

The Dawn of Tomorrow

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San Francisco's Willie Mays, the silver platter tucked neatly on his hip, acknowledges with thanks after being honored as the greatest Giants' player in history between games at San Francisco's Candlestick Park. The silver tray, inscribed with the names of other Giants' greats, was presented by Bobby Thompson and Harvey Kuen, former Giants.

Seminar Scheduled On Negro Attitudes And Buying Habits

New York — A three-day conference which will identify the attitudes, perceptions, size, purchase patterns, the socio-economic and cultural factors influencing the Negro market has been set for September 17, 18 and 19, at the Hotel Plaza in New York, according to Advanced Management Research, Inc.

Some 22 specialists in advertising, marketing, public relations, sales, research and consumer education involving minority consumers will participate in the conference. "How to Effectively Sell The \$30 Billion Negro Market."

Conference Chairman is D. Parke Gibson, president of D. Parke Gibson Associates, Inc., a New York consulting firm, and the author of the \$30 Billion Negro, which is becoming a best-selling book on marketing to black consumers.

In addition to the share of market Negroes represent for many products, and what motivates black consumers, other subjects included strategies in market development, the creation of products for black consumers, the recruitment and effective utilization of

salesmen, communications with the community, as well as case histories of successful programs.

Restaurateur Now Runs East African Orphanage

Garissa, Kenya — Mario Petrino used to own a restaurant across the street from the Brown Palace Hotel in Denver. He wore custom-made suits and a big diamond ring.

Now he runs an orphanage in the East African bush, near this nondescript village 238 miles east of Nairobi. He wears cheap sandals, a little white crocheted Muslin cap and a wrap-around robe.

As Brother Mario — he joined a Roman Catholic missionary order 11 years ago — the 56 year old former restaurateur came to Garissa seven months ago to start an orphanage for the victims of the Shifta war between Kenya and Somalia. The war ended in December, 1967, but it left in its wake about 4,500 orphans.

The provincial governor had asked the church to start the orphanage but provided no assistance beyond a plot of ground and two burned-out buildings. When Brother Mario arrived, Marabou storks were still feeding on the refuse of war.

With money provided by the Vatican, by some of his own friends in the United States and by Catholic officials in Nairobi, the slim, energetic monk has managed to build a half dozen new buildings, install an electric generator, provide hot and cold running water, set up a flagpole, grow corn and watermelons and lettuce, and hack out a running track and a rudimentary airstrip.

He even managed to cadge a black and white stripped windsock out of the government.

With a monthly bill of \$3,500 in operating expenses, finding money is a constant struggle. Brother Mario has a whole range of fund raising schemes; at the moment, he is trying to persuade the local Coca-Cola company and a gasoline distributor to grant him franchises.

The orphanage now cares

for 56 boys, ranging from 5 years to 17. Later this month about 50 more are to arrive and eventually there may be as many as 1,000 boys and 1,000 girls.

In emulation of the famous establishment in Nebraska, Brother Mario calls his place Garissa Boys' Town.

All the orphans are citizens of Kenya, but they are ethnically Somalis, with fine features and silky, curly hair. All are Moslems.

Black Poet— Oliver LaGrone

Oliver LaGrone is a sculptor, poet, and teacher of arts and crafts in Special Education in the Detroit Public Schools. He is also lecturer and consultant in Cultural Enrichment and Afro-American History programs for students and teachers in Michigan schools.

Appointed to membership on the Michigan State Council for the Arts, he is also on the advisory board of the Metropolitan Educational and Cultural Activities Association.

Preceding his graduate work at Wayne State University he was the first Negro to be accepted for study at Cranbrook Academy of Art. He had received his B.A. degree from the University of New Mexico, and studied at How-

ard University, whose "Alumni of the Year" award he received in 1965 for outstanding achievement in the arts.

His sculpture has been exhibited in the Southwest, Midwest, and east.

His publications include the books, Footfalls, and They Speak of Dawns. His works are in the anthologies: Beyond the Blues, Negro Poets, U.S.A., Poesie Negro Americaine, and For Malcolm, Poems on the Life and Death of Malcolm X. He has various reviews, articles, and poems printed in Negro Digest, New York Times Sunday Book Review, Saturday Review, Ammunition, UAW-CIO Monthly, Michigan Chronicle, Peninsula Poets, Albuquerque Tribune, Correspondence.



— by Ernie Lee of the Free Press

PICNIC-GOERS — Among those attending the annual Emancipation Day picnic at Springbank Park Monday were Christina Marie Brothers, 4, left, and her sister, Rose Mary Ann, 2, daughters of Mr. and Mrs. Roy

Brothers, Lorne Avenue, London. More than 400 persons from Toronto, Detroit, Windsor, Chatham, Brantford, Niagara Falls and Owen Sound attended the event.