

CELEBRATING BLACK HISTORY MONTH

CALENDAR FEATURES HONOREES FROM PAST YEARS

MILWAUKEE — This year's Gallery of Greats calendar marks the 10th anniversary of the program by paying tribute to some of the prominent African Americans featured in the past.

Titled "Excellence has Many Faces," the calendar salutes African Americans who have made significant contributions in a variety of endeavors including business, education, politics and the performing arts.

It also includes an excerpt from a 1961 commencement

address given by Dr. Martin Luther King Jr. at Lincoln University in Pennsylvania, in which he stated, "And so, being a Negro does not have to keep any individual from rising up and making a contribution as so many Negroes have done in our lifetime."

"Since the program began, 133 African Americans have been honored," said Noel Hankin, director of corporate relations at Miller. "Each person was selected because he or she represented thousands of oth-

ers who had made similar, impressive contributions to society."

Those honored in this year's retrospective of the past 10 years are Amiri Baraka, author; Shirley Chisholm, former congresswoman; John Hope Franklin, scholar; Fred G. Gary, civil rights attorney; Charlayne Hunter-Gault, journalist; Earl Jones, actor; Percy E. Sutton, businessman; and Melvin Van Peebles, filmmaker.

Also included are four distinguished African Americans no longer living: Dr. King; Benjamin Elijah Mays, labor leader; A. Philip Randolph, college president; and Harold Washington, mayor.

All the artists commissioned by Miller to do the 12 portraits they created are: Louis Delsarte (Van Peebles), Joseph Holston

(Franklin), Leonard Jenkins (Mays and Jones), Spencer Lawrence (Baraka), Bryan McFarlane (Hunter-Gault), Charley Palmer (Washington), Clarence Shivers (Randolph, Dr. King and Chisholm), Evelyn Patricia Terry (Gray), and Antonio Wade (Sutton).

In addition to the calendar and the exhibit paintings reproduced in it, the Gallery of Greats program includes posters, sweatshirts and t-shirts with full-color reproductions of the honoree's portraits.

A portion of the proceeds from the sale of these items benefits the Thurgood Marshall Scholarship Fund. Miller is a founding sponsor of the fund, which provides scholarships to students at the 37 historically black public colleges and universities.

COORS COMMEMORATES BLACK HISTORY MONTH WITH BOOK

Golden, Colo. — Coors Brewing Company, a family business, understands that the love of learning and the ability to read are passed from parent to child, just like family values.

The Coors National Black Program Office is committed to promoting family literacy and has launched a Black History Month campaign encouraging African American parents to "pass on" the gift of reading to their children.

The theme, **Black History Is What You Read Into It**, underscores the company's commitment to literacy.

"Black History Month is a time to celebrate our past, but we should also devote this time to developing young healthy minds for the future," says Ivan Burwell, Community Relations national program manager, Coors Brewing Company. In the African American community, 44 percent of adults are functionally illiterate.

To support literacy education, Coors has purchased 5,000 copies of the children's book "Father and Son" written by Haitian poet Denize Lauture and illustrated by Gullah artist Jonathan Green. The vividly illustrated book depicts a series of tender moments between an African American father and son sharing time together in the Gullah region of South Carolina.

In an effort to encourage the

value and joy of reading, Jonathan Green will appear at schools and special promotions in Denver and Los Angeles. Green will share personal stories of life with his father.

Coors has also developed a commemorative poster illustrated by Jonathan Green to give away at special promotions and Green appearances. This artwork has been incorporated into a national African American print advertising campaign. The advertisement illustrates boys

TRIBUTE TO A JAZZ DIVA



Public television salutes the contributions of African-Americans to the arts in a new special on an extraordinary jazz diva. **ABBEY LINCOLN, YOU GOTTA PAY THE BAND** looks at Lincoln's remarkable 40-year career as a singer and composer, as well as actress in such films as 1957's *The Girl Can't Help It*. (2/26/93, 10:00 p.m. ET, 1 hour). Photo: Photofest

and girls carrying their books on the way to school.

"Literacy. Pass It On." is a five-year campaign presented by Coors Brewing Company to support grassroots literacy organizations, heighten public awareness and raise funds for literacy.

The book is available for \$9.95 through Coors "Literacy. Pass It On." P.O. Box 480514, Denver, Colorado 80248-0514. Order forms have been placed in national African American magazines and newspapers during February to promote book sales.

AFRICAN-AMERICAN HISTORY "JERSEY" JOE WALCOTT (KNOWN AS "CINDERELLA MAN") BOXING CHAMPION

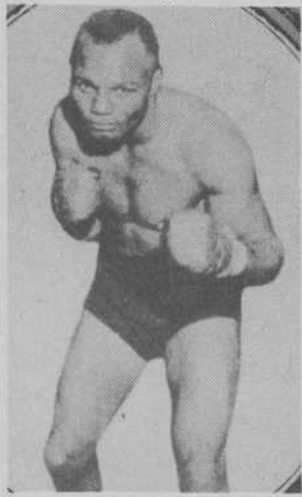
by Gwen Walker

Joe Walcott was born Arnold Cream in Merchantville, New Jersey on Jan. 31, 1914. Being the eldest of 10 children, he had to work at age 14. To help his family, he started boxing at age 14 under the name of the old time champ Joe Walcott. His career began to move up fast, but was cut short by a case of Typhoid fever in 1934. During these times things were rough for Arnold, now with a wife and family. He began to fight for as little as \$10 and \$15. Arnold became so angry, he quit boxing 6 different times.

In 1944 promoter, Felix Bocchicchio offered him a steady wage to fight again. He was then given the nickname of "Cinderella Man". He fought for the Heavyweight title 4 times and lost all



GWEN WALKER



4 times. He lost two with Joe Louis, and two with Ezzard Charles. On July 18, 1951 at Pittsburgh's Forbes Field, "Joe" fought champ Charles again. Joe began to pray during the fight because time was running out. In the 7th round he knocked the champ out to become the oldest (37-year-old) to win the World's Heavyweight Title.

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FOR BLACK HISTORY MONTH! — New York City's Thirteen/WNET-TV joined recently with Philip Morris Companies Inc., to launch WNET's special programming for Black History Month. Welcoming guests to the reception where the programs were announced are, from left, Karen Brosius, Manager, Cultural Affairs, Philip Morris Companies Inc., Melvin H. Ming, Vice President of WNET, Hazel N. Dukes, President, Off Track Betting Corporation and President of the New York State's NAACP chapters and Frank Gomez, Director, Public Programs, Philip Morris Companies Inc. Mrs. Dukes read a proclamation from Mayor David N. Dinkins that recognized the importance of appreciating the contributions of all ethnic groups. Gomez presented the officials with copies of award-winning radio documentaries on "Mr. Justice: Thurgood Marshall and the Struggle to End Legal Segregation" and "Black Achievers: Prescriptions for Progress," which is being heard on radio stations nationwide this month. The radio documentaries are produced for Philip Morris by Radio America.