

Microscope.....(Continued from page 4.)

Commission, revealed that she believes the major problem among American Blacks are no longer civil rights and neither the Commission nor the government can solve them.

Ms. Chavez has asked the Commission to cancel a study on the effects of cutbacks in student aid on minorities, and instead she has recently requested a study on the adverse impact of affirmative action on White and European ethnic groups.

Kappa Alpha Psi Fraternity, Inc. has expressed its strong disagreement with the position on affirmative action and Black people as stated by Linda Chavez, director of the U.S. Commission on Civil Rights.

"The fraternity has called upon the Commission to repudiate Ms. Chavez's ill-conceived and baseless statements leveled at Black Americans," the Grand Polemarch said.

Kappa Alpha Psi Fraternity, Inc. was founded at Indiana University in 1911. The Fraternity now has 553 Chapters with more than 80,000 members.

National Black MBA Association Offers Six Scholarships

Six \$3,000 scholarships will be awarded to needy Black students at the NMBBAA's Sixth Annual Conference and Exposition October 3-7, 1984 in San Francisco, announced Beverly Hawkins, national president of the National Black MBA Association.

"Offering these scholarships underscores NMBBAA's commitment and dedication to the Black community" says Hawkins. "We see today's student population as the critical link with our communities' future economic growth."

"Our scholarship program is a result of strong corporate participation by leading companies including Coca-Cola, Atlantic Richfield, American Hospital Supply, Bendix Corporation, *Black Enterprise Magazine*, Career Research Systems, Inc., Baxter Travenol Laboratories, Exxon Corporation, First National Bank of Chicago, Ford Motor Company, Pepsi Cola Company, Northern Trust Company and United California Bank," says Cathy Freeman and Steve Lewis, co-chairmen of the 1984 scholarship program.

NMBBAA is a non-profit organization of 1,500 minority MBA's in the private and public sectors nationwide, whose goal focuses its combined leverage toward achieving meaningful gains for the minority MBA professional and im-

proving community relations.

PUSH, Jackson, and Future Plans for the Rainbow Coalition

The recent 13th Annual National Convention of Operation People United to Serve Humanity (PUSH) was launched on a high note with "The Rainbow Litany" calling "for a more just society and peaceful world."

A coalition of labor, clergy, business, political and community representatives converged on the nation's capital for the five-day confab to focus on the theme—"America: A People's Rainbow."

The convention highlighted some of the issues of the "People's Platform," stressing the need for economic development, political empowerment and international peace and justice which presidential candidate Rev. Jesse L. Jackson has reiterated throughout his campaign.

Rev. Jackson, founder and president-on-leave from Operation PUSH, delivered an inspirational keynote address, "The Keys to a Democratic Victory in 1984." The speech was simulcast over 431 radio stations across the nation.

"Under Reagan," said Jackson, "there are eight million more people in poverty. Now 15 percent of our nation is in poverty—34 million people. Of this 34 million people 23 million are White, 11 million are Black, Hispanic, Asian and youth....Reagan can be beaten in November. In fact, he *can* be beaten *handily* if we don't lose hope and if we use the right formula and *focus* on the right issues."

In his speech, Rev. Jackson urged the Democratic Party to seriously confront the problems of the poor and disfranchised. He emphasized that "a peace policy and a full employment policy will help to meet the needs of all our people, but we must have a special focus on those whose needs are greatest: the disabled, the poor, the elderly, American Indians. Government must meet the needs of the people—not serve its own ends."

Jackson's historic campaign has had the following results:

- The successful development of the Rainbow Coalition brought focus of the nation and media to a diverse and heretofore largely ignored population.

- Registered approximately two million new voters.

- For the first time in history, en-

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Hints For Homemakers/Inez Kaiser

What makes your mouth more minty, refreshed?

DEAR INEZ: I have tried many mouthwashes, but I'm still looking for one with a real minty flavor. Isn't there a mouthwash that will make my breath and mouth feel more refreshed?
—MINT LOVER

DEAR MINT LOVER: You bet there is! My advice to you is to start using SIGNAL. It's so good that it makes your mouth feel more minty and refreshed than the leading mint mouthwash.

In fact, once you use it, you'll really feel it. That's because SIGNAL mouthwash has a flavor that makes you feel more mint. That may sound odd but it's true, just like the song from the television commercial: "Signal if you feel it."



The song urges people in different walks of life to Signal if they feel more mint, to Signal if it gives your mouth an icy shiver, and to Signal if it makes your tongue and taste buds quiver.

Believe me, SIGNAL gives you a feeling of mouth-tingling mint that you've never felt before.

That is why more "upbeat" people are using SIGNAL. It improves your image and makes you feel so good.

I know it made me feel extra certain that my choice was a good one when I saw a bottle of SIGNAL being used in my dentist's office.

A refreshing, minty taste in your mouth is especially important after you have had some work done on your mouth. SIGNAL provides that minty taste that makes you feel it when you use it.

So, stop experimenting with other mouthwashes. Don't be misled by the green color of other brands. SIGNAL is the one that will make you feel more mint.

What more could you ask for in a mouthwash?

THE SOFT YOU CAN'T GET FROM SOAP

SUMMERTIME MEANS VACATION TIME for most Americans. It's a time when women especially are concerned about how they can best keep cool and look their best.

In fact, this concern is the same the year round. Women are always interested in having the smoothest, softest skin possible.

One of the best ways to achieve this is to cleanse your skin daily in your bath or shower. This gives you the "soft" you can't get from soap.

Why is this so? Well, CARESS is not a soap. It's really a beauty bar that does not dry the skin like soap does. This is because CARESS is a specially formulated mild body bar.

Perhaps most important, it does not alter the natural moisture balance of your skin, which helps protect against dryness.

Once you take a bath or shower with this great body bar, you will immediately feel the difference. CARESS will give you that soft feeling that you cannot get from soap.



GOOD HABITS LAST A LIFETIME

JUST AS WOMEN are becoming increasingly concerned about their skin, mothers want the very best for their children. One of the top priorities goes to cavity-free teeth. One of the biggest problems is to get youngsters to brush their teeth regularly.

The trouble is many youngsters don't like the taste of their toothpaste.

But there's a sure and simple solution to this problem. It's called AIM toothpaste.

You see, AIM has a special taste that kids like. The great taste of AIM encourages youngsters to brush their teeth longer and better.

But that's not all. AIM also contains fluoride and it's clinically proven to reduce

cavities. In fact, no other toothpaste has a more effective fluoride formula or fights cavities better than AIM.

So that's the story of AIM. A fluoride toothpaste with a taste so special that kids will remember to brush. AIM's taste helps start a good habit that lasts—and good habits last a lifetime.

