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

sentation on the Negro market, was unveiled at a press luncheon last Thursday by Amaigamated Publishers, national advertising representatives for Negrooriented newspapers. The film consciousness and racial pride and the significant changes in economic and social goals.

Norman W. Powell, API'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 at 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, 36% 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, community

PILLSBURY or BORDEN'S

CHUCK ROAST OR

NEW YORK CITY-"Elack A- butter, meat, soap, candy bars, trated coverage in 75 markets,

that selling the quality conbelievability and empathy, paper and the market. which is reflected in the movement of more goods and ser-

"The black community newsmember papers, with concen- 17.

wareness", a new film pre- cologne and menthol cigarettes offers the greatest single power and by 1970 will be spending the for reaching and penetrating grand total of \$40 billion a year. the most responsible, the most "Community attitudes are affluent and the most influential, known to influence purchase segments of the black compattern and experts now agree munity, at the local level." Ways or they would have been

The presentation also includunderscores the upsurge of race sumers in the black community ed a showing of API's film calls for special techniques and "Reaching the Quality Negro in the black community today creative effort designed to com- Market" which give statistical unicate with identification, information about the news-

Both film's, each approximately 14 minutes long and in full color, are ready for showing to advertising and marketpaper is the most effective, ing executives. Diquiries should basic medium to reach this be directed to Mr. Powell at market and the API group of 310 Madison Avenue, NYC 100-

Speaker Urges American Jews To 'Come To Their Senses'

"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-povery 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

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PORK ROAST

Jews were urged last week to temporary events accepts the cliche that militancy is synonymous with anti-Semitism or that nationalism is to be equated with maism. Nor should the many be judged by the acts of the fer

"How different are those who

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.

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

lege's annual women's week Because women have decelebration. Mrs. Cummings, who with the black culture, she said, "we her husband will study in Africa this summer, is an English instructor at Winston-Salem

'Can Institute Change

In The White Society'

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

woman has a special responst-

a program marking the col-

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

'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-

WINSTON-SALEM-"Because tunities, which further weakened his position in the family.

of her unique position, the Black "If there were a man around bility to institute change in a the house, families were denied white society that has given welfare," she said. "For these blacks the short end of the stick. reasons men left home in order So said Mrs. Robert Cummings that their families might be last week to student sat Winsprovided for. The black woman ton-Salem State College during then had to become both mother and father."

> veloped this special position in are extremely necessary to the movement toward black

She cited Mrs. Shirley Chisolm, 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 al be accomplished because you will have dared to expend your energies in the black com-

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

tor vehicles were removed from hicles. North Carolina highways during the past year as a result of the state's safety inspection pro-

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 highapprehended.

Inspectors found that 725,648 (29 per cent) of the vehicles 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 mechan-



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.

need for national identity unfettered by a diaspora mentality in a 'melting pot' selects a more acceptable past."



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Lists270n Dean's List

LAWRENCEVILLE, Va.-Five states and the District of Columbia are represented among the twenty-seven undergraduates whoes 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 Moseley, 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; Phinnize C. Johnson, Philadelphia, 3.40; Joleen 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. Garnes, 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 Mc-Micheal, White Plains, Va.; Betty L. Nall, Yonkers, N. Y.; Ruby Oliver, Clinton, N. C.; and Dorothy M. Quarles, War-field, Va.; all 3.00.

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 Pichon, Red Allen, Sidney Bechet and Art Hodes.

BY NEGRO PRESS INTERNA- be patiently endured, until bet- does "inalienable" mean? ter days come." --A. Not foreign; --B. 5. Why, according to the de-

lapsing into immorality.

unalienable rights.

rannical" action of:

aries of the day.

just powers from:

leaders.

the American colonies.

In today's Baffler, test your claration, are governments inknowledge of the U.S. Declarastituted among men? tion of Independence. --A. To uphold "law and order,"

-- A. George Washington; --B. Benjamin Franklin; -- C. Thomas Jefferson.

-- B. The declaration calls slavery a violation of the

-- C. The declaration says slavery is one of the evils mankind "must learn to live

dependence?

C. "Life, liberty, and the pursuit of happiness." 4. According to the declara-

destructive of people's rights,

B. "it is the duty of the

violent fashion . . ." -- C. "The oppression should

NCC To Share In HEW Grant

Negro colleges will be involved in the program, which also involves the cooperation of a number of large, predominantly white universities. NCC orginated the proposal

fically for "a system for developing the teacher training capacity in geography and its teaching for selected Negro colleges," and NCC will be the financial agent for the program. Cooperating in addition to the

schools involved is the Afro-America Committee of the Association Geographers, which passed NCC's proposal to the Department of Health, Education and Welfare. Dr. Theodore R. Speigner is a member of the executive committee of this group, and announced the grant as chairman of NCC's Department of Geography.

teachers.

training program.



dents 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).

NEGRO HISTORY BAFFLERS

--B. To prevent people from

-- C. To secure all men's

6. The Declaration of Inde-

-- B. The Black revolution-

-- C. White racists living in

the governed; -- C. Edicts hand-

ed down by wise and noble

8. The Declaration of Inde-

pendence speaks of people's

pendence contains a lengthy

condemnation of the 'ty-

"Black Woman Has Unique Position,"

Mrs. Cummings Tells WSSC Audience

Scoring: 8-10: excellent; 6-7: good; 4-5: fair; 0-3: poor. Bonus Questions count a total. of two points. Other questions count one point each. Here's the multiple-choice quiz:

1. Who is credited with writing the Declaration of Indepen-

2. What does the declaration have to say about slavery? -- A. Nothing, though a deleted section of it denounced

"rights of man."

3. Which of these phrases is from the Declaration of In-

-- A. "Equal protection of the -- B. "Let us reason together."

tion, if a government becomes

"It is the right of the people to alter or abolish it, and to institute new govern-

people to petition for a redress of grievance in a non-

DURHAM - North Carolina College will share in a \$230,-000 grant from the Department of Health, Education, and Welfare, designed to develop addition courses in geography, improve present curricula in geography, and train new teaching personnel in geography.

Three other predominantly

for the grant, which is speci-

Teams of geography faculty members, graduate students, high school teachers, and visiting faculty from the larger schools will cooperate in the training program. Faculty members at the predominantly Negro schools will visit the campuses of larger universities for one semester to enroll in courses related to the summer institutes which will be conducted for secondary school

Other programs will include prospective college teacher fellowship program, involving eight fellowships a year, and an in-service post-doctorate

-- A. Not foreign; -- B. Selfevident; -- C. Which cannot be taken away.

BONUS QUESTION: (Each counts one-half point). A. Give the first seven words of the Declaration of In-

dependence. B. Which came first; the Declaration of Independence, the Articles of Confederation, of the Constitution'

C. According to the declara--- A. The king of England, tion, what is the source of people's unalienable rights? D. What group adopted the

Declaration of Independence on July 4, 1776, in Philadelphia? 7. According to the declara-ANSWER: 1. C; 2. A; 3. C; 4. A; 5. C; 6. A; 7. B; 8. C. tion, governments derive their

A. God; --B. The consent of A. "When in the course of human events, . . . " B. The Declaration of Inde-

> pendence. C. Their Creator. D. The Continental Congress.



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