

"Black Woman Has Unique Position," Mrs. Cummings Tells WSSC Audience

'Can Institute Change In The White Society'

WINSTON-SALEM—"Because of her unique position, the Black woman has a special responsibility to institute change in a white society that has given blacks the short end of the stick. So said Mrs. Robert Cummings last week to students at Winston-Salem State College during a program marking the college's annual women's week celebration.

Mrs. Cummings, who with her husband will study in Africa this summer, is an English instructor at Winston-Salem State.

"Traditionally women have been very dominant features in the black families," Mrs. Cummings said.

She said that when black people were brought to America they were put into a completely new culture and that whites did not try to learn nor understand the African's way of life. Whites tried to make the blacks change by ridiculing their culture, she said.

"But in the white's attempt to destroy the culture, they practically destroyed the black male," Mrs. Cummings said.

After slavery was ended, she said, black women could find work, but black men had only limited employment oppor-

tunities, which further weakened his position in the family.

"If there were a man around the house, families were denied welfare," she said. "For these reasons men left home in order that their families might be provided for. The black woman then had to become both mother and father."

Because women have developed this special position in the black culture, she said, "we are extremely necessary to the movement toward black power."

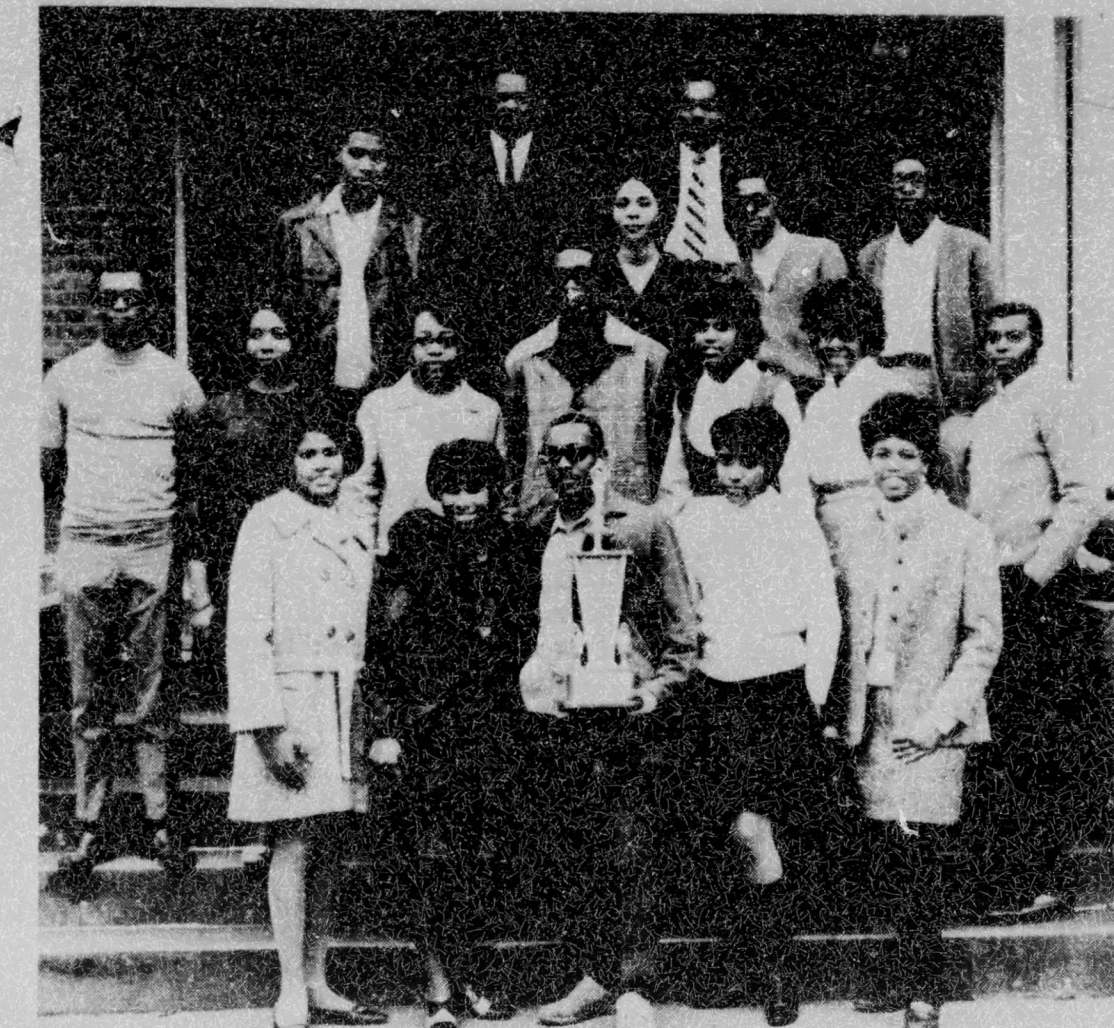
She cited Mrs. Shirley Chisholm, the new Congresswoman from New York, and Mrs. Rosa Parks, who helped start desegregation of transportation facilities in the South, as examples of black women who have already done a great deal.

"Black women in influential, powerful positions have, can and must continue to help other blacks change the discriminations practiced in industry, government and life," Mrs. Cummings said.

"When this is done, women will have helped greatly in demolishing the existing white society, and it will be accomplished because you will have dared to expend your energies in the black communities."



'OCCUPY' HIGH SCHOOL AUDITORIUM—Passaic, N. J.: Black students occupying the auditorium at Passaic, N. J., High School March 6 shout black power slogans. The students, who are demanding that a Negro Vice Principal and another black counselor be hired and that more black members be placed on the school board, have refused to leave until their demands are met. (UPI)



TUSKEGEE'S PRE-ALUMNI:—Tuskegee Institute's Pre-Alumni delegation to the National Alumni Council's UNCF Conference, in New Orleans, won its seventh attendance trophy in the last nine years. The 26-member Tuskegee delegation was the largest among the 36 colleges represented at the conference. Part of the delegation shown here include (left to right, front row): Linda Roland, Prichard, Ala.; Karen Jones, Gary, Ind.; Eldridge Lee, Portal, Ga.; Rosa McCloud, Clio, Ala.; Sandra B. Nutall, Richmond, Va. Second row, Walter Prince, Dorchester, Mass.; Bobbie Goldsmith, Fort Deposit, Ala.; Theresa Darden, Somerset, N. J.; Willie Shines, Macon, Ga.; Annie Moore, Sweetwater, Ala.; Portia White, Detroit, Mich.; John Stanford, Eufaula, Ala. Third row, Samuel Harris, Stockbridge, Ga.; Beverly Davenport, Winter Park, Fla.; Allen Dyer, Newman, Ga.; Leonard Anderson, Fairfield, Ala. Fourth row, James W. Woodson, Club advisor, and William Merriman, St. Louis, Mo.

'Back Awareness,' New Film, Is Unveiled At Press Luncheon

NEW YORK CITY—"Black Awareness," a new film presentation on the Negro market, was unveiled at a press luncheon last Thursday by Amalgamated Publishers, national advertising representatives for Negro-oriented newspapers. The film underscores the upsurge of race consciousness and racial pride in the black community today and the significant changes in economic and social goals.

Norman W. Powell, ADP's general sales manager, in introducing the film, said "Effective communication to the growing Negro market today means facing up to 'Black Awareness' - and the use of marketing methods that take into account the changes in mood, aspirations and requirements of the black community."

"It is estimated that in 5 or 10 years, a dozen of the biggest cities in the country will have a population of 50 percent black, making the Negro segment of central cities the only growing element in these areas."

Further, according to the U. S. Department of Commerce, this market of 22 million consumers with a purchasing power of 32 billion dollars, comprises about 40% of customers of major department stores such as Macy's; Hudson's, Detroit; Rich's, Atlanta and Lit Brothers, Philadelphia, and spends something like 22% more for clothing, 38% more on personal care items, 4% more for food, 29% more on tobacco and 8% more on home furnishings than his white counterpart.

Black consumers also use more of a wide range of other items, including cereals, rice,

butter, meat, soap, candy bars, cologne and menthol cigarettes and by 1970 will be spending the grand total of \$40 billion a year.

"Community attitudes are known to influence purchase pattern and experts now agree that selling the quality consumers in the black community calls for special techniques and creative effort designed to communicate with identification, believability and empathy, which is reflected in the movement of more goods and services."

"The black community newspaper is the most effective, basic medium to reach this market and the API group of member papers, with concentrated coverage in 75 markets, offers the greatest single power for reaching and penetrating the most responsible, the most affluent and the most influential segments of the black community, at the local level."

The presentation also included a showing of ADP's film "Reaching the Quality Negro Market" which give statistical information about the newspaper and the market.

Both films, each approximately 14 minutes long and in full color, are ready for showing to advertising and marketing executives. Inquiries should be directed to Mr. Powell at 310 Madison Avenue, NYC 100-17.

Statistics compiled by the Department of Motor Vehicles show that 2,497,797 vehicles were inspected in 1968 and 2,488,907 safety certificates issued. Apparently the 8,890 owners whose vehicles failed the inspection have removed their vehicles from the highways or they would have been apprehended.

Inspectors found that 725,648 (29 per cent) of the vehicles inspected had faulty lighting systems. Another 262,723 vehicles were found to have either faulty brakes or turn signals.

Windshield wiper malfunctions were detected on 99,018 vehicles, and defective horns were discovered on another 31,107. Unsafe steering mechanisms

8,890 Unsafe Autos Were Taken Off Roads In '68

A total of 8,890 unsafe motor vehicles were removed from North Carolina highways during the past year as a result of the state's safety inspection program.

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St. Paul's Lists 270 On Dean's List

LAWRENCEVILLE, Va.—Five states and the District of Columbia are represented among the twenty-seven undergraduates whose academic averages qualified them for the first semester Dean's List at Saint Paul's College here, just released by Registrar Larnell R. Parker.

The represented states are Virginia, with 18 honorees; North Carolina, three; South Carolina and Pennsylvania, one each; and New York, two. The two others are from Washington, D. C.

Dr. Thomas M. Law, dean of the college, made this comment: "I welcome this group of students who have demonstrated 'brain power,' which—in my opinion—is one of the best ways to achieve an 'impossible dream.'"

"I would hope that increasing numbers of students would follow the splendid example of this group comprising the Dean's List of Saint Paul's College."

Saint Paul's operates on a 4.00 (maximum) quality point system. The list follows in full: Christine Mosley, Boydton, Va., 4.00; Brenda M. Cooke, Alberta, Va., 3.67; Malinda L. Lake, Greenville, S. C., 3.50; Yvonne J. Morse, Arrington, Va., 3.47; Phinniz C. Johnson, Philadelphia, 3.40; Joieen M. Reed, Clifton Forge, Va., 3.40; Julian P. Jones, Charles City, Va., 3.33; Cynthia C. Levisy, Rocky Mount, Va., 3.33; Patricia Scott, Emporia, Va., 3.33; Willie Townes, Norlina, N. C., 3.33; Geneva E. Robinson, Warsaw, Va., 3.20; Gwendolyn M. Thomas, Bedford, Va., 3.20; Lillian D. Boyer, Ettrick, Va., 3.17.

Also, June C. Hamlette, New York City, 3.11; Ardeania Wesley, Bronx, N. Y., 3.11; Howard S. Clayborne, Afton, Va.; Alice L. Crutchfield, Lawrenceville; Betty J. Barnes, Brodnax, Va.; Elnora T. Green, Garysburg, N. C.; Roy A. Gross, Washington, D. C.; Shirley Jackson, Gordonsville, Va.; Barbara J. Jones, Chesapeake, Va.; Lauretta C. Mays, Lawrenceville; Delois McMichael, White Plains, Va.; Betty L. Nall, Yonkers, N. Y.; Ruby Oliver, Clinton, N. C.; and Dorothy M. Quarles, Warfield, Va.; all 3.00.

Speaker Urges American Jews To 'Come To Their Senses'

WASHINGTON - American Jews were urged last week to "come to their senses" about the extent of black anti-Semitism and to continue their commitment to equality "as followers of a movement and, at times, as spectators."

Jonathan Prinz of New York, a consultant to anti-poverty programs, told 500 delegates to the American Jewish Congress Women's Division's biennial convention in the Mayflower Hotel here:

"Anti-Semitism must be condemned and fought wherever it appears. But let us place it in its limited context and perspective. It is not the relative point of focus when we examine our interactions with the black community."

"No one sensitive to contemporary events accepts the cliché that militancy is synonymous with anti-Semitism or that nationalism is to be equated with racism. Nor should the many be judged by the acts of the few on the lunatic fringe."

Mr. Prinz drew an analog between the Zionist and "black power" movements, asserting "In both cases, the struggle continues as hostile neighbors surround them hoping to restrain their full participation and even threaten their existence, knowing that they are here to stay but hoping that, like a bad dream, they can be made to disappear."

"How different are those who look toward ancient Africa for their cultural heritage from those who revere the Bible but deliberately refuse to identify with the history of Jews in Europe? In both cases, it might be more honest and sociologically accurate to accept the natural roots of the more recent past. In both cases, the



OFFICER TO ENTER A&T—Capt. Willie Long of Fort Gordon, Ga., is one of the first officers selected to attend college under the new Officers' Undergraduate Program. A native of Columbia, S. C., Capt. Long will enter A&T State University in June.

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Fete Fatality

NEW ORLEANS - A pall was cast over the recent Mardi Gras festivities with sudden death of Adolph Barbarin, one of the Crescent City's all-time jazz greats. While leading his famous jazz group in one of the parades, Barbarin suddenly collapsed and died. During his lifetime, he had played with many great named bands, including that of Louis Armstrong, King Oliver, Fats Domino, Red Allen, Sidney Bechet and Art Hodes.

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