

EASTER GREETINGS . . .

JACK EVANS CLOTHING

"Where Shopping is a Family Affair"

877 Hamilton Road

453-2390

EASTER GREETINGS . . .

IMPERIAL SERVICE

OPEN 24 HOURS

- Licensed Mechanics
- Repairs to all makes
- Towing and Road Service
- Major and Minor Tune-ups

145 Highbury Ave.

455-6660

EASTER GREETINGS . . .

BENTLEY'S SUNOCO

Major and Minor Repairs — Tune-up — Road Service

Wheel Alignment and Balancing

Licensed Mechanic

944 Hamilton Rd.

451-3080

For a Young Model Confidence Comes 1st

Not very long ago, the smiling faces in the advertisements were always white. Whether it was the young girl in the fashion photograph, the child buying soap or the housewives buying soap, it was the same.

Then, in the 1960's as the voices of American blacks were sounded more loudly manufacturers took a new look at their customers. Suddenly there was a demand for black models.

In New York, professional models were available.

In Buffalo, according to Mrs. Sara F. Smith, who had modeled in her native Birmingham, Ala. before moving here, advertising agencies were stopping attractive Negro women on downtown streets or in offices to ask them to model. Department stores were using their own attractive Negro salespeople for fashion shows.

Mrs. SMITH and her equally attractive friend, Mrs. Marion L. Hernandez, a native of Canada, decided the city needed professional black models. They listed themselves as the

Rusty Light Sockets

Light bulbs on outdoor porches and other exposed areas sometimes corrode at the base and tend to "freeze" in their sockets. Prevent this by smearing a very thin film of petroleum jelly over the metal threads of a new bulb before inserting it in an outdoor socket.

Heat Marks

Heat marks on a table top, those unsightly white stains, may be removed by rubbing with a hard paraffin wax candle, then covering with blotting paper and pressing with a warm iron. Repeat this process, if necessary. Afterward, rub well with a soft cloth to restore the finish.

Buffalo Negro Models Guild and three years ago, set up classes in the Humboldt YMCA to train others, primarily teen-agers.

The classes grew. Last December the women set up their own Ebony School of Charm and Modeling on Main St. at Lafayette Ave., adding classes for children as young as 6, to train the talent they were being asked to produce.

Mrs. Smith, who has four children of her own and Mrs. Hernandez, who has two, work with the 6 to 12 year olds as they do with the older girls, on posture, walking and sitting, hair, clothing and neatness and what they call "Conversation."

In "conversation" they work to help the children overcome what Mrs. Hernandez finds to be their basic problem: Shyness.

"The children come in with their heads down," she explains. "They're bashful. The thing we say to them most often is 'Hold up your heads.'"

Even with teenagers, the problem is similar. "Our number one job is helping them have more confidence in themselves," Mrs. Smith explains.

"Posture is a problem too," she adds. "The tall teen-ager is ashamed of her height."

"And almost every teen-ager stoops," Mrs. Hernandez adds.

The children and teenagers are given a 20-hour 10-week course. Those over 18 take a 10-week self improvement course which, like the teen-age program, includes exercise and make-up. Then they take five weeks of modeling.

A Board of directors including Mrs. Smith, Mrs. Hernandez, two other local models, and for the male point of view, a young bank executive, judge the girls at graduation exercises.

The best are invited to join the Negro Models Guild. The young women have been called upon to model for a variety of advertisements by now with their larger troupe, they hope also to crack the local modeling world of home, auto and fashion shows.

Easter Greetings
CAPITOL
The Showplace of London

EASTER GREETINGS . . .

from

SILVERSTEIN'S FOODS

FRESH FISH

135 King St.

434-3251



EASTER GREETINGS

980

CFPL RADIO

the happy station