

Black Alumni..... (Continued from page 14.)

recognizes that one of the major roadblocks to this recruitment process for African-American schools has been the fact of black recruiters often being prevented from working on high school campuses. "Alumni," says Dortch, "know the parents and can welcome the recruiters into their homes."

Reflecting further on the central importance of the student, CNAA President Dortch commented, "Yes, money is important, but if you don't have students, it's of no value. In this regard, for building both community awareness and support for the institution, alumni are the best public relations mechanism based in the community—and it's the alumni who must understand their vital link to the health of the institution. All of this requires a great deal of networking."

And if there's any single function that best underlies the ongoing work of the CNAA in its laboring for the educational needs of African-Americans, it is that of networking—connecting individual and organization to each other in a continuous, organic process, designed to best utilize and redirect the resources of the entire community:

Noting that it was the black community's oldest institution, the black church, which gave birth to a number of black institutes of higher learning, Dortch cites the black church and the black college as primary examples of the kinds of effective networking that still needs immediate, sustained focus in our communities. "Black churches last year spent over two billion dollars in procurement and construction. And of that expenditure, black businesses didn't get 20% of that action. Likewise, black colleges spent several million in construction and procurement, with black businesses not getting 25% of that."

"We could make our own communities healthier just by ordering our priorities in the way we spend money for jobs, for example.

"Furthermore, our attorneys, C.P.A.'s, computer operators, and lecturers, among others, should develop talent pools to give back to the schools from which they acquired their critical skills. *We must bring the family together to take care of the family.*"

It is this rich and consistent philosophy of the Council for National Alumni Associations, Inc. which undergirds its considerable activities and now thrusts it further into national leadership among the black community's myriad organizations—particularly on the vital issue of the current devastating rate of illiteracy among our youth.

With characteristic precision, CNAA President Tommy Dortch outlines the roles all of us must play, in concert with organizations like the Council: "First of all, we must bring out an awareness of the predicament. Once we are past the daily exercise to make our people aware, that opens the door to action. Beyond tutorial programs, we must push the school system to insure sufficient funds to support alleviation of the problem. The Supreme Court rules against special programs for the handicapped, but the country must provide for all kinds of immigrants. By the same token, we must assist our *own* systems; if we must teach English to Hispanics perceived as victims, then there is room enough for the same institutions to move against the illiteracy which victimizes this country's blacks.

"We must assume the role of disciples spreading the word—helping

(Continued on page 16.)



More than 6,000 marched in support of Black College Day, 1981, in Atlanta. Similar marches were held throughout the country to recognize the contributions of black colleges and universities.



Hints For Homemakers/Inez Kaiser

Get the Signal—enjoy war on garlic, onions

DEAR INEZ: I can't understand why my husband doesn't kiss me more often. We have only been married a year and he often asks me why I eat onions and foods seasoned with garlic so often. I've told him I like spicy foods because they taste so good. What can I do to turn him on?

—PUZZLED WIFE

DEAR PUZZLED WIFE: My guess is that you simply haven't understood his signal. It is obvious that you probably have a strong mouth odor caused by eating onions and garlic that just turns him off. But don't panic!

My suggestion to you is to get his signal. Start now by using SIGNAL, the minty mouthwash that fights the strongest mouth odors. It gives you fresher, cleaner breath.

But you don't have to take just my word. Clinical tests have proved that SIGNAL effectively fights the taste of strong mouth odors—even onions and garlic.

That means you can still eat spaghetti with garlic, spicy shrimp and all the other highly seasoned foods you like without offending your husband.

Just rinse your mouth with SIGNAL mouthwash after eating and notice the difference. The very next time he kisses you, he'll know that you got the signal!

My guess is that he will immediately notice the difference in your breath. Just watch the expression on his face. From then on, the kisses will be more frequent and there'll be no more questions about what you eat.

SIGNAL should solve the problem no matter what you eat. Just carry a convenient container of mouthwash wherever you go.

SIGNAL is now available in easy-to-handle unbreakable plastic containers. This new lightweight packaging for SIGNAL—switching to plastic instead of glass containers—is another indication of Lever Brothers' interest in satisfying their customers. They believe in giving consumers what they want.

So take a lesson from the makers of SIGNAL mouthwash and give your husband what he wants—a fresher, cleaner breath when he kisses you. Better still, tell him you got the signal!

HOW TO FIGHT PLAQUE

SOMETHING NEW HAS happened to one of the Kaiser Family's longtime favorites, PEPSODENT toothpaste, which gets teeth their whitest and is low in abrasion.

Now, PEPSODENT has a new plaque-fighting formula. It's made up of a new combination of polishing and whitening agents which help to retard plaque buildup and still keep teeth their whitest.

In case you didn't know, plaque is that awful film that collects on teeth, turning them dull and dingy. The new PEPSODENT toothpaste fights plaque.

Plaque removal has been widely recognized in recent years as a vital part of dental health care. Actually, plaque is a complex mixture of bacteria, food debris and organic film that can dull or discolor teeth.

In fact, I was surprised to learn that over 80 percent of the U.S. population is concerned about the problem of plaque. So the development of this new formula for PEPSODENT is good news indeed.

Want to get your teeth their whitest? Well, fight back. Fight plaque with new-formula PEPSODENT.

SOFTER, SMOOTHER SKIN IN 7 DAYS

EVERY ONCE IN A WHILE we come across a product that is so very special, so different and so pleasing to use. Such a product is DOVE beauty bar.

More and more people are discovering that DOVE is not a soap! It is a specially formulated bar containing one-quarter moisturizing cream plus mild cleansing agents which leave your skin feeling soft and smooth.

Women across the country who stopped using their ordinary soap and instead took the DOVE Seven-Day Test reported afterward that their skin was indeed softer and smoother with DOVE.

DOVE is a bar that women of all ages can use with excellent results on their complexion and general skin care. And I can tell you that babies like it, too—especially with cases of diaper rash.

That's why I call DOVE a miracle bar. Just switch to DOVE and you, too, will agree that there's nothing like it.

