

ΦΒΣ

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minority businesses which offer comparable services to those of other groups.

•Seek to widen the field of employment for minorities by securing employment in new fields.

2. The Education Programs

Phi Beta Sigma has always stood for the highest and best in education. Therefore, the education programs have assumed a place of singular importance. A unique feature of this program is the Sigma Beta Clubs, which are national organizations of junior and senior high school students. The variety of programs offered these young men include educational, cultural, social and athletic activities. All such activities are expertly tailored to develop wholesome values, leadership skills and social and cultural awareness. Sigma Beta Club retreats and educational weekends unite young men from all over the country.

Under the direction of the Education Foundation, the Alain Leroy Locke Scholars and the Presidential Futures Scholars were combined into one program. This program involves the participation of college undergraduates in a series of institutes, retreats and field trips in which intensive leadership training takes place. The sessions are designed to equip participants with the kinds of knowledge, skills and practical experiences needed to exercise effective leadership and to successfully attain key leadership positions in our society.

The first Leadership Development Seminar took place during the Christmas holidays' Phi Beta Sigma Conclave in 1983. Participants were instructed from a curriculum comprised of subject areas relating to board readiness, leadership style, effective delegation, team building and public advocacy.

Other Sigma educational programs include: career fairs, voter registration drives, employment referral services and counseling for professional growth, financial aid to Black colleges and universities, and health education.

3. Social Action Programs

From the outset, Phi Beta Sigma has been deeply concerned with improving the general well-being of minority groups. For 50 years, social action programs have been an integral part of Sigma service to humanity.

In 1934, Brother Elmo M. Anderson, a prominent Catholic lay leader, adapted material from the *Manual of Catholic Action* based on the encyclical of Pope Pius XI calling for the reconstruction of the social order. This became the foun-

dation of Sigma's social action programs.

In 1948, Phi Beta Sigma joined with five other Greek-letter organizations to form a cooperative social action program, using the resources of all. This cooperative effort was called the American Council on Human Rights.

The current Social Action Programs address the following concerns:

•**Employment**—Concerted effort to influence, advise and conciliate governmental action on the national and local level towards the assurance of the availability of jobs and equal access to them.

•**Non-partisan political action**—Direct participation in the process of evaluating the qualifications of candidates on a non-partisan basis for political office and endorsing or not endorsing the candidacy on local, state and national levels.

•**Low-income housing**—Emphasizes getting private, industry, local and federal government interested in providing necessary low-rent housing and to encourage home ownership.

•**Health education**—S.A.D. (Sigmas Against Defects), sickle cell anemia and food.

Phi Beta Sigma and the National Pan-Hellenic Council, Inc.

PHI BETA SIGMA deserves signal praise for the part it played in the Inter-Fraternal Movement, which was the most advanced step ever taken by the eight Black Greek-letter organizations. In 1921 in Atlanta, Georgia, Sigmas united with Omega Psi Phi in calling for an inter-fraternal conference. Today, that program of cooperation is bearing fruit in the form of the National Pan-Hellenic Council. The current president of the Council—Dr. Gilbert H. Francis—is a prominent member of Phi Beta Sigma.

Recent Council activities have included: championing the problems of Black students seeking living quarters on White college campuses; exerting influence in securing progressive legislation regarding equal rights for minority groups; sophisticated lobby activity; operating and speaking to the executive and legislative branches of the government on behalf of Black college-trained men and women about issues important to all Americans.

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Hints For Homemakers/Inez Kaiser

Don't be bullied by greasy, oily stains

DEAR INEZ: Help! My husband is in the air-conditioning and refrigeration business. His work clothes are soiled with oily and greasy dirt all the time. Isn't there a detergent that will get his clothes clean?

—**HARRIED HOUSEWIFE**

DEAR HARRIED HOUSEWIFE: Just relax! There are a lot of wives all over the country who have the same problem as you. Getting oily, greasy spots from your family's clothing can get to be a big, big problem.

But lucky for all of us, the perfect solution to this common problem is sitting in your supermarket. I'm talking about CONCENTRATED "all," the laundry detergent that has concentrated cleaning power to get out the toughest stains—greasy, oily dirt.



Homemakers today are interested in having laundry that looks its best and is free of stains. That's why so many people have turned to CONCENTRATED "all," the detergent with concentrated cleaning power which outcleans other leading powders on extra-tough stains and also leaves your whole wash clean.

You will be interested to know, too, that "all" is a low-suds product which helps prolong the life of your washing machine and requires less detergent per wash than liquids or most other powders. Three-fourths to one cup is all that is needed to clean your whole wash.

Although CONCENTRATED "all" removes greasy, oily stains well, there may be some other really stubborn stains in your laundry that need special treatment. If so, be sure to read the helpful hints on tough stain removal on the back of the "all" package. These include greasy stains from butter, margarine and vegetable oil; milk, ice cream, gravy, blood, egg and grass, among others.

So don't give up on those greasy, oily stains. Just buy a box of CONCENTRATED "all" and put it to work for you—and your husband.

WHAT'S THICK 'N RICH AND TASTES SO GOOD?

WEATHER PREDICTIONS indicate that 1984 will be colder and have more snowy days. We may even have more sub-zero weather before spring.

So perhaps, more than ever, we'll all be looking forward to hearty breakfasts with such favorites as pancakes and waffles served off the hot griddle. Of course, the best way to serve them is with MRS. BUTTERWORTH'S syrup.

MRS. BUTTERWORTH'S is thick and rich, and it tastes so good. Most people, especially children, like MRS. BUTTERWORTH'S because she takes her own sweet time when poured over a stack of pancakes and doesn't run all over the plate like some other syrups.

Another reason people like the taste of MRS. BUTTERWORTH'S syrup is that it is made with Grade A butter.

This is a good time of year for tasty dishes such as blueberry or pecan waffles, whole wheat pancakes or specially made waffles. The lady in the attractive amber bottle is sure to leave a good taste in everyone's mouth.



HOW TO TEACH YOUR KIDS A GOOD HABIT TO LAST A LIFETIME

WE HAVE ALL HEARD the saying, "good habits last a lifetime." This means that if you start your kids on the right track, they're not likely to stray from your teaching. This is still a truism when it comes to teaching your children how to brush and care for their teeth.

If you start your kids with AIM toothpaste, you just know they'll remember—even when they're on their own. That's because AIM has a taste so special kids actually enjoy brushing their teeth—and even brush more often.

This gel toothpaste does more than fight cavities with fluoride. It is clinically proven to reduce cavities. In fact, no other toothpaste has a more effective fluoride formula or fights cavities better than AIM.

We need to teach our children at an early age the importance of having fewer cavities. If we do a good job, as they grow older they will remain conscious of fighting cavities and the importance of good brushing habits with AIM.

