

CEBA Judges Gather For Tenth Annual Judging

Judging of the entries in the 1987 CEBA Awards competition for advertising excellence directed to the Black consumer took place June 24th, 25th and June 29th through June 30th, at the World Institute of Black Communications' (WIBC) headquarters, 10 Columbus Circle, New York City.

The World Institute of Black Communications, a non-profit organization founded in 1978 by the National Black Network, has been presenting the CEBA Awards for the last nine years. The awards honor advertising agencies, corporations and individuals who have demonstrated sensitivity and creative excellence in print and broadcast media designed for the Black consumer market. According to Sydney L. Small, president of WIBC, "The relevance of CEBA is as strong, or stronger, today than it was nine years ago

when we started. Our archives show some significant changes in both advertising and programming targeted to the Black consumer market."

The 1987 CEBA judges represented a cross section of advertising and corporation marketing leaders. The judging process determines the winning entries for the CEBA awards and creates an arena for White and Black advertising, marketing and communications executives to come together.

The entries compete for Awards of Excellence, Distinction and Merit in 42 categories, including newspaper and magazine, radio and tel-

evision, public relations, merchandising and sales promotion.

"The 1987 entries exceeded all other years and are proof that advertisers are recognizing and pursuing the Black \$200 billion consumer market," added Mr. Small.

The CEBA program culminates this year on October 15, 1987 with a gala Awards presentation dinner in the Grand Ballroom of the New York Hilton Hotel. Over 1,000 top industry professionals are expected to attend.

John S. Bowen, chairman and CEO of D'Arcy Masius Benton & Bowles, and co-chairman of CEBA '87 along with Vince Cullers, presi-

dent of Vince Cullers Advertising of Chicago commented, "As the CEBA Awards completes its first decade it is especially gratifying to pause and take a long look at the gains that have been made in promoting advertising directed at the African-American market, which is such an important component of the U.S. economy. I am pleased to be part of this organization."

According to Vince Cullers, "CEBA has gained much recognition over the years for its showcasing and demonstrating the effectiveness of appropriate advertising targeted to the Black consumer."

Series Treats Black English

Through conquest, colonization and trade, English grew from an obscure Germanic tribal language to the world's most universal tongue. Filmed in 16 countries on five continents, the nine-part series "The Story of English" airs on Thursdays at 8 p.m., beginning July 9. Hosted and co-authored by Robert MacNeil, the programs are broadcast over the 10 channels of The University of North Carolina Center for Public Television.

"The Story of English" explores the power and influence of English and its emergence as the international language for technology, diplomacy, business and popular culture. Linguist William Safire examines American slang from California's "Valley Girl" speech and Silicon Valley's computer jargon to North Carolina's Scottish influence. The series interviews an extensive cast of English-speaking people: astronauts, journalists, models, novelists, criminals, politicians, poets, kings and Indian schoolgirls improving their English to attract progressive husbands.

Episodes in the series include:
- "An English Speaking World." Today, an estimated 1.5 billion people speak some form of English. This premiere episode discovers how one language rose to such prominence. (July 9)

- "The Mother Tongue." This program explores the history of the English language from Britain's Anglo-Saxon invasion to the poetry of the first great English writer, Geoffrey Chaucer. (July 16)

- "A Muse of Fire." William Shakespeare and puritanism greatly influenced the English tongue. This program examines Shakespeare's art and the spread of English to America's 13 colonies, visiting Chesapeake Bay where English is still spoken much as it was in Shakespeare's time. (July 23)

- "The Guid Scots Tongue." The Scots profoundly affected the English language in Britain and its sound in the United States and Canada. This program traces the Scottish influence from embattled Northern Ireland to the mountain country of American Appalachia. Film footage of the Guid Scots of Banner Elk, Boone, Crossnore and Vilas, N.C., reflect the Colonial Scottish impact. (July 30)

- "Black on White." Black English, one of the most misunderstood forms of the language, has made a rich and vital contribution to the tongue. The roots of black English, including the American slave trade, the Creole tongue and Harlem slang, are examined in this episode. (Aug. 6)

- "Pioneers, O Pioneers!" A phrase borrowed from Walt Whitman evokes the spirit behind the evolution of American English from the Revolutionary War through the Roaring Twenties. As the American frontier expanded westward, pioneers, riverboat men, gold miners and others enlarged and enriched the traditional vocabulary, as did the 19th century immigrants. (Aug. 13)

- "The Muvver Tongue." This program studies the spread of the English language during the 19th century, when more than seven million people emigrated from the British Isles to the United States, Canada, Australia and other parts of the world. Most were poor and spoke the language of the streets, similar to the cockney dialect. (Aug. 20)

SUPPORT OUR
ADVERTISERS

Improve Your Health,
Increase Your Lifespan...
YOU'LL LOVE IT!
Help Other's Do The Same...**THEY'LL LOVE IT!**
Secure Your Financial Future!
YOU'LL LOVE IT!

Send #10 S.A.S.E., With \$5.00 Money Order
To: M.W. PATRICK
5504 Flagstaff Dr., Suite #3, Charlotte, N.C. 28216

Harris Teeter

Kid's Week!

PRIZE DRAWING!
Kids... Color Our Ad And You Could Win Valuable Prizes!

Name _____ Age _____
Address _____ Phone _____
City _____ State _____

Remove this ad from the newspaper and color it. Use your imagination and choice of materials. When completed, bring ad to your local Harris Teeter store and it will serve as your registration form. Open to children up to 12 years of age. Drawings will be held Monday, July 20th. No purchase necessary. Winners will be notified. SEE PRIZE INFORMATION AT BOTTOM OF THIS PAGE.

More Than 70% Lean
Ground Beef
Meat Or Beef Lb. **99¢**
HT Sliced Bologna 8 Oz. **.69**
Party Time Pizzas .. 18 Oz. **2 For 1.99**

Armour Star Hot Dogs 12 Oz. **1.19**
Ruth's Pimento Spread 7 1/2 Oz. **.89**

THE BEST DELI BAKERY

Oscar Mayer Bologna
Regular Or Beef Lb. **\$2.59**
Yellow or Chocolate Decorated Cupcakes **3 For .99**
Chocolate Chip, Oatmeal Raisin, Peanut Butter Or Sugar Fresh Baked Cookies Doz. **1.49**

Ripe Watermelons 26 to 28 Lb. Average Ea. **\$1.99**

Granny Smith Apples Lb. **.69**
Green Bell Peppers Ea. **.25**

Breyers Ice Cream Half Gal. **\$2.59**

Fox De Luxe Pizzas 9 Oz. **.69**
FLORIDAGOLD Lemonade 12 Oz. **2 For .99**
Breyers Yogurt 8 Oz. **2 For .99**
FLORIDAGOLD Orange Juice 64 Oz. **1.19**
Jungle Juice Gal. **.89**

Chicken Alphabet, Noodle O's Or Chicken & Stars
Campbell's Soup
10.5 to 10.75 Oz. **39¢**

Jif Peanut Butter
18 Oz. **\$1.59**

Kool-Aid Mix 24 Oz. **2.29**
Dreft Detergent 44 Oz. **1.99**
Hunt's Snack Pack 4.25 Oz. **.99**

Campfire Marshmallows 10 1/2 Oz. **.49**
Kool-Aid Koolers 6 Pk. **1.49**
Pepsi Cola, Diet Pepsi, Pepsi Free, Mtn. Dew
S/F Pepsi Free, Slic, Diet Slic, No Return **2 Lit. 1.19**
Diet Coke, Tab, Sprite, Mello Yello Or Coca-Cola Classic (No Return) 6 Pk. 16 Oz. **1.79**

Purina Fruit Island Cereal 11 Oz. **1.79**
Popsicle Freeze Pops 18 Oz. **.89**
Welch's Grape Jelly 18 Oz. **.99**
Chef Boyardee Pasta
Zucchini w/ Meat Balls, The Taco Twz w/ Meat Balls Or Mini Or Beef Ravioli 15 Oz. **69¢**
Nabisco Giggles Cookies 10 Oz. **1.49**

WIN ONE OF THESE PRIZES:

— First Prize —
For Boys: **HUFFY BMX BICYCLE**
For Girls: **PANASONIC AM/FM RADIO & CASSETTE PLAYER**

— Second Prize —
For Boys: **TOP POP NYLINT TRUCK**
For Girls: **CABBAGE PATCH KID DOLL**

— Plus These Additional Prizes —
• **CHILD'S BACK PACK**
• **HAWAIIAN SKATEBOARD**

(For Kids)
Aqua Fresh Pump 4.5 Oz. **1.19**
Colgate Children's Toothbrush 1 Ct. **.79**
Flintstone w/iron Vitamins 60 Ct. **2.99**

Each Harris Teeter Store Will Award These Prizes... That's 113 Winners For Each Prize!

TOP POP