

ONLY ONE IN THE STATE-Cinema 1-82 will soon have a twin theater (at right), the only such twin theaters in the state of Mississippi, J. C. Noble, partner with the Gulf State Theater Circuit which owns the two theaters, says that the new theater should be open in late October. It will be smaller than Cinema 1-82, seating 275 as compared with

700 in the older theater. Noble said that the new theater will be used largely to show films for mature audiences, those with "X" ratings under the new motion picture industry rating system. Both shows will use the same box office. Cost of the new construction is \$120,000. (Staff

It never really died for blacks

Blues hitting white youth

By HOLLIS I. WEST The Washington Post

WASHINGTON-The white youth of America have picked up a new fad-playing the blues. Shaggy-haired kids in the cities and small towns are learning their guitars. No longer do American youth look to Broadway as a model for vocal stylings. The new demo-gods are gnarled black blues singers who paid their dues in the tangled maze of this country's racial mores.

This new interest has been called a "rebirth of the blues." More accurately, though, it should be referred to as an awakening, for the blues has not died in black communities. The gospel-influenced sounds of soul music, or rhythm and blues, may have superseded the blues in popularity in the urban ghettoes, but black Southerners still like their blues in large doses.

More than anything, perhaps, this widespread popularity of the blues among whites is part of the youth revolution of our time. The young are trying not to be confined to the kind of Jack-in-the-box thinking about race and sex that their parents accepted. For many of them, the blues is not back alley music played by loose-moraled blacks. Their curiosity about the blues may represent a blessing and an act of folly and cruelty.

The blessing is obvious Forgotten blues performers who never would have seen the light of a commercial day without the blues awakening have been brought out of obscurlly and are earning enough from their music to support themselves. Too often in the past, they earned their bread by driving cabs, sweeping floors or working as domestics. Now they are listened to in concerts and night clubs with reverence by

The cruel irony of these developments, however, is that the black bluesmen, the pioneers and originators, always find themselves in the second billing position on programs with white bluesmen whose ex-pressions are a pastiche of black styles. And the difference in money paid to blacks and whites is an lopsided that it staggers the

Janis Joplin, ballyhooed for the last year as the top rock star, is given space on the covers of the national slick magazines and earns 10,000 dollars for a night's concert work. But Willie Mae Thornton, one of Miss Jeplin's chief stylistic models, remains in the financial minor leagues, earning in a year what Miss Joplin may make in several days.

Compared to her model, Miss Joplin is a poor excuse for a blues singer. She is probably well on her way toward raining her voice under the strain of trying for the harsh, raucous sounds that black performers use

The publicity given to Miss Joplin's career has not been equalled until Columbia Records helped bring Johnny Winter on the national scene earlier this year. Winter, a cross-eved albino from Texas, has immersed himself in a variety of styles, to none of which he has brought any originality. Journeys the imitative route through the music of Ray Charles, Muddy Waters and Howlin' Wolf.

Despite the absence of a fresh musical approach, Winter was signed for one of the nost speciacular contracts in the history of the recording industry-an initial fee 300,000 dollars and a long term contract calling for 600,000 dollars. B. B. King, the most creative bluesman on the current scene, has not seen such money for a recording contract.

Record company officials know a good thing when they see it. They recognize the music of Johnnie Taylor and James Brown cannot be sold en masse to white teenagers because it has too much blackness. Ex-

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black sexual imagery of Jimi Hendrix, who has surrounded himself in an absurd metange of electronic sound and guitar burnings, or the Chambers Brothers, a mediocre former gospel group that sings a pallid combination of soul and rock.

The general rule is to sell white groups that are engaged in a latter day version of black face, the artistic product be damned. Indeed, if Janis Joplin and Johnny Winter were black, they probably would have never

As one record company official casually put it, "You know this is something out of our

and diluting it for years, and then making the big money on it."

This is an important part of the history of American music and there is little black blues musicians can do about it. Avantgarde black jazz musicians solved a similar problem by enveloping their music with so many Afro-Asian influences that it would be completely outrageous for white musicians

This avenue is not open to bluesmen who must keep their music simple, for the blues cannot incorporate outside musical influences as easily as jazz.

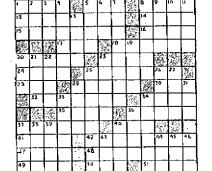
Advice from Ann Landers

Dear Ann Landers: Where do you stand on sex education in the public schools? Some of my friends say it gives kids ideas and leads them into doing things they have no business doing. My sister-in-law in Michigan is horrified at what her children were taught last year in sixth grade. She described the literature (complete with pictures) as "disgusting and filthy."

Yeslerday I received a mailing from Dallas that knocked me off my chair. It said this whole campaign for sex education is being pushed by a Communist-backed organization called SIECUS-(Sex Information and Education Council of the United States).

According to this article, SIECUS was founded by Mary Calderone, a woman from the East who goes around giving dirty lectures at prep schools. The article ended up saying the movement is a plot to weaken our country so the Commies can come in and take over. What is SIECUS? Who is Marv Calderone? Do you believe children should be given sex education in the public schools? If so, at what age? I am confused and frightened. My husband and I have faith in your judgment. Will you guide us?—Sun-

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Times Readers

Dear Readers: Mary Calderone is a Quaker, a Vassar graduate, a physician, the daughter of the famous photographer, Edward Steichen, and the wife of Dr. Frank Calderone formerly with the World Health Organization. She has three daughters and two teen-age grandsons. Dr. Calderone was the National Director of Planned Parenthood and founded SIECUS in 1964.

SIECUS is a non-profit health agency made up of religious, medical, educational and other professional leaders. Among organizations supporting sex education in the schools are the American College of Obstetricians and Gynecologists, The American Public Health Association, The American Medical Association and the National Parent-Teachers Association. Father James T. McHugh, director of the Family Life Division of the U. S. Catholic Conference described most of the critics of SIECUS as members of radical rightening organizations-masquerading under high sounding names.

Our children are getting "sex education" every day of their lives whether we like it or not, and much of the education is the wrong kind. They are being stimulated and titilated by TV, advertising, radio, records, magazines, billboards and movies. Sex is presented as glamorous, fun-the

Children must be taught early (fifth grade is not too soon) that sex is not something people do for kicks—that every sex act carries with it a solemn responsibility, not only to the person with whom he is having sexual relations, but to one's family and one's community

The ideal place for sex education is at home. Unfortunately the vast majority of parents are ill-equipped to do the job because they are uninformed, and unable to discuss sex comfortably and objectively with their children



"DEATH RIDES A HORSE" OPEN 6 P.M., SHOW 6:45, 9:04

Cinema 1-82 PH 332-2651

Andy Griffith will start new CBS series

two major television contracts—one with Andy Griffith, the other with O. J. Simpson-were formally announced

Thinking apparent in series

HOLLYWOOD (UPI) — Bill Cosby's new half-hour NBC-TV series, which arrived Sunday night to open the television season, gave an indication of intelligent thinking

The actor-comedian knows precisely who he is, and what he does that is unique, and therefore it obviously would have been wrong for him to do the standard situation comedy, with dumb routine plot, snickering cuteness and giggles.

His chief talent is as a superb storyteller. contemporary in flavor, and with tales that often offer warmth and human insight. How, then, to beat the situation comedy

Cosby's premiere overcame the hurdle by simply not being a "situation" comedy. The press releases had billed him as playing a high school physical education teacher, and surely this will come more to the fore in future episodes.

But in the opener, the special qualities of Cosby were achieved by essentially making the show an extended monologue in plot form—so that what emerged was, rather than situation comedy, a show that could be described as "incident" comedy, with vignette as the crux. If this can be maintained in the future episodes, it will open the door to a more adult and satisfying form of video series humor.



SOMETHING SPECIAL-Pionne Warwick stars for the first time in her own television special, featuring music in the distinctive style of the popular songstress, Wednesday (7:30 - 8:30 p.m. EDT) in color on the CBS Television Network.

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Features at 1:30, 3:30, 7:30 & 9:30

Last Times Today - "FINIANS RAINBOW" Features At 2:00 4:30, 7:00 & 9:30 MARKET STATE OF THE STATE OF TH



Griffith, who quit his series last year when it was No. 1 in the ratings, will return to CBS-TV in the 1970-71 season in a new weekly half-hour situation comedy.

CBS-TV said it was "absolutely delighted" about the agreement, and you can take the network at its word. For Griffith, with his country-honed humor, is as close to money in the bank as you can get on television.

Therefore, to get him back means CBS.TV will have its cake and eat it too, for it will have not only the old, established Griffith series (retitled), but a new one too.
And in CBS-TV's close fight with NBC-TV
for ratings supremacy, the new Griffith series will certainly be a powerful added

Simpson, meanwhile, is turning out to be a major video factor even before proving that he will be the same sensation in pro football that he was in the college sport.

ABC-TV's topnotch Sports Department announced that the former star for the University of Southern California, now a member of the Buffalo Bills, will become a network radio and television personality "at the end of the upcoming pro football

"The contract will not affect his professional football career," the

According to Roone Arledge, head of ABC Sports, Simpson's contract is of the long-term variety. Said Arledge:

We think he has the potential to develop over the years into an outstanding broadcast personality—whether it be as a sports show host, a sports commentator or even as an actor. O.J. has said he would like a careor in television when his playing

Simpson's contract provides for appearances on "ABC's Wide World of Sports Post-season football programs, new broadcasts on the ABC-TV network, and also on network entertainment shows.

also on network entertainment studys.

And on Sept. 24, Simpson will star in
the first episode of CBS-TV's new dynastic
series, "Medical Center," as a high pro
football draft choice plagued by a



TELEVISION SCHEDULE

CHANNEL 3- WLBT-JACKSON CABLE 3

fUESDAY 6:00 SIX O∙Clock Report 6:30 Tom Joms WEONESDAY 6:20 Morning Prayer 6:25 This is The Life 6:55 Today's Weather 7:00 Today 7:30 Be witched 8:00 Movie 10:00 Report 10:30 Tonight Show 12:00 News

7:25 Miss, News 7:30 Today 7:30 100ay 8:25 Miss. News

9:00 Giri Talk 9:30 Concenation 10:00 Personality 10:30 Hollywood Suares 11:00 Jeopardy 11:30 Eye Guess 11:55 WLBT New 12:25 Calendar

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CHANNEL 6 - WABG GREENWOOD-G'VILLE - CABLE 6 TUESDAY WEDNESDAY 6:00 N/W/S 6:15 Sports 7:30 Wea/News 6:30 Mod Squad 7:30 Folk Gospel Music Festival

8:30 Romper Room 9:30 Jack LeLanne 8:30 NYPD 9:00 Dick Cayett 10:00 Galloping Gourme 10:30 Lewis Family 11:00 Bewitched 10:30 Joey Bishop 12:00 Sign Off 11:30 That Girl

12:00 Bulletin Board/ Weather 12:15 Farm Facts/News 12:30 Let's Make a Deal

1:00 ABC-Newlywed Game 1:30 Dating Game 2:00 General Hospital 2:30 One Life to Live 3:00 Dark Shadows 3:30 Dream House

4:00 Manhunt 4:30 Karlon Karnival 5:00 Film Feature 5:20 Greenville

5:30 Frank Reynolds

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CHANNEL 5-WMCT-MEMPHIS-CABLE 5

TUESDAY George Control of Cont 7:00 Today Show 7:25 Today in 10:00 Personality 10:30 Hollywood 7:30 Today Show 11:09 Jeopardy

8:25 Today In Memphis 8:30 Today Shaw 9:00 It Takes Two 9:25 News 9:30 Concentration

7:00 Bentl, Harvey, KNOE News

8:00 Capt Kangaroo 9:00 Lucy Show

11:30 Eye Guess 11:55 News - Newman 12:00 Noon News 12:30 You're
Putting Me On
1:00 Day's Of Our Lives

1:30 The Dactors 2:00 Another World 2:30 Truth or Consequences 3:00 Match Game 3:25 NBC News 3:30 Pewton Place 4:00 He Sald She Sald

IN COLOR TV SALES, THERE

MUST BE A REASON! ELECTRONIC WORKSHOP

CHANNEL 8 - KNOE MONROE - CABLE 2 10:00 Andy of Mayberry 12:30 As the World Turns WEONESDAY 5:50 AM Test
Pattern & Sign On
5:55 Pastor's Study
6:00 Good Morning
Ark- La-Miss. 1:06 Love Splendored 10:30 Lave of Life

11:00 Penny's Horoscope 11:30 Search for Tomorrow 12:00 News 12:15 Open House

11:00 Where the Heart is

Spiendored 1:30 Gulding Light 2:00 Setret Starm 2:30 Edge of Night 3:00 Gomer Pyle 3:30 Mike Dougles 4:55 Paul Harve; 5:00 Reynolds Naws

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1:30 Guiding Light 2:00 Secret Storm 2:30 Edge of Night 5:00 info 12-5:05 Info 12- Part 1 5:30 Cronkite News 6:00 Conversation CHANNEL 12 - WITY JACKSON - CABLE 4 1012:00 Burns and Allen 9:30 Beverly Hillibil TUESDAY SiDO Infor 12/Pari TV 6:30 Lancer 9:30 Beverly Hillibilles 10:00 Andy Griffith WEDENSDAY

8:30 Dorls DAy 9:00 CBS News Hour 7:15 Weather 7:20 CB5 News 7:45 Local New

10:00 Late News 10:15 Speaking of Sports 10:30 Mery Griffin

6:00 N/W/S

Sign Off

10.00 N/W/S 11:00 Perry Mason

6:30 Mississippi Morn 7:00 CBS News

10:30 Love of Life 11:00 Where the Heart Is 11:25 CBS News 11:30 Search for 12:00 Nows
12:25 Circus Parade Hospital
12:30 As the World Turns Navy
4:30 Bewitched



CHANNEL 10 - KTVE ELDORADO - CABLE 7

TUESDAY 6:00 Report 6:30 Debbis Reynolds Show 7:30 Julia 8:00 Movie 10:00 Report

10:30 Tonight Show

WEDNESDAY

7:00 Today NBC 9:00 KTVE Funtime 9:30 Concentration 10:00 Personality 10:30 Hollywood Sq

11:30 That Girl 12:00 News 12:30 Let's Make A Deat 6:25 Devotional 6:30 Economics 1:00 Days of Our Lives

11:00 Jeopardy

2:30 One Life to Live 3:00 Dark Shadows 3:30 Mayle 5:00 Channel 10 News 5:30 Huntley-Brinkley

IN RADIO-EVERYWHERE

WDDT-90