

Defender's "Keep A Cool Summer" Offices Opened

Massive Phone Drive Launched

The Daily Defender's "Keep A Cool Summer" Booster Headquarters was officially opened Saturday, June 10 and a massive person-to-person telephone campaign was launched.

The headquarters is located in the Daily Defender Building, 2400 S. Michigan ave.

Heading the list of celebrities and volunteers who joined in to launch the telephone effort was Cadet Records jazz star, Ramsey Lewis. Lewis, currently appearing at the London House, pitched in with other volunteers and made telephone calls geared to help Chicago — his home town — remain calm and free of violence this summer.

The Booster program is the second phase of the Daily Defender's "Keep A Cool Summer" contest which is currently being run.

Entrants in the "Cool Summer" contest simply suggest ways how Chicago can avoid another "long, hot summer" of racial unrest and violence. Winners in the contest will share \$500 in prize money. They will be announced shortly after the contest closes, Wednesday, June 21 — the first day of summer.

The "Cool Summer" contest was initiated after a group of Chicagoland business leaders saw the need for a massive public relations effort to keep the city's racial climate in the cool zone. This group was headed by Daily Defender Editor and Publisher, John H. Sengstacke.

The contest received immediate and approving response from Daily Defender readers, as well as many of the city's most prominent business leaders and city officials. In fact, the contest was so well received that a second program was needed.

Thus, the "Keep A Cool Summer" Booster program was established.

The boosters, hopefully many thousands of persons, are starting to organize complete with "Keep Cool" campaign buttons and "Keep Cool" auto stickers.

At least once weekly during the "Keep A Cool Summer" campaign, volunteers will set up displays at one or more shopping centers in Chicago, where shoppers will be asked to sign up, thus giving the drive their moral support.



Far and away, the star of the day was Cadet Records' jazz star Ramsey Lewis. Currently appearing with his trio in the London House, Lewis

has given his full support of the Daily Defender's "Keep A Cool Summer" program to Editor-Publisher John H. Sengstacke.



Here, Lewis bring "Keep A Cool Summer" message to a Chicagoland resident.

Pianist Lewis shows off his piano form while sitting at a linotype machine in the composing room.



The first group of "Keep A Cool Summer" Boosters man telephones after the Daily Defender opened its Booster Headquarters Saturday, June 10.

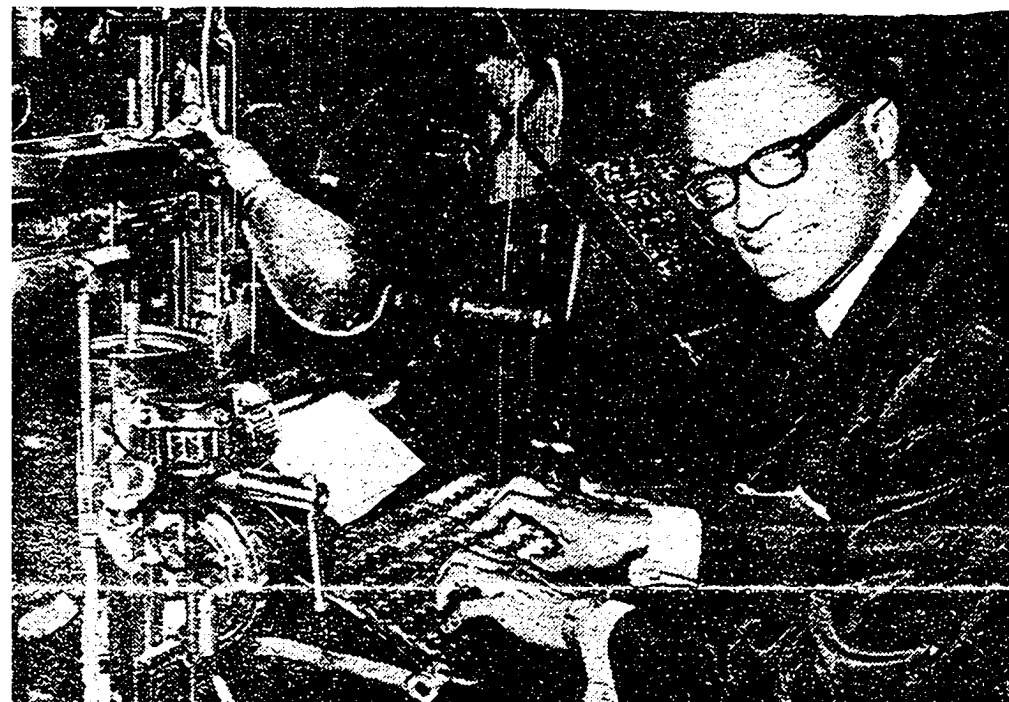
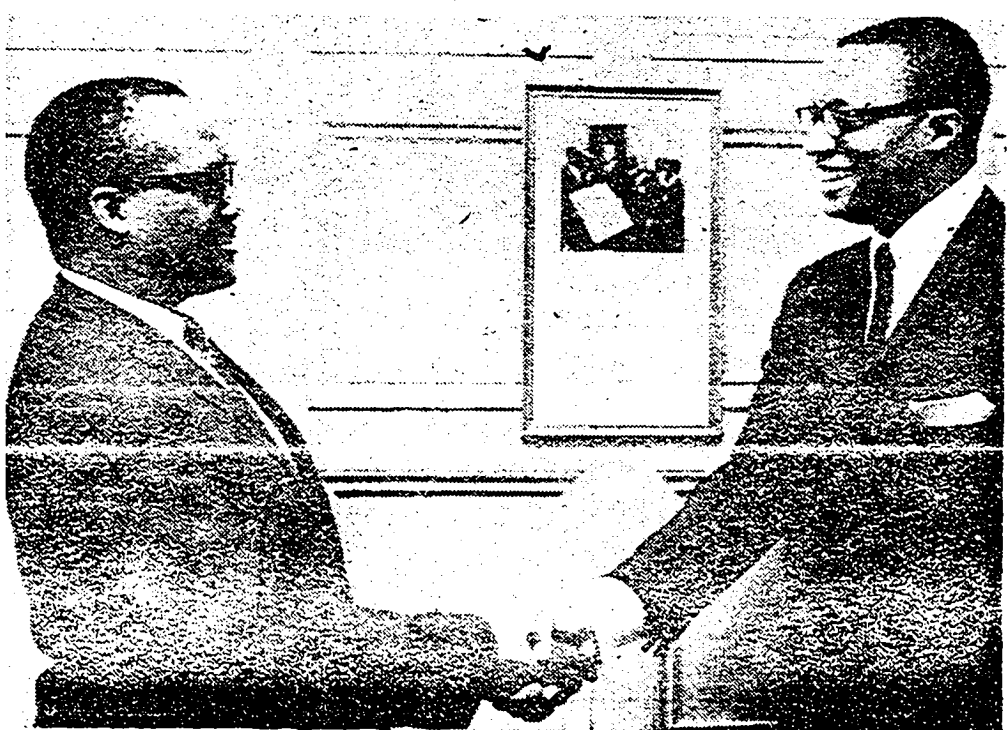
From left are Fredericka Sengstacke, daughter of Daily Defender Vice President, Frederick Sengstacke; Volunteer Velma Neal, Radio Station

WMPP Community News Director Excell Jones, Sandra Jackson and Antoinette James.



Lewis prepares to sign up as a supporter of the Daily Defender's "Keep A Cool Summer" booster campaign. Theresa Fambro Hooks,

Daily Defender woman's editor, points to some of the letters of support from Chicagoland notables who have joined in the effort.



At the end of a busy day, Lewis is congratulated by Frederick D. Sengstacke, Daily Defender's vice president. Lewis said he "thoroughly enjoyed the experience" and would

return to make more telephone calls in the "Keep A Cool Summer" Booster Headquarters. (Daily Defender Photos by John Gunn)