used, and did the same thing when a Black was used.

"Whites responded the same whether the models in the end-aisle display were Black or white," Solomon said.

"Interestingly enough, when white models were used, Black customers bought more than whites did at any time."

Another vehicle for testing was the television. Solomon said 300 persons in Virginia were asked to watch television commercials and then tested for their product preferences.

White customers, he said, maintained their enthusiasm when either Blacks or whites were used, but Blacks responded more favorably to Black models.

The two researchers said together they watched about 6,000 network TV commercials. One thing they discovered is that about 13 percent of network advertising use Black models, an increase of 7 percent since 1968.

Dr. Martin Luther King Sr. Will Speak Here Sunday

Loan Firms Formed For Minorities

An additional \$4-million in loan and investment money has been made available to minority businesses with the licensing of two more Minority Enterprise Small Business Investment Companies (MESBICs), according to Alex Armendaris, Director of the U. S. Department of Commerce's Office of Minority Business Enterprise (OMBE).

Armendaris said the Small Business Administration has recently licensed a MESBIC in New Orleans and one in Chicago.

Both privately financed MESBICs will operate on a national scale to provide financial and technical assistance to minority individuals seeking to establish a business or expand an existing business, Armendaris said.

The New Orleans licensee operates under the name of Business Capital Corporation. While its activities will be national in scope, the New Orleans firm will concentrate on minority business loans in Louisiana and Mississippi. The firm is expected to involve itself in real estate development.

The newly-licensed Chicago MESBIC was formed by the Sears and Roebuck Company as Tower Ventures, Inc. It will seek to assist minorities in the manufacture of retail goods which can be sold through the Sears chain.

Technical assistance to both the New Orleans and Chicago firms was provided by OMBE, Armendaris said.

"With the establishment of these two new MESBICs, we now have a total of 76 privately capitalized financial assistance firms specializing in financial assistance to businesses which are owned at least 50.1 percent by minorities, Armendaris said. "These firms possess a total private capitalization in excess of \$37-million."

To Help The Disadvantage

Helping Hand Scholarship

Program Receives \$50,000 Grant

By James Cuthbertson
 Post Staff Writer

A local civic endeavor that has helped more than 500 students win scholarships to area colleges in the past four years has been granted a \$50,000 grant from the Community Development Revenue Sharing Plan.

The Helping Hand Scholarship Program, initiated by Omega Psi Phi Fraternity as a project of the local chapter, offers scholarships to disadvantaged residents (high school graduates) of the Community Development target areas of the city for education beyond the secondary school level.

Walter G. Byers, former director and representative of the Omega Psi Phi Fraternity said he was proud to announce that the local Omega Chapter was continuing the project with local government assistance.

The office is located at The Alexander Street Center at 910 North Alexander Street. Napo-



Photo by Jim Black

COUNCILMAN HARVEY GANTT
 ...Political Action speaker

Blacks Urged To Register To Vote

Friendship Baptist Church was the site of the first of the Political Action Series planned for the Charlotte area by the local NAACP branch and youth division. A varied audience of Charlotte citizens gathered at 4:30 p.m. on Sunday, August 10 to participate in the nonpartisan political education forum. Alan G. Rousseau, Chairman of the NAACP Political Action Committee, presided.

Highlights of the program included remarks by James Richardson, Chairman of the Voter Registration Coalition Task Force of the "Meeting of the Minds." His organization, composed of representatives of the Black Women's Caucus, the Black Political Caucus and the NAACP, is seeking members from neighborhood groups to lend help in voter registration.

Voter registration is a hard job, Richardson said, "but if enough people support the effort, it can be easy." Richardson emphasized the fact that the people on all socio-economic levels are not registered and hence do not vote. He urged the audience to "get out and

get folk registered." "This is the only way to elect black candidates and to let your views be known," he said.

The Voter Registration Coalition conducted its first registration effort at the Black Cultural Festival held in Marshall Park last month.

State Senator Fred D. Alexander was present and in his introduction of Harvey B. Gantt, City Councilman, he stated his opinion that in the annals of U. S. history, the period of the 1960's, when student activists began asserting themselves, should be written as one of the most exciting and dynamic periods of all times. He extolled the praise of the youthful rebellion which turned the entire nation around in its thinking on issues of civil rights. Harvey B. Gantt, Alexander stated, was one of the pioneers of this period seeking as he did, admission to Clemson University bearing the burden of being the "first black" to be enrolled and graduating from the School of Architecture with honors. Little did he know then or even later when he received

See Blacks on page 11

Famed Atlanta Minister To Appear At Mayfield

Mayfield Memorial Baptist Church, pastored by Dr. H. S. Diggs at 700 Sugar Creek Road West, will observe its annual Laymen's Day on Sunday.

At the 11 a.m. worship service hour, the Rev. Doctor Martin Luther King Sr. of the famed Ebenezer Baptist Church of Atlanta, Georgia, will be the featured speaker. The entire day's activities will bring together the men of Mayfield, who will be in charge of all the services.

Doctor King pastored the Ebenezer Baptist Church of Atlanta for several decades. He retired from active pastorate of the historical church on the first Sunday in August, this year. At the ripe age of 75

years, Dr. King felt that the reigns of pastoral responsibilities should be turned over to another. Hence, he became Pastor Emeritus. He still plans to use his time and talents for the furtherance of Christianity as he speaks throughout the nation from the rostrums of churches and schools.

Doctor Martin Luther King Sr. is the father of the late Doctor Martin Luther King Jr.

who is regarded as the greatest leader the world has known since the time of Jesus Christ. With his Philosophy of non-violence, his love and concern for true Brotherhood, his dedication to the ongoing of human and civil rights, Dr. Martin L. King Jr. gave of his time, energy, talents, and finally his life that all men, regardless of race, creed, color, or national origin, might have the same oppor-

tunities. In his famous speech, "I Have a Dream," he states that "Every man, whether he be a Bass Black or Treble White, is somebody on God's Keyboard." He further stated that he dreamed of the day

when Black boys and White Boys, Protestant and Catholic, Jew and Gentile, rich and poor, could all join hands and sing together, free at last, free at last, thank God Almighty

I'm free at last! In Memphis, Tennessee in the Spring of 1968, Dr. Martin Luther King Jr. founder of S.C.L.C., Scholar, humanitarian, author, statesman, orator, preacher of the Christian Gospel, and co-pastor of Ebenezer Baptist Church of Atlanta, Georgia,

was killed by an assassin's bullet. His body was destroyed but his works live on. His life on earth was ended but his spirit still lives. He once said, "Any man who doesn't have something that he is willing to die for is not fit to live." He died for people and America and the world is better be-

cause he lived. Mama King (as she was affectionately called), wife of Dr. M. L. King Sr. was murdered last summer as she played the organ in the church where her father, husband, and two sons have pastored. As she played The Lord's Prayer and came to the phrase "For Thine Is The Kingdom," the bullet that ended her life struck

The grandson of Dr. King will be guest preacher at the 11 a.m. service of Shiloh Institutional Baptist Church located on Bruns Avenue and pastored by Dr. J. Arthur White.

The Men of Mayfield are very proud and honored that Doctor King would consent to be the main speaker at 11 A.M. on their day. Main speaker for the 6 P.M. worship service will be Robert Johnson, a Young Adult and Deacon of Mayfield.

Another outstanding feature of the planned Men's Day celebration will be the presenting of a plaque to the "Mayfield Man Of The Year" and a certificate to the runner-up.

This is the fifth annual Men's Day observance of the Mayfield Church which is only six years of age.

Pastor Diggs expresses his appreciation for the interests and efforts of all parishioners of Mayfield, and especially does he congratulate the Men on their Day.

CMS Teachers

Will Return To Work August 15

Charlotte-Mecklenburg's more than 4,000 public school teachers will get a week's headstart on students when they return to work for the 1975-76 school year on Friday, Aug. 15.

The teachers will have four professional workdays to prepare for the return of students on Thursday, August 21, for the annual Teacher-Pupil Orientation Day. The First day of the 180-day school term for students will be Friday, August 22.

The school year will begin a day earlier for the approximately 125 new teachers in the school system this year. New teacher orientation will be Thursday, August 14, 8:30 a.m. to noon in the Board Room of the Education Center.



Walter G. Byers

Fraternity spokesman student's transcript for each period that he attends school must be filed with the Program Directors.

Counselors will be available to assist the applicant immediately following the approval of the grants.

Applications are accepted on a first come-first served basis.

Scholarships will supplement students' financial needs or tuition, books and required fees.

son College and other local (state approved) business and trade schools.

Applicants will be ranked on the basis of need with priority points given to the following: (1) those who desire to pursue terminal or career courses older residents who have had experience but need some formal training; those who desire to complete the two years specialized skill training courses, (or requirements for the Associate Arts Degree) at Central Piedmont Community College; those who desire to finish college, and students who need financial aid to remain in school.

The Helping Hand Scholarship Program will make scholarship money payable to the school or college where the winning student plans to attend once he has been accepted.

The Advisory Committee will make the final selection of applicants and determine the amount of aid.

Generally, the total amount of scholarship will not exceed \$300 for one year. A copy of the

leon Abraham is the director of the program.

Eligible areas for students interested in the program includes, Grier Heights, North Charlotte, Cherry, Third Ward, First Ward Expansion, West Morehead, Southside Park, West Boulevard and Five Points.

A student may apply by completing an application and submitting it to the Intake System: Neighborhood Centers Department, City of Charlotte, 910 North Alexander Street; Greenville Center, 1330 Spring Street, or Belmont Center, 700 Parkwood Avenue.

Students entering school for the first time must attend one of the institutions in the local college consortium unless otherwise approved by the Board.

These institutions include the University of North Carolina at Charlotte, Central Piedmont Community College, Queens College, Johnson C. Smith University, Barber Scotia College, Belmont Abbey College, David-

TURTLE-TALK



The LAZIER a man is the MORE he PLANS to do TOMORROW.