

Market Expert Calls For Better Black-White Communications

PREGNANCY PLANNING AND HEALTH

BY MRS. GLORIA RIGGSBEE



Dear Gloria:
Many of my friends are taking birth control pills and have almost convinced me that I should take them too. But there's one thing that still bothers me about pills.

My friends tell me they take one pill a day for 20 days, beginning on the fifth day of their period. They say their next period begins within a few days after they take the last pill.

My question is this: Don't these women need to use some other method of birth control during those few days after they have taken their last pill and are waiting for their period to begin? How can they be protected if they aren't using anything?

Mrs. E. T.
Dear Mrs. E. T.:

I had such a high fever that I had to be taken to the hospital. As it turned out, I am lucky to be alive. The doctors said I had a terrible infection and almost didn't make it. Worst of all, they told me I can never have another baby.

I almost died and besides we have spent more money on medical bills than it would have cost to have the baby in the first place. I hope everyone who reads about my experience will use birth control if they don't want to have a baby right away. If only my husband and I had known the facts we could still be looking forward to another baby. Mrs. J. R.
Dear Mrs. R.:

I'm sorry you are one of those who have learned the truth about abortion the hard way. Many women each year die from complications which result from these dangerous and illegal operations. All operations should be performed in sanitary surroundings by licensed physicians. But too often a desperate woman, thinking that abortion is "the only way out" will turn to one of these unlicensed and usually unskilled persons. Many of these people do serious damage by the use of unsterilized equipment and by their own lack of medical knowledge.

It is not as simple an operation as many would have you believe. In too many cases, the abortionist's "client" ends up in the emergency room of the nearest hospital, or even in the county morgue.

I, too, hope that the spread of birth control information will help prevent these tragedies by helping women plan against unwanted pregnancy beforehand.

Each month the ovary produces an egg. It begins to grow after your period and reaches its full development about the middle of your cycle, approximately two weeks before the start of your next period.

At this time, if you weren't taking the pills, the egg would be released and would travel down your tubes to wait for male seed.

If you are taking the pills, however, the egg is not released. It remains in the ovaries and gradually wastes away at the end of your cycle. After you have taken your last pill, you cannot become pregnant because the egg for that cycle has wasted away and the process has already started to create a fresh egg for the next month.

This column is designed to answer your questions, so please feel free to ask them. A letter addressed to Mrs. Gloria Riggsbee, The Carolinian, Box 628, Raleigh, will bring a prompt response, either in the column, where real names are never used, or by mail.

Businesses succeed when someone attends to the small details that the average boss is too busy to fool with.

Those who can't control their tongues operate at a disadvantage in society; they can't compete with the quiet schemers.



SEEK VICTIMS OF FLASH-FLOOD—Massie's Hill, Va.: A flood-wrecked automobile lies half-buried in sticky mud as searchers probe the wreckage of a mountain home for possible victims of flash-flooding which authorities say may have killed more than 100. Rains from dying Hurricane Camille, which claimed hundreds of lives on the Mississippi Gulf Coast, were blamed for the flooding. (UPI).

1,600 N. C. Welfare Recipients To Be Given Job, Training Incentives

ATLANTA, GEORGIA - Some 1,680 persons on welfare in North Carolina will be given job training incentives through a new Work Incentive Program (WIN), according to William U. Norwood, regional manpower administrator, U. S. Department of Labor, \$1,122,023 in Federal funds has been allocated for the program.

In addition to North Carolina, eight other States joined the program as of July 1, leaving only two States, Nevada and New Hampshire, to join the nationwide effort to move welfare recipients into jobs.

The other eight states are Arkansas with 950 opportunities, \$736,132 in Federal allocations; Delaware, 310, \$358,494; Florida, 2,640, \$2,185,210; Georgia, 1,440, \$1,198,805; In-

diana, 1,000, \$894,411; Oklahoma, 450, \$474,736; South Carolina, 300, \$274,000; and Texas, 1,600, \$1,645,274.

Programs are now underway in 39 states, District of Columbia, Guam, Puerto Rico and the U. S. Virgin Islands.

Ten States already participating were allocated additional funds. They are: Alaska with 360 opportunities, \$307,540 in Federal allocations; Arizona, 1,680, \$1,391,899; Colorado, 2,600, \$2,348,673; Louisiana, 1,500, \$827,625; Maryland, 2,700, \$1,088,295; Montana, 410, \$342,257; Nebraska, 480, \$446,000; North Dakota, 240, \$182,918; Utah, 2,050, \$1,924,000; Washington, 2,400, \$1,739,975.

Seminar Scheduled On Negro Attitudes And Buying

NEW YORK - A three-day conference which will identify the attitudes, perceptions, size, purchase patterns, the socio-economic and cultural factors influencing the Negro market has been set for September 17, 18, and 19, at the Hotel Plaza in New York, according to Advanced Management Research, Inc.

Some 22 specialists in advertising, marketing, public relations, sales, research, and consumer education involving minority consumers will participate in the conference, "How to Effectively Sell The \$30 Billion Negro Market."

Conference Chairman is D. Parke Gibson Associates, Inc., a New York consulting firm, and the author of the \$20 Billion Negro, which is becoming a best-selling book on marketing to black consumers.

In addition to the share of market Negroes represent for many products, and what motivates black consumers, other subjects will include strategies in market development, the creation of products for black consumers, the recruitment and effective utilization of salesmen, communications with the community, as well as case histories of successful programs.

The panel of speakers will include Abraham S. Venable, Deputy Director, Office of Minority Business Enterprise, U. S. Department of Commerce; Kelvin A. Wail, Vice-President and

Manager of Market Development, Coca-Cola USA; Raymond A. League, President, Zebra Associates, Inc.; Joe Black, Vice President, Special Markets, The Greyhound Corporation; Kendall F. Wilson, Vice President, D. Parke Gibson Associates; William Hudgins, President, Freedom National Bank; Julius A. Thomas, Industrial Relations Consultant; and Mrs. Elsie Archer, Director of Women's Interests, Gibson Associates.

James O. Plinton, Senior Director of Special Market Affairs, Trans World Airlines; Benjamin H. Wright, Market Development Manager, Clairrol, Inc.; Stephen G. Lockett, Assistant to the Vice President, Seagram Distillers Company; Mrs. Florence Rice, President, Harlem Consumer Education Council; Randolph W. Cameron, Vice President, Brand Rating Research Corporation; John B. Harris, Assistant Professor of Business, Virginia State College; William Santos, Manager of Market Development, Faberge, Inc.; and Raymond Oladipupo, Ogilvy & Mather, Inc.

For detailed information on "How to Effectively Sell The \$30 Billion Negro Market," write: Charles Wickham, Advanced Management Research Corporation, 280 Park Avenue, New York, New York 10017.

Past Cooperation Was Too Conservative, D. P. Gibson

AKRON, Ohio—A new wave of communications between whites and blacks must be started in America if democracy is to prove truly workable, a leading Negro marketing consultant said here in a recent speech.

D. Parke Gibson, president of a New York company that pioneered in developing marketing plans for major corporations to fit the Negro market, said professional communicators -- too conservative in the past -- should lead the way toward bridging the communications gap between companies and minority groups.

He addressed the first meeting of the newly formed local chapter of Public Relations Society of America.

Mr. Gibson, marketing consultant to The B. F. Goodrich Company here since April, 1968, stated that company "managements and the black community should be the targets for an interchange of information, and the public relations man should be the conduit for this."

He said that little progress has been made in recent years to alleviate communications problems between companies and minorities. "Employment opportunities and many other programs have far outstripped how communications men have translated these advances in our society."

In most America companies the functions of public relations and communications within the Negro community are being carried out by marketing or personnel executives -- not by professional public relations men, he said.

Personnel executives are stressing equal employment opportunity -- at least partially because of Federal pressure -- while marketing men are paying more attention to the Negro consumer who spends \$30 billion annually for goods and services, he explained.

Mr. Gibson said that in many of the companies were personnel or marketing executives, or both, are "beginning to act with enlightened attitudes, the public relations department is often unaware of what is taking place in other departments."

He said that professional communicators should understand that the Negro in America wants to be recognized, given something with which he can identify and wants to be invited.

"The Negro does not consider public relations efforts directed at him as segregation in reverse," he said. "He accepts them as manifestations of a sincere, friendly company or organization."

Mr. Gibson urged the local public relations men to take seven steps toward improving the climate of race relations in Akron and the entire United States: 1) Help company managements better understand the Negro community -- its structure, leadership and media -- and explain to management what its posture should be toward this community; 2) Discuss company postures on equal employment opportunity with personnel executives and then effectively communicate what the company is doing in this area to the Negro community; 3) Make sure Negroes are included in company and employee publications and that they are made to feel part of the company team; 4) Continually inform company managements about the problems, concerns and opinions of the Negro community; 5) Establish clear lines of communication with Negro media so that you can tell your company's story to them ef-

fectively; 6) Work closely with Negro community interest organizations; 7) If your company or client is conducting a job training program and hiring graduates, communicate this fact to the Negro community.

Mr. Gibson said that "the same technique that have proved successful in communications among white communities in America must also be done for the Negro community. Until our dual society is eliminated, it will be a business fact of life that communications must be structured, but they can lead to a dialogue between the races.

"We have to establish confidence of the Negro in American business and industry, which is the bedrock of our society; otherwise, we have failed."

Mr. Gibson is the author of a new book, The \$30 Billion Negro, published by the Macmillan Company. He also is the publisher of the monthly "Gibson Report," a newsletter on marketing to nonwhite consumers, and "Race Relations and Industry," which deals equal employment opportunity programs and practices.

He is a member of the board of directors of both of the public service council of the Public Relations Society of America (PRSA) and of the PRSA's New York Chapter. He was introduced to the new Akron PRSA chapter of W. Thomas Duke, chapter president and community and public affairs manager for B. F. Goodrich.



SAMUEL H. JOHNSON

Sam Johnson Joins NSSFNS In Atlanta

NEW YORK, New York - Samuel H. Johnson of Atlanta, Georgia has been named the Director of the new Southeastern Regional Office of the National Scholarship Service and Fund for Negro Students (NSSFNS). The announcement of the opening of the new regional office and the appointment of its director was made this week in New York City by Hugh W. Lane, NSSFNS President.

"This office, to be located in Atlanta, Georgia, brings our operation closer to the target population we exist to serve," said Lane, "and the availability of Sam Johnson comes at the exact point in history when we are prepared to make a maximum effort to move increasing numbers of Black students from high school to college."

The regional office is located at 931 1/2 Hunter Street, N. W. in Atlanta, Georgia. It will serve the counselors and student south of Washington, D. C. and east of Mississippi River, plus those in Texas and Louisiana.

Johnson, originally from Indianapolis, Indiana and now a resident of Atlanta, has had a distinguished career in the field of minority youth education. For the last 10 years, he has represented the Educational Counseling Service of the Board of Missions of the United Presbyterian Church of the U. S. A.

One trouble with the world is that there are too many people who do no work.

Separatism Dangerous

CHICAGO - In a keynote speech before the recent 60th anniversary convention of the Knights of St. Peter Claver, U. S. District Court Judge James B. Parsons stated that the black separatism has already led to "the polarization of the races."

He said he was not disturbed by the word "Black," but rather the fact that it is a trend toward separatism which could ultimately end in a race-to-race confrontation with the total suppression of one of the races.

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"MISS BLACK AMERICA"—New York: Gloria Smith, 24, proudly holds her trophy after her selection as "Miss Black America" in the Felt Forum of Madison Square Garden here August 22. Miss Smith, a Manhattan model, performed a song of her own composition in the talent section of the contest. She formerly lived in New Bern, N. C. (UPI).

Sen. Mondale Critizes Sec. Robert Finch

WASHINGTON, D. C.—Senator Walter F. Mondale (D-Minn.) Friday criticized Secretary Robert Finch for requesting that the U. S. Court of Appeals for the Fifth Circuit permit further delays in the desegregation of some Southern schools.

Senator Mondale said, "I was deeply disappointed to read that Secretary Finch has attempted to withdraw HEW proposals calling for immediate desegregation of 33 Mississippi school districts. I marvel at the breadth of the Secretary's imagination when it comes to developing new ways of root-dragging in civil rights matters. Personally, I find it difficult to understand why further delay is necessary. Fifteen years have already passed since the U. S. Supreme Court ruled in 1954 that dual, racially segregated school systems are unconstitutional."

Senator Mondale said that "the Nation has seen this Administration retreat from enforcing the Title VI school desegregation program which provides for the termination of Federal funds to districts

that refuse to eliminate dual, racially segregated school systems.

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