



Hints For Homemakers/Inez Kaiser

Clothes free of static cling come with snuggly softness

DEAR INEZ: Help! My laundry always seems to cling together when I take it out of the washer. How can I get rid of static cling and at the same time make the clothes feel soft and smell fresh? Nothing seems to work.

—STATIC SUE

DEAR STATIC SUE: I have an easy solution to what seems to be a major problem for you and many other people. Just use **SNUGGLE** fabric softener. It's as simple as that.

This product will do so many good things to your laundry that you'll wonder why it took you so long to become a **SNUGGLE** fan.



First of all, **SNUGGLE** provides a snuggly softness that's really less expensive. Your clothes feel really so soft, your blankets become their fluffiest and you'll be able to wave goodbye to static cling once and for all.

But that isn't all. **SNUGGLE** comes in two convenient forms—**SNUGGLE** concentrated liquid and **SNUGGLE** dryer sheets. Both versions provide the basic **SNUGGLE** promise: snuggly softness that's really less expensive.

It's entirely up to you as to which version you use. The sheets are used in the dryer with the wet wash. On the other hand, the liquid is added to the rinse water in the washer, according to directions on the bottle.

Many people never used fabric softeners until recent years—especially since that cuddly, bouncy, talking teddy bear named "Snuggle" came along as such a great TV spokesman for the **SNUGGLE** line.

SNUGGLE has made so many people conscious of the important benefits offered by a good fabric softener—a wash that is snuggly soft and fresh smelling and without static cling.

NEW FRAGRANCES ACT ON IMPULSE

IMPULSE PERFUMED BODY SPRAYS have a special appeal for young women, but they aren't resting on their laurels.

Two exciting new fragrances have been added to the popular **IMPULSE** family. They are **ENCHANTÉE** and **ELECTRIC MUSK**.

The name **ENCHANTÉE** clearly suggests the essence of romance. Every aspect of its warm, soft, romantic floral scent stems from its French heritage.

Even its lavender container with pink butterfly design attracts the eye of romantically inclined, fashion-conscious women. I've heard many comments from my young lady friends singing the praises of **ENCHANTÉE**.

ELECTRIC MUSK is a sizzling new romantic fragrance, serene and warm, yet bold and uninhibited.

This perfumed all-over body spray provides the assurance of an effective deodorant that you can spray on your arms, legs, back, stomach and underarms. You can't miss its rust-colored container with a distinctive orange butterfly on store shelves.

In fact, that's one of the really exciting things about **IMPULSE**—there always seems to be another brand-new fragrance being introduced.



THICK AND RICH, REGULAR OR LITE

THE APPROACH OF ANOTHER winter season brings those invigorating mornings when we all wake up and look forward to a hot, hearty breakfast.

They also provide an opportunity to serve something different—like blueberry waffles, French toast, all kinds of pancakes or hot breads.

The Kaiser Family loves to have these dishes topped with **MRS. BUTTERWORTH'S** syrup. Most people like **MRS. BUTTERWORTH'S** because it is thick and slow and rich and buttery. It tastes so good.

MRS. BUTTERWORTH'S is twice as thick as maple syrup. It pours nice and slow and doesn't run all over your plate where you don't need it. It's also made with Grade A butter.

This great-tasting product comes in two forms—regular or lite. Both have the same rich, buttery taste.

For those people who count calories carefully, **MRS. BUTTERWORTH'S LITE** has 45% less calories and 30% less sugar than regular **MRS. BUTTERWORTH'S**.

No matter which one you use, **MRS. BUTTERWORTH'S** syrup is sure to leave a good taste in your mouth.



INVESTING IN BLACK AMERICA... (Continued from Page 17)

was one of the things we did in Detroit in July.

Concern #12: "Some of our members still say they are confused about what this hotel ownership has to do with AOIP for wiping out illiteracy. I've tried to explain to them. What do you suggest?"

Response #12: In all of our literature, we try to make it clear that we are a "community-building," or what educators call an "affective-oriented" literacy enhancement coalition. As such, we are focused primarily on "removing the 'root causes' of illiteracy and all of its other related 'ills.'"

Further, we do have an exceptionally-strong tutorial/teaching component that is peerless in many ways. However, our most successful educators in AOIP have made it clear that the major roadblock to their students learning is the fact that so many of them don't feel good enough about themselves or their surroundings even to want to learn.

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When we first established our partner relationship with the U.S. Department of Education, the Secretary at that time said, "The Department will continue its cooperative efforts with AOIP as they begin their *community-building* approach toward literacy enhancement." Shortly after that, our board approved 57 "community-building," pride-producing and achievement-inspiring goals we felt were collectively attainable before the Year 2000. Collectively owning major hotels in many of our major cities is one of those goals.

The second Memo is from the same two leaders, Faye Bryant and Earl Gray, which in part stated the following:

Miraculous Confirmed Viability: Many of our leaders (importantly including ourselves) have given support with extreme caution simply because we can't lead effectively with too many failures. However, we have watched as Congressman Fauntroy and others carefully forged ahead over some grounds never trod before. Today, we received confirmation from the Congressman's office of what he said was the "miraculous" viability of this hotel-ownership project.

The Acid Test: According to Congressman Fauntroy, the acid test came in a scenario between himself and one of the hotel industry experts (Richard Terry) working with us that went something like this:

Congressman: "Mr. Terry, in your recent correspondence to us, you raised the question as to how much actual cash we are prepared to invest in this ownership project?"

Hotel Expert: "Yes. That factor always has to be a *central concern* in every change of ownership proposal, no matter how large or small. And what you want to acquire are sizable, first-class hotel properties."

Congressman: "Well, are you aware fully that those *actual cash resources* are *absolutely zero*?"

Hotel Expert: "Yes, and we *now are convinced fully that we can move ahead* with the creative use of *actionable pledges* proposed to us by Ben Wright and urged strongly for us to consider by Calvin Rolark and Charles Hales even though we know of no instance in which this route ever has been used in the past."

The Miracle: (As the hotel expert continued):

"Important for you and others to know is that, when this matter of your interest in hotel ownership was first presented to Larry Chervenak with whom I am associated, we were informed by one of your people that you could easily raise between \$10 million and \$12 million with no problem. Thus, you can see what an enormous shift in thinking this has required. And, to all of us working on this project—including Ken Dobson in Detroit and your own Virgil Wood—*this new 'actionable pledge' route in place of cash has*

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