



Do you want a loan or a run-around?

Questions. Questions. And more questions. Then, the agonizing wait. Some banks can make you feel like you're getting no place fast. When all you want is a loan.

Well, you probably haven't tried Bankers Trust. At Bankers Trust there are some things about you that are none of our business. So we've shortened our loan form. And to make life even easier, we'll try to get you an answer in just 2 hours. (Chances are you won't be at our loan desk more than 15 minutes.)

Because the faster you get what you need, the more business we may do later on.

Bankers Trust

The short loan form.

It's enough to make you like banks.

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Sister Alma John, Versatile Lady

Imagine a soft spoken yet firm voice, a pleasant and friendly yet no-nonsense face, and a definite yet unassuming presence.

Put this together with an RN degree and some twenty years in broadcasting.

Add to that a self-esteem which is so strong that it can weather the stormiest times, in a personal, Black and national sense.

Put all these things together and the result is Sister Alma John, as she likes to be called.

Twice weekly (Sunday evenings at 10:30 and Friday mornings at 9:00) Sister John can be seen hosting BLACK PRIDE, a half-hour public affairs series on WPIX, Channel 11.

Alma John is not only producer and host of BLACK PRIDE, she also represents the essence of Black pride. This program, one of the oldest continuously running television series devoted to Black people, is one of the tools which Sister John so skillfully uses to reach all peoples with her positive thinking and achievement oriented ideas.

The Beginning

The idea for the program began five years ago after Black Leaders in the New York area and WPIX executives discussed the need for a program for and about Blacks which would not only provide the means for the Black Community to discuss its problems, but would also serve to share facets of Black culture with the total New York Metropolitan Community.

Sister John appeared as a guest on one of the early programs and was later called by WPIX to come and host the series. She has been host ever since and, in September, 1972, also became the producer.

With the backing of WPIX and the help of supervising producer Janet Luhrs, Sister John is able to make a dent in her dream of changing the image of the Black American.

Philosophy

She feels we must "accentuate the positive and eliminate the negative in relation to the Black experience."

Sister John was born Alma Vessels in the city of Philadelphia. Her mother died when she was eleven and she had the responsibility of caring for her brothers and sisters and her home.

Despite this, she was a good student and went on to nursing school at Harlem Hospital. She finished her training after three years and became a registered nurse on the staff at Harlem Hospital.

It was here that she met and married C. Lisle John, her husband of three decades.

Sister John was very dedicated to nursing and to the health care of her community. She felt that the best help is self-help and worked

diligently to make health care better for Black people.

She became director of the Upper Manhattan YWCA School for Practical Nurses in Harlem, after graduating from New York University, and also became Executive



Alma John

Secretary of the National Association of Colored Graduate Nurses.

It was then that she became interested in broadcasting by going on NBC radio to discuss the problems and progress of the Negro nurse.

On Radio

In 1952 she began her own radio program on station WWRL, a series which she still does.

It is this background and expertise that Alma John brings to BLACK PRIDE on WPIX TV. Her programs deal with all phases of Black life: economic, political, religious; man-woman, parent-child, community-school relationships; and with Black people from all walks of life.

Some of her guests have included Clarence Jones, of the AMSTERDAM NEWS; Odetta, famous folk singer; Princess Pamela of Princess Pamela's Kitchen; Dr. Edythe Gaines and students from District 5 of the Board of Education; the Harlem Commandos; the DER Choral Ensemble; Arthur Mitchell, the Black ballet dancer; Roberta Flack; Mrs. Coretta King; and laymen of the community discussing their thoughts, problems and achievements.

Pulitzer Winner In Brooklyn

BROOKLYN, N. Y. April 9, 1974 . . . Dr. Carleton Mabee, professor of history at the State University of New York at New Paltz and Pulitzer Prize winning biographer of Samuel F. B. Morse, will give a talk on 19th century Black schools of Brooklyn and Long Island on Sunday, April 21, 1974 at the Long Island Historical Society, 128 Pierrepont STREET, Brooklyn. The lecture is open to the public and will take place at 3:00 p.m. in the Society's second floor library.

