



Camera crew prepares to photograph hospital technician and woman to whom he will administer a hearing test for "Sound Pollution," one of the films in "Man and Environment" series being shown on Channel 12 at 10:30 p.m. on Monday and Tuesday evenings, 9:30 a.m. on Tuesday and Wednesday mornings. "Man and Environment" is a TV home study course available for credit from Portland Community College. For information, write or phone: Portland Community College, 12000 S.W. 49th Avenue, Portland, Oregon 97219, 244-6111.

TV production brings challenge

Little did they know what scholastics can involve, when some of the creators of the "Man and Environment" series left the business world for the field of education. "Man and Environment" is a 15 week college-credit course to be offered Monday and Tuesday at 10:30 p.m. and Tuesday and Wednesday at 9:30 a.m. beginning January 22 on KPTV (Channel 12), Portland.

In photographing the series of 15 half-hour color films which are the basis for Portland Community College's first credit-by-television course, the following tasks were among those completed - not without some hazard:

A former businessman took his life in his hands by stepping his car on the shoulder

of a Detroit expressway to take still pictures of polluting smoke from a Big Four auto factory.

A former college basketball star piloted a single-engine plane at near grass-top level to photograph hungry alligators in the Florida Everglades.

A cameraman and a producer spent a night so deep in the Everglades they had to spear frogs for food, and were in turn almost consumed by mosquitoes.

Another crew probed the depths of New York City for scenes of poverty and overcrowding.

A diver heavily laden with waterproof gear entered Atlantic waters for closeups of endangered species of fish and coral.

A woman biology teacher took to the air to detect untreated human waste flowing from Miami Beach into waters used for swimming.

A stroller with camera hobbled with zoo monkeys tossing aside banana peels and people tossing aside beverage cans, for a painful comparison.

Directors and photographers climbed towers, rode odd conveyances, gazed down from skyscrapers and up from city dumps, performed as actors, entered burning forests, and traveled to remote points in and out of the United States for scenes and interviews not regionally available to the makers of "Man and Environment" at Miami-Dade Community College in Florida.

They wonder who ever coined the phrase about educators living in ivory towers.

Portland Community College will award three transfer credits in anthropology for successful completion of "Man and Environment." Students will enroll by mail to PCC's Community Education Division, and they will be mailed learning materials, textbooks, and examinations. A panel of experts will provide discussion of the film's topic on the following day.

For more information on "Man and Environment" contact Portland Community College, 244-6111.

The Temptations end year on positive note

The fabulous Temptations, having established themselves as perennial national chart toppers with such hits as "My Girl", "Beauty's Only Skin Deep", and "Cloud Nine" have scored again with their current million-selling number one single, "Papa Was A Rolling Stone", and smash LP, "All Directions". Adding more entertainment honors to their monumental score, the Gordy recording artists recently received the award for the best album of 1972, "All Directions" at the recent annual NAACP Image Awards banquet held in Los Angeles.

Keeping in touch with the Black community by showing their concern for its betterment, the Tempts were sworn in as voter registrars prior to the national elections and registered many new voters throughout the country in completion of their national tour. Charity benefits and appearances in parades and drives are all a part of the Tempts busy schedule. Being concerned at all times for those in need has bestowed the Tempts with a certain warm humanitarian feeling. And implementing this feeling on stage and for society is what they are all about.

The Temptations all maintain an honest spirit of respect for one another, a professional approach to their business of entertainment, and a dedication of individuality within themselves towards the overall effect of the group.

Otis Williams, the group's quiet leader through the years, has been a Herculean force in unifying all the efforts of the group. "Our audiences," he expressed, "come to see what the Temptations are all about after ten years, and we not only have to be as good as we were, but we have to keep on being better. There's only one way to do that, we have to be totally together, we have to constantly think about what is best for the group."

Otis' group philosophy is implemented with the transitional changes over the years while maintaining their number one stand.

Another one of the veteran members, Melvin Franklin added, "I have always been determined to make the Temptations the best group there is and to preserve that feeling with all the members



of the unit. After all, we're all in this group, we must stick together and help each other."

After joining the group several years ago, Dennis Edwards commented on its mood. "When I first came with the group, it was undergoing some changes in personnel. We had to work longer to pull together all the parts of the group, and we still have to do that today. Sure audiences change, but if you give them what they want, they keep coming back. All of us try to keep ourselves and the group open for ideas to make the Temptations better. We never stop working for what's best."

Richard Street is exceptionally quick witted and a young man whose stream of comical one liners add light-

ness whenever the group is together. But when he talks about his involvement with the Tempts, he is intensely serious. "We are all very close," Street explained. "Melvin and I are cousins. We also went to school with Otis. If I'm going to be part of the number one group in the world, then I've got to be the best I can possibly be. All of the fellas feel the same way."

Damon Harris, the Tempts' newest member, just one year ago had his dream turn to reality when he joined his singing heroes the Temptations. His energy and youthful effervescence endears him to the other four. "I think the key I always try to keep in mind is what is best for the group. I'm working on the things I have to learn about

the business, and you can't have any better people on your side than the Temptations."

In today's never ending wave of musical entertainers washing hundreds upon the scene year after year, the Temptations stand out. And when that tide has washed away, only a small group remain. The Tempts are one of these perpetual influences on the musical scene today. Acclaimed through dozens of gold and platinum awards for their recording efforts, standing room only concerts, and through dozens of gold and platinum awards for their recording efforts, standing room only concerts, and nightclub appearances, the Temptations have never been anything more than champions as Temptations and as men.

Cosmetics big business

While the inherent meaning of the "Black is beautiful" theme takes far more into consideration than mere physical attractiveness, the Black woman today, with considerable contributions from the male, is maintaining this beauty to the tune of \$500 million a year!

According to the F.W. Woolworth Co. the Black cosmetic industry is one of the fastest-growing consumer oriented businesses in the country. A Woolworth-sponsored study indicates that Blacks spend more than \$500 million annually on personal care products, with approximately 60 to 70 per cent of these expenditures going for hair care items.

In the course of this comprehensive study it was also revealed that Blacks spend three per cent of their total income on such personal care and beauty items, expenditures that are 36 per cent higher than those of whites for similar items.

These findings are most significant to Woolworth. As one of the nation's leading supporters of Black-owned manufacturing and supply firms throughout the country this retailing chain for many years has been a major mover of Black companies involved in the cosmetic and hair care business such as Johnson Products, Supreme Beauty Products, Magnificent Natural, Soft Sheen Products and Summit Lab.

The company's purchases from these and other companies involved in manufacturing Black-oriented cosmetics, such as the well known Posner Co. this year also are expected to exceed a million dollars.

In its concentrated merchandising efforts on behalf of these products, Woolworth is strongly guided by additional demographic facts about the Black consumer revealed by representing 100 major cities," the study points out.

"The phenomenal growth in the Black consumer population is creating virtual cities within cities," Woolworth notes, and points out that New York's 1.5 million black consumers by themselves would constitute the nation's

sixth-largest city, more populous than all of Baltimore, Boston, Cleveland or San Francisco.

And in this regard, Woolworth and all other retailers

are preparing for an even larger growth of the black consumer population, for this population is increasing at a rate 38 per cent faster than that of whites.

Human Emphasis

by Tom Boothe, Ph.D., Professor of Communications Heuristics

Dear Dr. Boothe:

I am a black business man and I would like to know how I can build a better business relationship and get more respect from my black brothers and sisters. Believe me I've tried everything.

Dear Businessman:

There isn't enough space in this column for me to spell out the mechanics, methods and procedures and how they must work in order to build a respectful business. However, the solution lies within public relations - Human relations, image protection and image building. Developing the proper attitude that will affect your customers and your potential customers in a positive and respectful manner causing them to identify with you and your business, rather than to alienate.

You may contact me at 222-5440 or 227-6557 and I will be happy to discuss with you the effectiveness of an image building program and

if we were to set one up for you, I am sure you will be amazed at the positive results.

Q. Dear Dr. Boothe:

I am a senior citizen pensioned on Social Security. I very seldom have anything left for luxuries. I live in this duplex, and last summer they remodeled and painted. Two weeks ago I received notice that there was a rent increase of 20%, and now I can't buy half the groceries that used to last me all month.

Is there someone I could turn to that would accept my complaint concerning the strangulation this rent increase has on my meager survival:

Sincerely
Senior Citizen

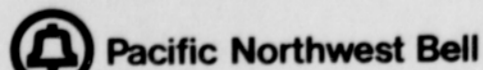
A. Dear Senior Citizen:
Call 229-5741, Tenants complaints Dept. of Labor or call me at my office 222-5440 or 227-6557 and I will get you in touch with the proper people in rent control.



LENDING YOUTH A HELPING HAND . . . Sugar Ray Robinson, Executive Director of the Youth Foundation that bears his famous name, visited Western Airlines corporate offices in Los Angeles, to personally thank the company for a \$5,000 contribution to the project made during a recent Hollywood fund raising telethon. He is pictured with Western's Executive Vice President, Arthur F. Kelly, and pilot Fred Pitcher. Both were presented official Foundation jackets and made honorary members.

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Peace

(Continued from page 1)

to save Nixon's sagging prestige and that even if all bombing were halted, Nixon can't be trusted to end the war. The demonstration is projected to end in a mass rally downtown.



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Globetrotter tips

Theodis Lee on Rebounding

You will often find in rebounding that being tall does not necessarily mean you will get all the rebounds. Some of the best rebounders in basketball have been "short" men such as Wes Unseld, Chet Walker and Bill Bridges. It is very important to concentrate when rebounding. Try and watch the shooter so you have some idea where the ball is going.

Often the most important phase of rebounding is getting good position. If you place yourself between the basket and the opponent, you are more likely to grab the rebound. Try and block out the opponent to keep him from

getting the ball.

It is good to think aggressively when rebounding. Avoid slapping at the ball; try and grab the ball cleanly although if you are in position you should try and tip in rebounds if possible.

Try and be active under the boards and try and know where the ball is and where the opponent is at all times.

Don't forget that the best offense in the world has to have good rebounding in order to get the ball in play. And conversely, the best way to stop the fast break is to keep the other team from getting the rebound.

Dr. Bernard DENTIST

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Wednesday - Friday 7:00 p.m.
Saturday 5:30 p.m.
Sunday 2:45 p.m.