

Entertainment

ANHEUSER-BUSCH PERSONNEL: CORNERSTONES TO 'PARADE OF STARS' SUCCESS

Anheuser-Busch Companies, Inc., has long been a supporter of the United Negro College Fund. So when "The Lou Rawls Parade of Stars" television special was introduced by Budweiser spokesman

tions for UNCF.

August A. Busch, III, chairman and president of Anheuser-Busch Companies, Inc., explains that, "The United Negro College Fund represents hope for thousands of youth. We are

of corporate affairs, Anheuser-Busch Companies, Inc., and a member of the board of directors for the world's largest brewer, Anheuser-Busch, Inc., "Everybody benefits from the "Parade of Stars" students, UNCF colleges and universities, and communities throughout America. The educational opportunities resulting from these funds will help young people realize their potential. And that's good for everyone."

which plays an important role in helping UNCF get local television stations to air the program.

Another important segment of Anheuser-Busch's overall support comes through its Budweiser brand.

Victor M. Jullen, director of market development, who spearheads the Budweiser brand involvement, said, "One of the keys to the involvement of Anheuser-Busch is that UNCF is an organization



B.B. King/Lou Rawls

Lou Rawls, it was a natural.

While Anheuser-Busch's financial commitment has grown substantially, it is the total involvement of the company's personnel which makes the company's participation noteworthy. This involvement, with UNCF volunteers and supporters everywhere, has raised some \$8 million in pledges and contribu-

proud to do our share in strengthening that hope."

Mr. Busch feels that the "Parade of Stars" has been successful because people respect the work and accomplishments of UNCF. "Anheuser-Busch values the relationship that has been developed with the College Fund," he said.

Said Wayman F. Smith, III, vice president



Leslie Uggams/Sammy Davis, Jr.

Assistance from Anheuser-Busch comes in a variety of ways, including the services of the company's advertising agency, D'Arcy, McManus and Masius,

known to people throughout American. As a result, it is easy for everyone to get involved, including our wholesalers, retailers and, See STARS, Page 7

BILLIE ROWE'S NOTEBOOK

NEW YORK CITY — On August 28, 1963, a quarter of a million plus mixed citizens converged on Washington, D.C., in the largest Civil Rights demonstration in American history. The theme of the gigantic March On Washington was "JOBS AND FREEDOM."

The key legislative goals were desegregation of public accommodations and educational institutions, Voting Rights for minorities, full employment, decent wages, and fair employment practices. It was a decisive event because it brought public opinion to bear on Congress, and resulted in the enactment of the Civil Rights Bill of 1964. It provided the clearest proof that massive non-violent demonstrations could move America forward.



The clear highlight of the Great March came at the moment when the immortal Martin Luther King, Jr., addressed the rally at the Lincoln Memorial and inspired America with his Dream of Freedom and brotherhood, of justice and equality for the nation he loved. Today, Martin's "I Have A Dream" speech is regarded as a major classic of modern oratory, alongside the Gettysburg Address and Washington's Farewell in speech anthologies.

The challenge Martin Luther King, Jr. posed to his fellow citizens to make America "rise up and live out the true meaning of its creed" remains largely unmet, although significant progress has been made in many areas since then. Desegregation of public facilities has been achieved. The

number of Black elected officials has grown from less than a hundred in 1963, to more than five thousand today. Yet five thousand is still less than one percent of all elected officials, so Blacks are still grossly under-represented. Millions of minority citizens have been able to move into the mainstream of the American economy, but too many more have been left behind. In the crucial area of unemployment, blacks are far worse off today than in 1963, when the unemployment rate for Black workers was 10.8 percent. Today it is 17.3 percent. In addition, recessions in the seventies and eighties have lasted much longer than in the fifties and sixties.

The King Center is organizing the "I Have a Dream" Celebration for more than just commemorative purposes. The unfinished business of the Great March on Washington and the challenge of non-violence remain as urgent and compelling as they were nineteen years ago. And so, from August 27th through 29th, the King Center is planning a weekend program in Atlanta which will include a mass march and rally, a policy conference on crucial social and economic issues, and other initiatives, religious services and a benefit concert and reception.

We see the "I Have a Dream" Celebration as an important opportunity to promote Voter Registration and education and to project the continuing agenda Martin Luther King, Jr., took to Washington in 1963. Said Coretta Scott King, president of the Martin Luther King, Jr. Center for Non-violent Social Change, Inc., "We want to revitalize that same coalition of conscience which came together during the Great March on Washington in behalf of our current struggle for JOBS AND FREEDOM. Our central goal is to mobilize a national

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