

WHO'S WHO

and doing what

By EDDYE K. KIM

Barbara Williams became the bride of Sim Runless at a 7 p.m. ceremony, Saturday, in the Gretna Green Chapel on Las Vegas Blvd.

Barbara was given in marriage by her father, Jessie Jackson and was radiant in white crepe with a long-sleeved lace top and court train. Her headpiece was a bandeau fashioned of the same material with shoulder-length veil. The bridal bouquet was an exquisite creation of white camellias and white carnations.

Maid of Honor Bobbie Johnson and Bridesmaid Geraldine Cromwell wore floor-length dresses of baby pink and soft green. The bride's sister, Sylvia Jackson was an adorable flower girl in pink organdie, and the ring bearer was young Freddie Barker.

Serving the groom as Best Man was Russell Dorsey and Charles English as Usher. Elder W. Rawel, pastor of the Four Mile Church of God in Christ performed the ceremony.

The groom is the son of Mr. and Mrs. Sim Runless, Sr. of Lake Providence, La.

Following the wedding rites, a reception was held at Doolittle Center where a full course turkey dinner was served by friends of Mrs. Jackson, the bride's mother (charming in a soft blue dress and white hat) and contemporaries of the bride.

Mrs. Lloyd Mayfield, one of the capable hostesses for the reception, was elegant in a formal gold gown as she escorted guests to the receiving line. Other friends serving as hosts and hostesses for the occasion were De Priest Webb, manager of the Trumpeters (the vocal group of which the new Mrs. Runless is lead singer), Margaret Rogers, Geraldine Green, Elouise Green, Mabel Green, Mary J. Jackson, Evelyn Logan, James Duckworth, and Harold Dorsey.

Seated at the honor table with the bridal party and members of the bride's family who included Roy Williams and his date, Mrs. Sarah Sims, Mr. and Mrs. R. C. Flagana, Mr. and Mrs. Tommie Williams, and Mrs. Beatrice Williams. The lavish supper fare was blessed by Elder J. W. Logan.

BIRTHDAY CELEBRANT

Many Happy Returns of the Day was the theme at the festive party W. T. Evans hosted on the occasion of his birthday at which more than fifty guests attended to partake of the fun, lavish feast and what have you that made the party such a smashing success. Acting as hostess for Evans was his sister Mrs. Eva Hill who was ably assisted by their brothers, Willie L. and Roosevelt.

On the following day Mr. and Mrs. Roosevelt Evans played hosts to an equally festive affair when they entertained members of their Socialites Club with a delicious barbecue dinner at their Veronica Street home.

CONVENTIONEERING

Greek Letter Organizations preparing for national conclaves this summer include Delta Sigma Theta Sorority's local chapter who will send Mrs. Jo Anne Pughsley as a delegate to their national meeting in Cleveland, Ohio.... Kappa Alpha Psi Fraternity will convene in St. Louis, Mo.... Gamma Phi Delta Sorority's Boule will be held in Miami, Florida with excursion tours of Nassau, Jamaica and Montego on the agenda... Alpha Phi Alpha Fraternity will gather in Los Angeles for its big annual event. Already the Red Carpet has begun to roll for guests who will attend the Alpha's Aug. 6-10 National Convention--AND post-convention cocktail soirees are already being planned here in The Best City of Them All. The biggest convention of all, no doubt, (considering the independent Benevolent Protective Order of the

HALF AN ANNIVERSARY



CELEBRATE DECEMBER WEDDING--Mr. and Mrs. Lonnie Lynch who were wed Dec. 20 at Las Vegas' Little White Chapel hosted a gala reception commemorating the event Saturday night in their Windsor Park home... Mrs. Lynch (nee Shirley Johnson) obligingly donned her bridal attire for friends.

Negro News Media Value To Advertisers Shown

By LEON L. LEWIS
NEGRO PRESS INTERNATIONAL

A STUDY of Negro newspaper readers has shown that they have higher incomes than other Negroes and that they spend more time reading Negro newspapers than metropolitan papers.

The study was released by Amalgamated Publishers, Inc., national advertising representatives for Negro-oriented newspapers. The survey, measuring media audiences and product users and their inter-relationships, was conducted for API by Data Division, Standard Rates and Data Service, Inc.

It is expected to assist advertisers to appreciate the value a Negro newspaper can have in promoting their products.

Highlights of the study revealed:

--Twenty-eight per cent of the entire Negro market are regular readers of Negro-oriented newspapers.

--Thirty per cent of the Negro population--aged 18-49--read Negro newspapers.

--Sixty-one per cent of the readers are women.

--Thirty-two per cent of all Negroes with incomes over \$5,000, and 40 per cent earning more than \$8,000, read Negro newspapers.

--Households reading Negro newspapers have an \$8.5 billion income annually.

--Negro newspaper reader households have higher incomes than non-readership households.

NEGRO FAMILIES spend up to three hours reading Negro newspapers, compared to 40 minutes for white daily newspapers. The life of the Negro newspaper usually extends from week to week--the papers are primarily weeklies.

API's study shows Negroes as heavy users in a variety of product categories. For example: Negroes buy 94 per cent more laxatives than do whites; 44 per cent more lipstick; 40 per cent more liquor; 28 per cent more Scotch; 11 per cent more regular soft drinks; nine per cent more bacon; six per cent more cigarettes; and four per cent more deodorants.

The study further shows that in a number of products, readers of Negro newspapers are greater users than non-readers. Example: Seventy-five per cent more readers than non-readers travel by air; 46 per cent more use hair coloring; 45 per cent more drink ale and beer; 34 per cent more use soap for fine fabrics; 33 per cent more use facial cream; 31 per cent more use allergy and cold tablets; 29 per cent more use distilled spirits; 24 per cent more use fabric softeners; 18 per cent more use lipstick; and 17 per cent more use plastic wrappings.

FOURTEEN per cent more readers of Negro newspapers than non-readers use chewing gum; 14 per cent more use aluminum foil; 13 per cent more use margarine; 12 per cent more use cigarettes; 11 per cent more use regular coffee; 11 per cent more use hair dressing for men; 10 per cent more use furniture polish or wax and 10 per cent more use facial tissues.

In the past few years, circulation of Negro-oriented print media--both newspapers and magazines--has been steadily increasing. One of the reasons is the increased literacy rate among Negroes.

Concurrent with this is the Negro's awareness of himself and his seeking of positive identification with the media which reflects his needs and aspirations.

The new API survey gives an indication of the Negro's growing worth as a consumer.

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into the City of the Angels for their national convention which kicks-off Aug. 26.

Mr. and Mrs. Leo Elmore and George Camper of Omaha, Nebraska, are vacationing here with Mr. Elmore's sister, Florence Elmore...

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The Elmores are cousins of our own Mabel Hoggard and are being given the Red Carpet treatment by the J. David Hoggards, Sr.... Good to hear that Mrs. De Priest Webb is home from the hospital... Not so good to hear that dynamic Assemblywoman Eileen Brookman is at Sunrise Hospital where she underwent surgery Wednesday... A speedy recovery is wished for Eileen by all her friends and constituents.

Elks of the World has the largest paid membership of any Negro organization in the world) will take place when those fun-loving Elks pour