



**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 photo)

# 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 dema-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 The gospel-influenced sounds of soul music, or rhythm and blues, may have superseded the blues in popularity in the urban ghettos, but black Southerners still like their blues in large doses.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 louse-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 obscurity 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 young whites.

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 expressions are a pastiche of black styles. And the difference in money paid to blacks and whites is so insipid that it staggers the imagination.

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 Joplin's chief stylistic models, remains in the financial minor leagues, earning in a year what Miss Joplin may make in several days.

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

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-eyed 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 most spectacular contracts in the history of the recording industry—an initial fee of 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-

ceptions can be made for the watered down black sexual imagery of Jimi Hendrix, who has surrounded himself in an absurd mélange 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 gotten into a recording studio.

As one record company official casually put it, "You know this is something out of our hands. Whites have been taking black music 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 to imitate them.

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."

Yesterday 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 Mary 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-

CROSSWORD — By Eugene Sheffer

1. Down	2. Down	3. Down	4. Down	5. Down	6. Down	7. Down	8. Down	9. Down	10. Down	11. Down
12. Across	13. Across	14. Across	15. Across	16. Across	17. Across	18. Across	19. Across	20. Across	21. Across	22. Across
23. Across	24. Across	25. Across	26. Across	27. Across	28. Across	29. Across	30. Across	31. Across	32. Across	33. Across
34. Across	35. Across	36. Across	37. Across	38. Across	39. Across	40. Across	41. Across	42. Across	43. Across	44. Across

**Cinema 1-82**  
PH 332-2651

STARTS WEDNESDAY  
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 Open 1:15

# Andy Griffith will start new CBS series

HOLLYWOOD (UPI) — The signings of two major television contracts—one with Andy Griffith, the other with O. J. Simpson—were formally announced Thursday in moves of interest to home viewers.

## 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 behind it.

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 obstacle?

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.

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 factor.

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 season."

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

According to Rooney 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 career in television when his playing days are done."

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

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

### TELEVISION SCHEDULE

<b>TUESDAY</b> 6:00 Six O'Clock Report 6:30 Tom Jones 7:30 Bewitched 8:00 Movie 10:00 Report 10:30 Tonight Show 12:00 News	<b>WEDNESDAY</b> 6:20 Morning Prayer 6:25 This is the Life 6:55 Today's Weather 7:00 Today 7:25 Miss. News 7:30 Today 8:25 Miss. News 8:30 Today Show	9:00 Girl Talk 9:30 Concentration 10:00 Personality 10:30 Hollywood Squares 11:00 Jeopardy 11:30 Eye Guess 11:55 WLBT News 12:14 Devotional 12:25 Calendar	12:30 Let's Make a Deal 1:00 Day's Of Our Lives 1:30 The Doctors 2:00 Another World 2:30 You Don't Say 3:00 Match Game 3:25 NBC News 3:30 Dark Shadows 4:00 Mike Douglas Show 5:30 Huntley-Brinkley
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<b>TUESDAY</b> 6:00 N/W/S 6:15 Sports 6:30 Mod Squad 7:30 Folk Gospel 8:30 N/W/S 9:00 Dick Cavett 10:00 News 10:30 Joy Bishop 12:00 Sign Off	<b>WEDNESDAY</b> 7:30 Wea./News 8:00 Karloan P. House 8:30 Romper Room 9:30 Jack Lelaane 10:00 Galloping Gourmet 10:30 Lewis Family 11:00 Bewitched 11:30 That Girl	12:00 Bullatin Board/Weather 12:15 Farm Facts/News 1:30 Let's Make a Deal 2:00 ABC-Newlywed 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 Karnal 5:00 Film Feature 5:20 Greenville News 5:30 Frank Reynolds 5:30 Frank Reynolds News
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<b>TUESDAY</b> 6:00 Report 6:30 Jeanne 7:00 Debbie Reynolds Show 7:30 Julia 8:00 Movie 10:00 Report 12:00 Tonight Show 12:00 TV Chapel & Sign Off	<b>WEDNESDAY</b> 7:00 Today Show 7:25 Today In Memphis 8:25 Today In Memphis 9:30 Today Show 9:25 News 9:30 Concentration	10:00 Personality 10:30 Hollywood Squares 11:00 Jeopardy 11:30 Eye Guess 11:55 News - Newsmen 12:00 Noon News 12:30 You're Pulling Me On 1:00 Day's Of Our Lives	1:30 The Doctors 2:00 Another World 2:20 Truth or Consequences 3:00 Match Game 3:25 NBC News 3:30 Paton Place 4:00 Six Feet Under the Sea 4:30 Hazel 5:00 Evening Report 5:30 Huntley-Brinkley
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<b>TUESDAY</b> 6:00 N/W/S 6:30 Lancer 7:30 Liberate 8:30 Doris Day Show 9:00 Run for Your Life 10:00 N/W/S 11:00 Perry Mason 12:00 N/Prayer/Sign Off	<b>WEDNESDAY</b> 5:50 AM Test Pattern & Sign On 5:55 Pastor's Study 6:00 Good Morning Ark-La-Miss. 7:00 Bentl, Harvey, KNOE News 8:00 Capt Kangaroo 9:00 Lucy Show 9:30 Beverly Hillsbillies	10:00 Andy of Mayberry 10:30 Love of Life 11:00 Where the Heart Is 11:00 Penny's Horoscope 11:30 Search for Tomorrow 12:00 News 12:15 Open House	12:30 As the World Turns 1:00 Splendor in the Grass 1:30 Guiding Light 2:00 Secret Storm 2:30 Edge of Night 3:00 Homer Pyle 3:30 Mike Douglas 4:55 Paul Harvey 5:00 Reynolds News 5:30 Cronkite
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<b>TUESDAY</b> 6:00 Infor 12/Part 6:30 Lancer 7:30 Liberate 8:30 Doris Day Show 9:00 CBS News Hour 10:00 Late News 10:15 Speaking of Sports 10:30 Merv Griffin	<b>WEDNESDAY</b> 12:00 Burns and Allen 6:30 CBS News 7:00 CBS News 7:15 Weather 7:20 CBS News 7:45 Local News 8:00 Captain Kangaroo 9:00 Lucy Show	10:30 Love of Life 11:00 Where the Heart Is 11:25 CBS News 11:30 Search for Tomorrow 12:00 News 12:25 Circus Parade 12:30 As the World Turns 1:00 Splendor in the Grass	1:30 Guiding Light 2:00 Secret Storm 2:30 Edge of Night 3:00 Homer Pyle 3:30 Mike Douglas 4:55 Paul Harvey 5:00 Reynolds News 5:30 Cronkite
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### KTVE 10

CABLE 7 IN GREENVILLE

<b>TUESDAY</b> 6:00 Report 6:30 Debbie Reynolds Show 7:30 Julia 8:00 Movie 10:00 Report 10:30 Tonight Show	<b>WEDNESDAY</b> 7:00 Today NBC 8:00 KTVE Funtime 9:30 Concentration 10:00 Personality 10:30 Hollywood Sq	11:00 Jeopardy 11:30 That Girl 12:00 News 12:30 Let's Make a Deal 6:25 Devotional 6:30 Economics 1:00 Days of Our Lives 1:30 Doctors	2:00 Another World 2:30 One Life to Live 3:00 Dark Shadows 3:30 Movie 5:00 Channel 10 News 5:30 Huntley-Brinkley
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