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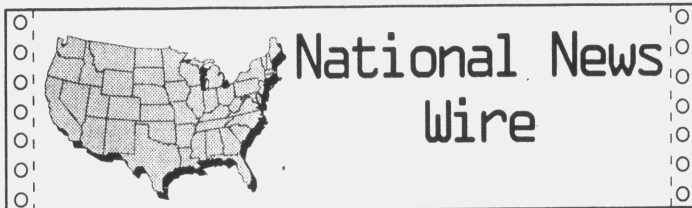
—Derek Bok

EASTERN NORTH CAROLINA'S MINORITY VOICE-SINCE 1981

ISSUE OF DEC. 3 - DEC. 9, 1997



"HAPPY FACES"—These Brothers were out doing some holiday shopping and spending that holiday cash. (Staff Photo)



BENJAMIN MUHAMMAD NAMED NEW LEADER OF NEW YORK MOSQUE

Minister Louis Farrakhan has named Benjamin Muhammad (formerly Benjamin Chavis) head of Muhammad Mosque #7 in New York City and East Coast Regional Minister. Former NOI head the Hon. Elijah Muhammad once described Mosque #7 as the "heart" of the Nation of Islam while Chicago's Mosque #7 is the "head." This appointment, Farrakhan said, is designed to utilize Muhammad's years of experience and suffering in the black liberation struggle and his relationships with a broad spectrum of leadership in religious and civic circles. Farrakhan also explained that Chavis will bring a "fresh view" to the national development of the Nation of Islam. He cited his activist roles with youth and the poor and his ability to effectively interact with diplomats in his outreach to representatives at the United Nations headquarters in New York. Speculations surrounding the change in leadership at the Mosque caused a vocal rift in the New York community for several months. Some have objected to the "demotion" of Min. Kevin Muhammad, the outgoing leader of the mosque, who they believed had done much to benefit the community. Farrakhan said Min. Muhammad, will continue as minister of the Mosque in Manhattan and will assist Min. Benjamin as his East Coast regional assistant.

GROUP AIMS TO EMPOWER BLACK INVESTORS

The Coalition of Black Investors (CBI) is a new national organization created to address some of the economic inequities facing African Americans. CBI's leadership is comprised of African-American professionals who appreciate the importance of saving, investing, and communication about money, organizers explained. "CBI was formed to address the unequal distribution of wealth, power and resources that has stagnated growth in Black communities across America," said Duane Davis, a spokesperson for the group. "In response, CBI is creating a Black economic network to serve the large and long-neglected population of African-American savers and investors. (910) 945-8977, website: <http://www.cobinvest.com>

from the desk of Mrs. Beatrice Maye

BASIC PSYCHOLOGICAL NEEDS OF FAMILY MEMBERS

1. To be loved and accepted.
 2. To be secure and relatively free of threat.
 3. To feel a part of a group.
 4. To be approved and recognized for the way in which one functions.
 5. Learning independence, responsibility and decision making.
- Walk - don't - talk - your values. Parents fail to realize that how they live each day speaks volumes about what they really value. The choices they make, the words they use, the TV programs they watch, the way they treat each other, the way they obey or disobey the law—all are sure-fire communicators of what they think is really important.

One of the most cherished values in any family is faith in Jesus Christ, based on good old John 3:16. You are a handiwork of God, that you are somebody—not an "it" or an accident.

TEN THINGS TODDLERS WISH THEY COULD TELL YOU

1. Walk in my small shoes.
2. My attention span is limited.
3. I'm afraid of strangers.
4. I'm not a pet or a trained seal.
5. Don't be embarrassed if I don't respond the way you hope I will.
6. Please don't compare me with others.
7. I can't like everything you think I should.
8. Handle me with care.
9. Let me be my own age.
10. Be sure to tell me about



Mrs. Beatrice Maye

Jesus.

Parents, we must get our children properly educated, medicated, nourished, loved and disciplined during their brief years under our care. Spiritual development of our children outranks every other objective and purpose. Boys and girls who learn to love the Lord and memorize His Word are fortunate, indeed.

Choose a new verse at the beginning of the week. No better time is before they go to bed. The Bible says God "will keep him in perfect peace whose minds are stayed" on Him.

Here are some suggested verses: Psalm 127:2; 1 John 5:14-15; John 14:1; Psalm 121:5-6; Jeremiah

17:7-8, Psalm 91:10-11; John 14:27; Isaiah 41:10; Proverbs 3:24; John 14:27; Psalm 121:3-4; 1 Peter 5:6-7; 1 Peter 3:13; Romans 8:37-39; Psalm 121:7-8.

BELIEVE WELL, LIVE WELL

The secret is out - religion is good for your health and your marriage. The Scripture has told us for centuries: "The fear of the Lord adds length to life" and He (or she) who finds a wife (or husband), finds a good thing". Those who go to church are much less likely to abuse drugs and alcohol, and even if they do smoke, persons who report that religion is important to them are seven times less likely to have abnormal diastolic blood pressure than those who rate the importance of religion as low.

What do studies show regarding church attendance and divorce?

EXCUSES

"Excuses are the nails used to build a house of failure".

PATIENCE

"Be patient with everyone, but above all with yourself".

"Getting people to like you is only the other side of liking them".

Norman Vincent Peale

CONVERSATION

"The real art of conversation is not only to say the right thing in the right place, but to leave unsaid the wrong thing at the tempting moment". Dorothy Nevill

People must recognize that the problems in the schools are brought from the home.

(See MS. MAYE, P. 2)

By Cash Michaels

Staff Writer

The NAACP election is over, but the internal acrimony continues.

The newly elected president of the N.C. NAACP State Conference of Branches charges that his dethroned predecessor, Kelly Alexander, Jr., is behind the pending official complaint filed against his election victory by his former opponents. *The Carolinian* has learned exclusively.

Alexander, along with two of the complainants, adamantly denies the charge, saying it's indicative of "problems" the current NAACP leadership has.

Once again, members and observers say, despite recent warnings from no less than National Board Chairman Myrlie Evers-Williams to stop the infighting, the NAACP is proving to be its own worst enemy.

In an exclusive telephone inter-

view from his home in Greensboro, Melvin "Skip" Alston, 40, was emphatic last week that the Nov. 6 complaint signed by election opponents Min. Curtis Gatewood, state NAACP District 8 director and former Durham branch president; Jesse Smith, Duplin County branch president; and Terry Belk, Charlotte-Mecklenburg branch Political Action Committee chair, petitioning national headquarters in Baltimore to overturn the Nov. 1

state conference presidency results, was actually inspired by Alexander, the former state president who was suspended in May 1996 for alleged mismanagement of state conference funds.

Reportedly, 10 violations to the NAACP constitution by Alston, which include questions about a delay in voting and the eligibility of some youth delegates, are alleged and cosigned by 27 delegates. According to the NAACP constitution, 25 or more are needed to validate a complaint.

Alston, who served as interim and appointed state conference president for more than a year before winning over 63 percent of the state convention vote in Raleigh three weeks ago, says he's not surprised.

"I personally asked Curtis Gatewood and Jesse Smith right after the election, 'Let's put all this behind us now, and let's try to fight the real enemy,' and both of them agreed," he told *The Carolinian* last Thursday.

"Kelly Alexander told me before the election was even over, while I was waiting, that a complaint was going to be filed. I said, 'Kelly, that doesn't surprise me... you're just not going to accept defeat,'" Alston recalled.

After some of the hardest campaigning in state conference history, the incumbent ran away with 188 of 300 delegate votes, followed by Smith's 68, Gatewood's 41, and Belk's 1. Belk had withdrawn that morning however, throwing his support behind Smith. Alston alleges that was the plan to defeat him all along, but it didn't work.

"I know Kelly Alexander is behind it, he totally supported Jesse Smith, and the only thing Jesse Smith is trying to do is bring Curtis Gatewood into it in order to make it seem like it was a broadbased thing," Alston charges.

He also said the national director of branches, Mark Clack, was there, and told him any infraction he saw was "very frivolous, and would not have influenced the outcome of the election."

Whatever Clack officially decides, can be appealed to the NAACP national board of directors.

When reached by phone in Warsaw Sunday afternoon and told of Alston's allegation, Jesse Smith was not pleased.

"I'm an independent-thinking person... I'm not driven by Kelly Alexander or Skip Alston or anyone," Smith told *The Carolinian*, denying Alston's charge. "I think this organization is much bigger

than any of us individually.

"We just asked for an investigation, because there were several things that looked like they were not done fairly."

NAACP Grades Hospitality Industry

NAACP president and chief executive officer Kweisi Mfume has announced the second phase of the civil rights organization's plan to study how the hospitality industry treats African-Americans. African-American organizations are being urged to contact the NAACP to receive a survey form to gauge the industry's cooperation. Additionally, a hotline has been set up to disseminate information to interested parties.

The organization says the hotline is being made available to assist consumers and groups in making informed choices about where to spend their lodging industry dollars. Conventioneers, meeting planners, fraternity and sorority travel planners are urged to call

and to respond to the survey. To date, more than 42 national organizations are cosponsors of the effort.

The Economic Reciprocity Initiative was launched by the NAACP in February of this year. The hotel and lodging industry was the first target of the initiative and the top 15 chains were graded and ranked on their records in five key areas: employment, equity and franchise ownership, vendor relationships/procurement, advertising and marketing and philanthropy.

The results of the second survey were recently revealed in a press conference in New York City. To date, only the Best Western chain has refused to cooperate.



BURNEY & BURNEY CONSTRUCTION AT WORK—Pictured left to right: Owen Burney, Jr., President/CEO; Ronald Burney, Larry Williams, Orlando Marshburn and Willie Cox busy on a job. (See Story)

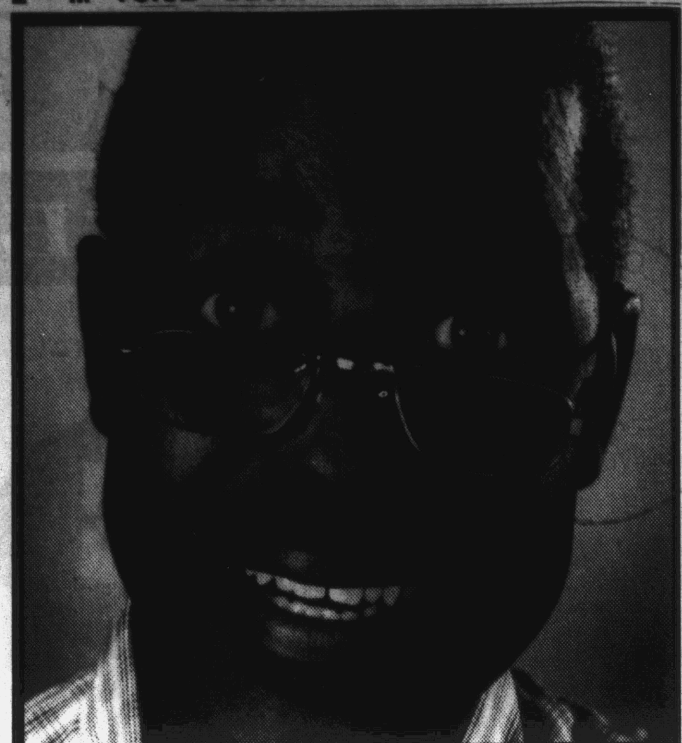
Burney & Burney Contractors Boost Top Track Record In Field

Owen Burney, Jr. is cofounder of Burney & Burney Construction Company, Inc., a family owned and operated general contracting company. He has successfully developed and managed a reputable

company consisting of credentials totalling 35 years of experience in residential and commercial building. He fulfilled his dream in April 1990 by forming a company positioned to be a leader in commercial and residential construction. Owen has successfully developed and managed this company with unique characteristics which has made it attractive to the public, private firms, and government agencies (including federal and municipal facilities). He has created a company that is highly structured with a professional management staff and top level managers experienced in the construction industry. Today, Burney & Burney is one of the most efficient high value and service leaders in providing a complete range of general contracting and construction management services to private clients and public agencies. His primary goal is to provide customers with a geometric design at low-cost, but high quality. The Company's motto is "Quality From Start To Finish."

In April 1979, Owen bought his first house (a basking case) and renovated it by himself by using only a hand saw. Since he never lost sight of his dream to start his own construction company, he took advantage of every opportunity offered him. He worked during the day and attended night classes to acquire his licenses.

As a young businessman, Owen has enormous wisdom and exemplary management skills. This is evidenced by the consistent growth of Burney & Burney. He is an energetic and dedicated leader that has never slowed down. More importantly, because of his remarkable ability to plan well, make clear and sound business decisions, he maintains an environment which encourages employee integrity, creativity and a spirit of excitement.



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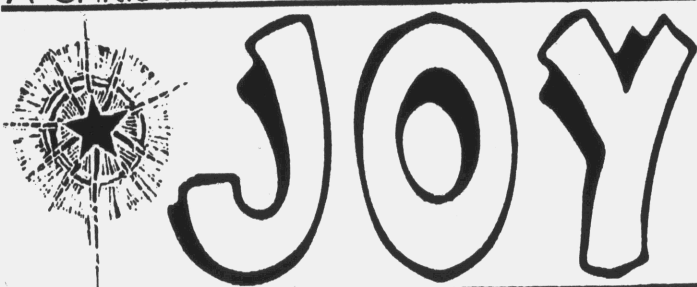


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MS. MAYE

Continued from page 1

The Bible says, "Be sure your sins will find you out".

OPTIONS

"In everybody's life you run out of options". Cliff Huxtable

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South Lee St. Neighborhood Improvement Sets Christmas Banquet

The South Lee Street Neighborhood Improvement Inc. will host its first Christmas Banquet Celebration Friday, Dec. 12 at 6:30 p.m. at the Ayden Community Building at 211 Second Street.

It will include a mixture of information, music and discussion about community growth. The keynote speaker will be the Rev. David L. Moore of Metropolitan A.M.E. Zion Church and the president of Metropolitan Low Income Housing Community Development Inc..

Under his guidance, 38 affordable homes, a 12-unit senior citizen complex and a 9-unit HIV/AIDS rental facility have been built.

The event will recognize people who have been vital to South Lee Street Neighborhood Improvement Inc.'s achievements during the past three years. It will define 1998 objectives for helping residents become productive, independent contributors to their families.

Jim Rouse, owner of the M-Voice Newspaper and WOOW/WTOW Radio Station, will be master of ceremonies for the banquet, labeled "Building a Better Community."

Tickets are \$10 per person and are available at the organization's 511 S. Lee Street office, Clark's Barber Shop and Stewart Convenience Store in Ayden. Tickets are available in Greenville at WOOW and A Taste Of Heaven Book Store.

For more information call 746-7003.

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LETTER TO THE EDITOR

Dear Minority Voice, Inc.:

I would like to know why business folks always push little working folks like myself around. I got fired because I got sick at work, and spent a whole week in the hospital, then two weeks at home; by the time I got back to work and worked only two days, my employer told me I wasn't doing my job like he wanted and fired me on the spot, and to make matters worse, it was only three weeks before Thanksgiving.

Since then, I've applied to every hotel and department store for work, only to be told they're not hiring now. No one knows how sor-

rowful that sounds, especially to the one whose bills are piling up and whose "frig." is nearly bare of food. "Go to Social Services", you'd say. Well, I have, and no help there. It'll be after January '98 before I can get help from there. So, I hit all the grocery stores and filled out applications only to get the same results. No work! So what's a poor soul to do?

Then I was reading the Minority Voice Newspaper and a voice inside my head said write this paper and tell your story to them. Well, I am, but I don't know what'll come out of it. Nothing's helped so far. I know one thing—it's a sorry person

that'll fire somebody before Thanksgiving or Christmas. And an even sorer one that won't hire a persons that wants to work.

I feel sorry for them myself when they stand before God. Wonder what He'll say. Well, I don't want to know. Cause right now I've got my own problems, and the Lord willing and the creek don't rise, somewhere, someone will help me, because I need help now!

Thank you for letting me get this off my chest.
God bless,
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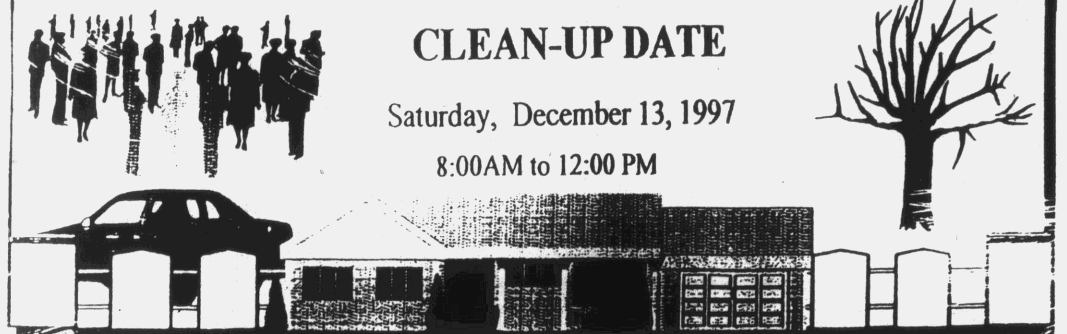
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OPINIONS

COMMENTS

Editorials

Credo of the Black Press

The Black Press believes that America can best lead the world away from racial and natural antagonisms when it accords to every person, regardless of race, color or creed, full human rights. Hating no person, fearing no person in the firm belief that all are hurt as long as anyone is held back.

Second Thoughts On A Feeding Frenzy

When Minister Curtis Gatewood was head of the Durham Branch of the NAACP, he created quite a stir nationally and locally with his "Boycott Santa Claus" campaign.

Words like "Scrooge" and "Grinch" flowed freely, especially from the mainstream press, in dealing with his proposal.

It even (predictably) won the attention of conservative commentators like Rush Limbaugh, who used it to lambast black activism in general as mean-spirited, dour, and somehow un-American.

But it would be unfair to single out those sources as the only area of criticism.

This forum itself, as we recall, looked at the campaign with bemused skepticism.

While applauding its motives, we thought the good minister might have gone a bit too far in denying children the joy that comes from tearing into gifts on Christmas morning.

We may not have gone that far at the time, but it seemed to us that the gifts, particularly because they are unmerited and unpaid-for, mimic the very gift that the Christ Child brought to the world, and perhaps teach them the meaning of gratitude, humility and grace.

However, in driving through last week's incredible circus after Thanksgiving, we are beginning to have second thoughts, and to wonder if Min. Gatewood might not have been closer to the target than we originally gave him credit for.

The cacophony of noises, both inside and outside any place of retail business, was deafening.

People jostled. Tempers flared. Near-misses and accidents abounded. There were skirmishes over the last pieces of seemingly trivial merchandise.

Everywhere one looked, there were interminable lines—not just for

merchandise but for "fast" food, gas and anything else people normally need on a day-to-day basis.

The attitude displayed didn't remind one particularly either of the Christian or Christmas spirit.

It resembled nothing more than a feeding frenzy.

It makes one stop and think. What exactly are we teaching our children?

Many 1990s children, brought up without war or depression or any of the other things that previous generations had to contend with, don't look upon Christmas as an unmerited gift, but as a right to which they are undeniably entitled.

That much was true to a certain extent in our childhood, but it has become that much more so today.

The wait for Christmas largesse has become not so much a hope and prayer as an expectation, a demand.

And the quest to fulfill that demand has turned from a joyful outing to surprise those closest to us to a grim travail, fraught with fear of not living up to their expectations.

The Friday-after-Thanksgiving melee is enough to make us wonder if maybe Santa Claus isn't really doing us or our children any favors.

Maybe he is something we had best learn to do without, after all.

If not all at once, at least we can try to start scaling back, before things spiral completely out of control.

We have seen a recent push to expand the gift-giving portion of Kwanzaa. Already, we hear, "What are you giving your children for Kwanzaa?"

That would be a mistake. With its emphasis on ritual and simple, heartfelt gifts, Kwanzaa is one way out of the holiday trap we have caught ourselves in.

After all, one Christmas feeding frenzy is more than enough.

A Symbol Dies

The news accounts were straightforward. Coleman Young, dead at 79.

Like so many aspects of his life, Young's death provides a milestone for black folks to pause and reflect.

Young was the first black mayor of Detroit, and during his life was a symbol, whether he liked it or not, for many decades of American life.

When he came to power, he was the epitome of black hope and pride. Not the first black mayor of a major city, but one of the first, and emblematic of African-Americans' newfound power and freedom.

As his administration traveled on (some would say "ground on") through 20 years, it also became a symbol for what was to follow: urban decay, white flight, mismanagement and disillusionment.

All the issues that plagued cities in the '90s, including charges of bureaucratic arrogance, misplaced priorities and resegregation, found a symbol in Young and his Detroit.

Under his administration, whites flocked to the suburbs, taking their tax base with them. Schools crumbled, jobs dwindled, and roads

and other infrastructure began to crumble.

Crime soared, and even many blacks joked that Young's Detroit was a place that nobody would voluntarily go.

Whether and to what extent Young was responsible for these changes, or simply oversaw them and took the fall, is immaterial.

He and his administration became symbolic of them and a wide array of other ills plaguing modern cities going into the turn of the century.

Widely criticized by both liberals and conservatives alike, Young was, nevertheless, reelected by wide margins as late as 1989.

Then, worn down by criticism and charges of personal corruption, Young became one of a series of high-profile public officials to give it up and retreat into retirement.

This, too, the media and the nation took as symbolic.

On Coleman Young rested many of the hopes and expectations of his people, and later, their fears and embarrassment.

Coleman Young. Dead at 79.



Forgotten History Endangers Our Future

BY TREY BANKHEAD



BY TREY & URSIE BANKHEAD

The Buffalo Soldiers. The Tuskegee Airmen. The "Amistad." Hannibal. The NAACP. Some of us know who or what these people, events or organizations are. For others, however, they are just names that we may see from time to time, if we see them at all.

Okay, if you're not sure who or what I am talking about, look it up. The title here is "Forgotten History," not "History Lesson." The reason I am bringing this topic up? The movie "Amistad" is about to be released in theaters everywhere, and how many of our children, and adults, have no clue as to what it was? I have heard many young adults and teens spout off about being dumped on for being Black, and they can cite many a time when they have been hurt by racism, which I agree is still alive and well. However, what happens to those stories of brave people who fought for freedom by virtue of being Black? What I mean is, there have been so many points in history where being Black was a sign of pride. We often forget that, and allow our children to forget it. The groups and people mentioned above were the same as all of us. They had hopes, dreams, ups and downs. They were discriminated against for being what and who God made them. But they did better than survive. They lived!

I look at myself and wonder how "forgetting" has hurt me. We're in a fast-paced world where people put things in a planner. We often forget to plan for time to revisit ourselves. In each of our families, there have been strong men and women; otherwise, we wouldn't have survived at all. Not knowing either my family or cultural history has often given me a sense of loss. How can I know "me" if I have "forgotten" what has made me?

My wife and I are considering having children someday. We are looking closely at environments that we feel would be conducive to raising a child, or children. We look at what areas celebrate things like Juneteenth, whether Black history is only something that occurs in February, are there successful Blacks in the area, and how well do the people (in general) seem to know their history? Are they caught in that mentality of "I'm Black so I can't do..."?

When you forget history, you forget how to survive and the strength that is inherent in all of us. You remember that slavery happened, but forget that, at the turn of the century there was the Harlem Renaissance. Part of remembering, the good and the bad, is to learn. For parents, I wonder what have their children learned from them? Do their children know about the grandmother who worked two jobs and kept a roof over everyone's head? Or the grandfather who worked the railroad, and the love the family had for him when he came home? Do your children understand the survival techniques that have been passed down in their genes?

Okay, I know I have no children. But, as a child whose parents had "forgotten" themselves and didn't pass on their history, I know the damage that can occur. I missed out on the strengths I had. I didn't know the strengths that my grandparents and great grandparents had until I spoke with other family members. I needed that connection to my forgotten ancestors to be given the strength of my personal history. I want my children to know that not only is there a Michael Jordan, and that there was a Charles Drew and a mutiny on the "Amistad," but also that they have strengths from within. The history is integral to us. The loss of it keeps us in a mental slavery.

Question: What was the first thing slave traders and masters did to their slaves?

Answer: Took away their history and roots. Made them forget. When your children can see every Spike Lee movie, but not know the Shakespeare's character Othello was Black, and that the "Amistad" happened, and that Granddad was a loving man, then you are depriving them of their history. You are preparing them for the slavery that has been fought against for centuries (you didn't think it began just before the Civil War did you?).

Just think about it. The best gift your kids can get is the knowledge of themselves. The knowledge that they are strong, and that they have roots. Just think about it. Forgotten Black history, forgotten self-history, is detrimental to one's self. You can't move on until you have an idea of where you have been and what you CAN do.

Other Viewpoints

A TALE OF TWO FAMILIES

By Earl Ofari Hutchinson

Special To The NNPA

If Jacqueline and Linden Thompson are perplexed over the massive national media attention and public outpouring of support for Bobbi and Ken McCaughey, the parents of the Iowa septuplets, it is understandable. In May, the Washington, D.C. couple set the record for the longest sextuplet pregnancy at 29 weeks and six days in the United States. They also were the first African-American couple to give birth to sextuplets. Yet unlike the McCaughey's media-dubbed "miracle birth," the birth of their children stirred no interest in the media at first. There were no TV news features, special reports, or a story on them in any major newspaper. If not for a brief news blurb on the Thompson births in the Black weekly, Jet magazine, the event would have gone completely unnoticed.

It's not hard to figure out why. Unlike the McCaugheys, the Thompsons are a low-income, working-class African-American couple. They do not live in a small, tight-knit, mid-American Iowa community. They did not use a fertility drug. As a result, the Thompsons did not get the following treatment:

- Free advertising in major newspapers for their family assistance fund.
- The donation of a 12-seat Chevrolet van
- The offer by Iowa's governor to build a new, and larger home.
- A year's supply of groceries from a national supermarket chain.
- A year's supply of baby care products.
- A lifetime supply of diapers.
- A phone call from President Clinton congratulating them on their "amazing adventure."
- A special invitation to the White House.
- A bid of \$250,000 from a tabloid weekly to tell their story and
- Countless offers from their friends, and neighbors to assist with the children.

The Thompsons' story only became the subject of mild passing interest when the McCaughey septuplets made news and a caller to the nationally syndicated "Tom Joyner Morning Show" complained about the lack of help the couple had received.

A Washington, D.C. community group, Sisters in Touch, has made the Thompsons' plight an issue. The Washington Post did a back-pages story on them. But even then this was not enough to spark the kind of national offers of help that flooded into the McCaugheys.

A Procter & Gamble spokesperson hinted that the company would consider a six to eight month supply of diapers but added that this was the standard contribution for families with multiple births. A spokesperson for Johnson & Johnson suggested that the Thompsons contact the company to determine if there are "things we can do."

With the assistance of the D.C. Housing Finance Agency, the Thompsons were able to move out of their cramped, one-bedroom duplex unit into a three-bedroom apartment. Since then they have managed to find a six bedroom house but they have not been able to move in. Even with Linden Thompson's salary from two jobs, they can't afford the \$1,500 rent.

However, at press time, the Virginia-based Freddie Mac Foundation, which gives grants to organizations that support children's issues and children at risk, has made a commitment to give the family a house from their inventory. The impetus for the foundation's involvement came from staff members who heard/read reports of the Thompson's situation and recommended involvement, said Shawn Flaherty, spokesperson for Freddie Mac. The foundation has scheduled a Dec. 1 meeting with the family to access their needs.

Additionally, as a result of the appeal letters on their behalf by Sisters in Touch and the increased media coverage, the Thompsons are now receiving free day care at a local child care center, and they were notified that they will be eligible to enroll their children in the Head Start Program. Calls and offers of donations are coming from all over the U.S. and Canada.

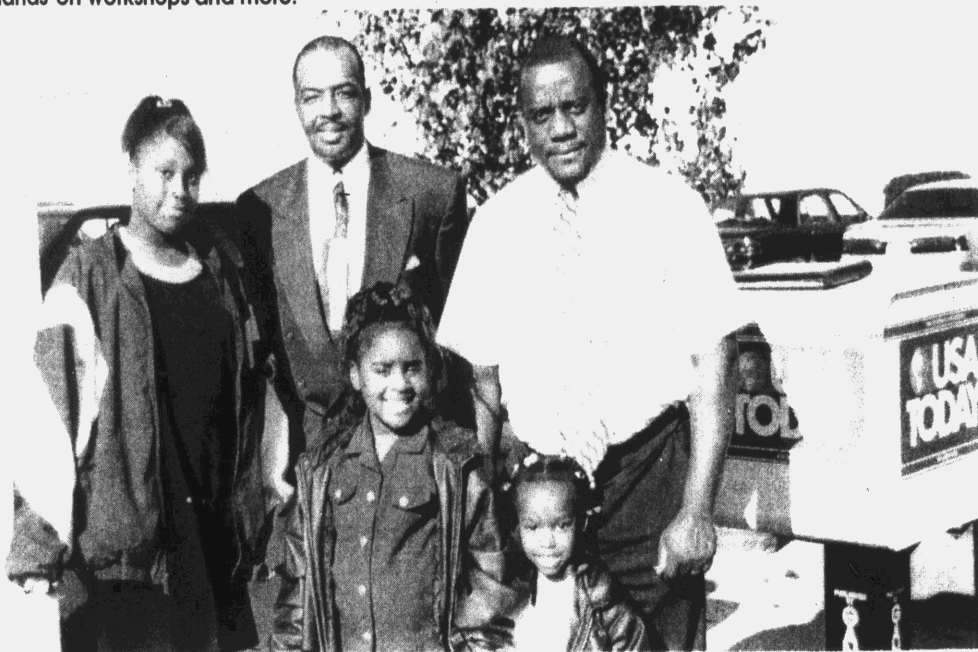
While the Thompsons have been forced to shoulder much of the tremendous physical and emotional strain and financial burden of caring for five children (one of them died at birth) alone, they have expressed pleasure at the showering of support for the McCaugheys and for the way in which the African-American community has now responded to them.



Nylon was first introduced to the public in 1938. Research chemists made this elastic material by combining water, air, and a by-product of coal.



KWANZAA IS COMING!—The North Carolina Museum of Art will host a Kwanzaa Family Celebration Sat. Dec. 27, from 10 a.m. - 4 p.m. The free event includes drumming and dancing in traditional African form, jazz, hands-on workshops and more.



AFTER BREAKFAST—The Bishop Randy Royal, Elder Chrls Robinson, and the Bishop's grandchildren are pictured outside of Denny's after morning breakfast.

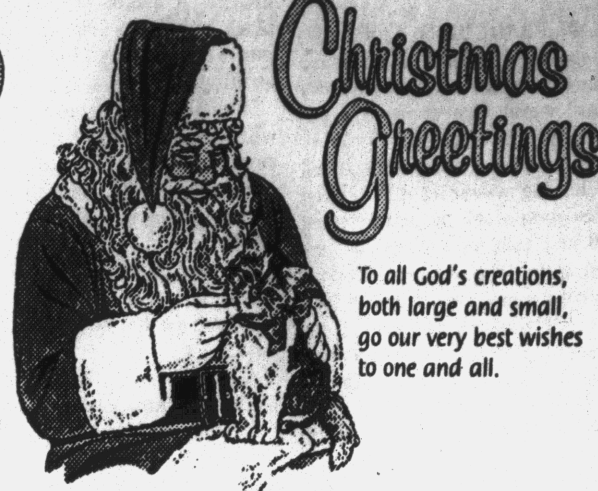
Syracuse U. Offers Awards To Minority Journalism Students

SYRACUSE, N.Y.—Minority students seeking careers as newspaper journalists are invited to apply for awards that combine graduate scholarships and internship work.

The Newhouse Graduate Fellowship/Internship in Newspaper Journalism for Minorities underwrites master's level study at the S.I. Newhouse School of Public Communications at Syracuse University while providing on-the-job training at the Newhouse Newspapers.

Two winners a year receive free tuition, monthly stipends of \$1,100, health insurance coverage and up to \$3,300 in other benefits for 18 months of graduate study, during which time they also work as interns at the Syracuse Newspapers.

Later, after receiving master's degrees, the winners work for a year as full-time apprentices either at the Syracuse Newspapers or at one of the 24 other Newhouse newspapers across the country, earning entry-level salaries.



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African-American Purchasing Power Soars

By John William Templeton

An Analysis

SAN FRANCISCO, Calif.—'Tis the season to be jolly—if you own a department store or a "category killer" warehouse store—African-Americans are on the way.

A new study notes that black purchasing power in the United States jumped 47 percent between 1990 and 1996 to \$447 billion, according to "The African-American Market," a new report by the New York City-based research firm, Packaged Facts. This represents a faster growth rate than both the nation's purchasing power as a whole and the Consumer Price Index.

Marketers are increasingly recognizing not only the growing importance of the African-American market itself, but also its importance as a means of speaking to other markets. Young blacks, in particular, are trendsetters in many areas of pop culture—from fashion to music to movies.

The report indicates that retailers who want to reach that market should focus their marketing dollars on direct advertising. That's actually wishful thinking. We should favor companies that support our media, but with total advertising in black media just topping \$1 billion for the first time, it is pretty clear that we are not.

In addition, we give pretty shoddy lip service to our Kwanzaa vows about collective work and re-

sponsibility and cooperative economics. A comparison of the top black companies and the top Hispanic companies makes a very striking impression.

The Black companies depend on white business and government customers; the Hispanic companies, meanwhile, depend on the much larger Hispanic consumer market.

However, black purchasing power is larger than that of the Hispanic market or the Asian market.

A look at the backs and fronts of young African-Americans' clothing indicates that things will get worse in the future unless we as adults begin to do some financial education.

I propose that the holiday season of 1997 be the year that we draw a line in the sand. Before you rush out to the biggest shopping day of the year, sit your children or other people's children and perhaps your spouse down and give the eight commandments of Black holiday shopping.

First, save interest and pay cash. The economy is headed for a significant downturn in 1998, which is being first felt in African-American communities. The political climate will make it very tough for individual black employees in the next year.

Second, be an informed and conscious consumer. Do not buy products from companies that have

pending race discrimination suits or companies that support repressive foreign governments or companies that refuse to build factories in Black communities. Don't be afraid to ask the question or assign your youth to find out.

Third, give financial instruments for gifts instead of disposable items like toys. The explosion of college costs means that the average yearly tuition is near the average family income of most African-Americans. Tuition is going up and income isn't. Rather than buying the complete Air Jordan set, invest in the Michael Jordan Index—Worldcom (MCI), Sara Lee (Hanes), McDonalds and Nike. Let

Did You Know?

(NAPS)—Local bookstores now carry the intriguing novel *The Forgetting Room* (Harper Collins, \$22), by Nick Bantock.

Color desktop printers, such as the Brother Color Desktop Publisher, now have an amazing array of options for users and are incredibly easy to use.

Shedd's Spread Country Crock guarantees its products taste "Country Fresh" or they'll refund your money.

People with allergies can relieve itchy eyes with a new prescription eye drop, Patanol, that only needs to be used twice a day.

A proposed new silver dollar is expected to cost taxpayers over \$750 million.

Mike pay for your kid's college.

Fourth, build the tradition of buying from black businesses. We have outstanding products available through chain stores and many attractive local stores. Books

are an area where black businesses are particularly competitive.

Fifth, give the gift of travel, particularly to the Caribbean and Africa.

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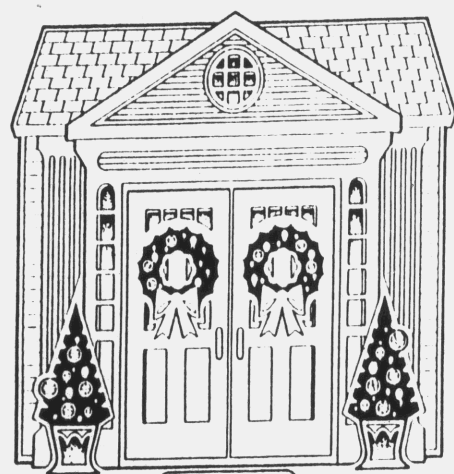
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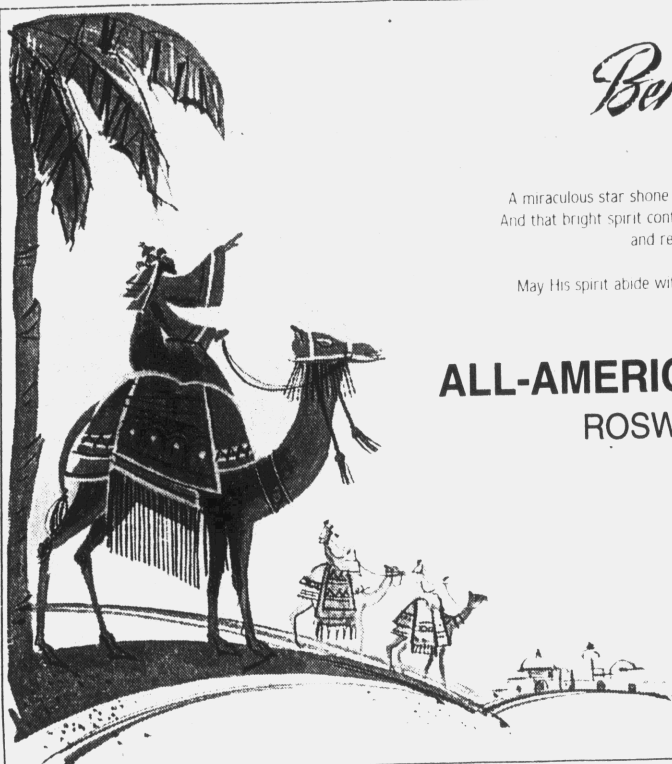
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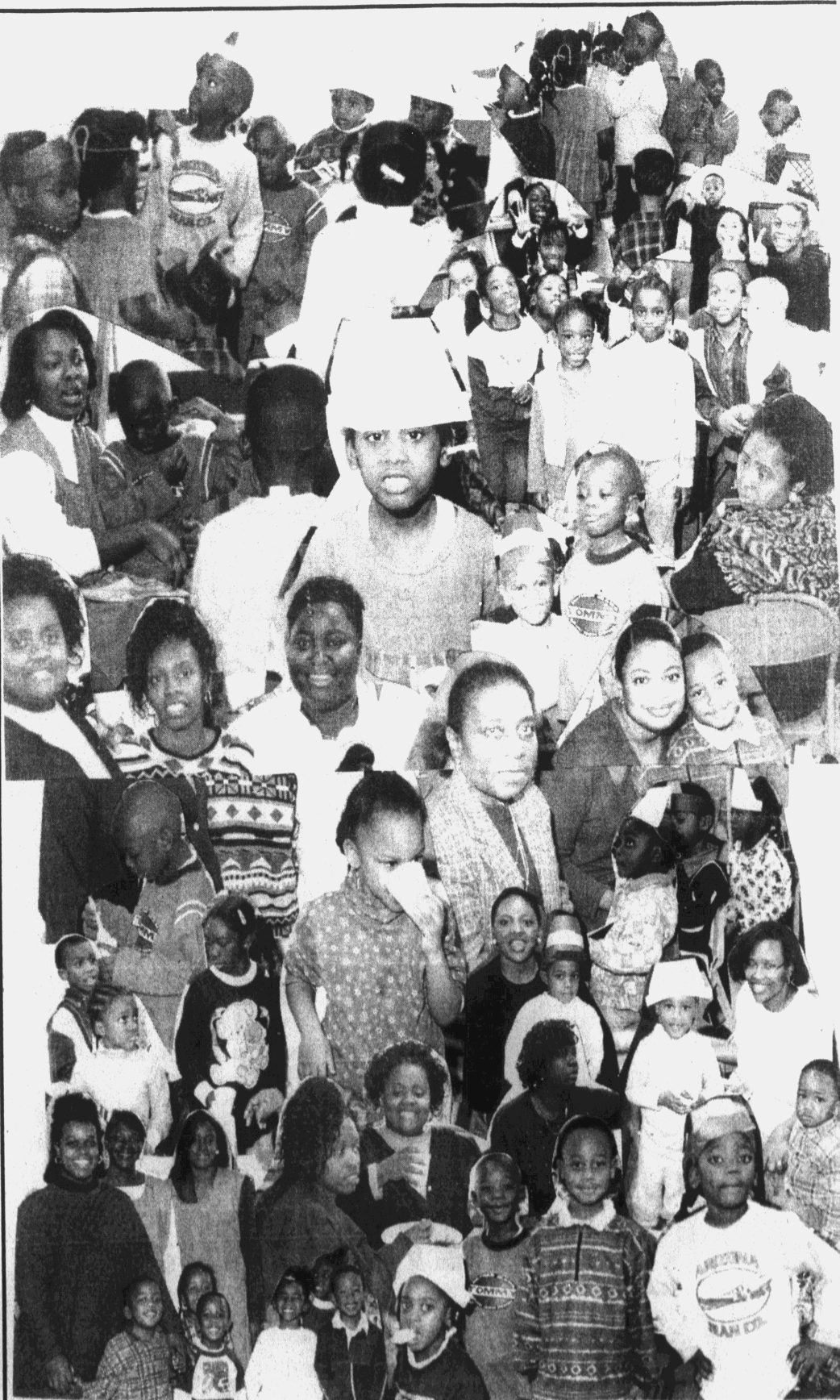
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Anti-Impaired Driving Laws Get Tougher

Gov. Jim Hunt took the opportunity last week to warn citizens that the state's anti-impaired driving laws get tougher on Dec. 1 and reminded North Carolinians to never drink and drive, especially over the busy holiday travel season.

"The state's impaired driving laws are tougher than ever," Hunt said. "Starting Dec. 1, drunk drivers not only lose their license, they can lose their car—on the spot. If you drink and drive in North Caro-

lina, you're going to pay the price. It's time to put a stop to drunk drivers, especially repeat offenders."

Hunt urged North Carolinians to play it safe over the holiday season by wearing their seat belts and not drinking and driving. In 1996, 18 people died on the state's highways during the Thanksgiving weekend, and seven people were killed during the Christmas holiday.

"I encourage all North Carolin-

ians to buckle up their seat belts and never drink and drive, especially during the holiday season," Hunt said. "The Thanksgiving and Christmas holidays are among the deadliest times of the year on our roads, and impaired driving is a big part of the problem."

"The new laws that take effect Dec. 1 give law enforcement officers even stronger tools to take a stand against impaired driving this holiday season," Hunt said.

In August, Hunt signed into law a legislative package called the Governor's DWI Initiative. These new laws:

- Allow seizure of vehicles used by repeat driving while impaired (DWI) offenders.
- Prohibit regis-

tering vehicles to DWI offenders with revoked licenses.

- Increase immediate administrative license revocation from 10 days to 30 days.

- Help police catch underage drinking drivers.
- Permit drug testing for those arrested for DWI.

- Toughen the penalty for DWI offenders. Changes in the anti-DWI laws call for immediate impoundment and potential sale of the involved vehicle.

"Now if you're arrested for driving while impaired and have a license revoked for DWI, you can lose the vehicle you're driving—on the spot. Even if that vehicle is not yours," Governor's Highway Safety Program Director Parker said.



PLAY IT SAFE FOR THE HOLIDAYS!—This lovely sister works at Chick-Fil-A at the Plaza Mall, here in Greenville. The manager along with the staff, encourages everyone top

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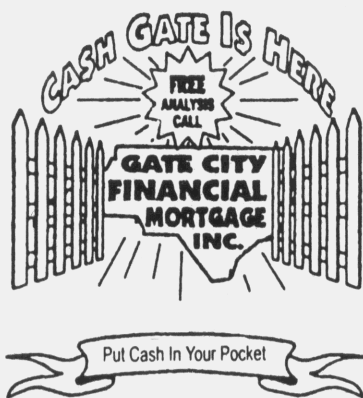
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HAPPILY MARRIED—The lovely couple, Sister Barbara and new husband, along with family members celebrating uniting forever at the Hilton Inn.

Xavier University President Calls For Support Of Historically Black Universities

COLLEGE PARK, Md.—Xavier University President Dr. Norman Francis made a case to the President's Advisory Commission on Race for the nation to expand and to continue support for historically black colleges and universities recently.

Dr. Francis also challenged predominantly white universities to use the HBCU approach to significantly increase graduation of blacks in undergraduate and doctoral programs to address the current shortage of African-American professors at white campuses.

In 1994, Dr. Francis said, of 27,105 doctorates earned by U.S. citizens, only 1,092 were awarded to African-Americans.

The Advisory Committee, meeting at the University of Maryland at College Park, received advice from nine presenters on diversity, eliminating racism in higher education.

Chaired by historian Dr. John Hope Franklin, the commission includes two former governors, William Winter of Mississippi and George Kean of New Jersey, along with AFL-CIO Executive Vice President Linda Chavez-Thompson, affirmative action lawyer Angela Oh, and Rev. Dr. Suzan D. Cook, pastor of the Bronx Christian Fellowship Church in New York.

The Advisory Commission was created and its members appointed last June in the wake of rising racial tensions nationally over the demise of affirmative action programs through Supreme Court decisions and California's statewide referendum Proposition 209.

Scholarship programs and other measures to assist students of color have been under attack since the early 1970s by white males claiming "reverse discrimination."

Dr. Francis' came in the wake of a movement of conservative Southern legislatures and governors who are weakening or trying to merge HBCUs with predominantly white colleges.

"To continue to single out and label HBCUs as an anachronism in a so-called 'desegregated society' on the basis of the race of its students as a strategy to promote their extinction is tantamount to perpetuating a fraud equal to that imposed on the American people in the Plessy vs. Ferguson decision which created the 'separate but equal' doctrine in America," Dr. Francis said.

He further spoke of HBCUs' outstanding achievements, adding that "These achievements have been vastly ignored and even demeaned."

Among those achievements, he listed:

- Forty-five percent of faculty at HBCUs is non-black while only 3.8 percent of the faculty at majority white institutions are black.

- In 1993 white student enrollment at HBCUs was 13 percent compared to black students enrolled at majority white institutions, 8 percent.

- HBCUs represent three percent of all higher education institutions in the nation, but graduate 30 percent of all African-Americans who receive baccalaureate degrees and 40 percent of all African-Americans who later earn graduate professional degrees from American universities.

Dr. Francis offered his view of HBCU success "despite limited resources and a skeptical public." He said community bonding with the student to enhance retention and reach graduation, a campus climate with the belief that "every-

body is somebody and capable of learning," celebration of achievement, promotion of cultural activities that value diversity, and the "opportunity for spiritual reflection and participation that underscore the respect due each individual, regardless of race, creed, color or national origin" were the key elements.

He mentioned that his own

Xavier University, as well as other HBCUs, have links with elementary and secondary schools teaching summer courses of math, biology, chemistry, analytical reasoning, computer skills and reading.

Once the student is in college, he or she has access to extensive peer tutoring, study groups, faculty mentors, laboratory assisted tutoring, skill development, one-on-one

counseling, and cultural leadership development.

HBCUs, he said, provide linkages with businesses, government and major research institutions for student internships and faculty collaborations, graduate/professional study through faculty fellowships, assistantship opportunities, and joint degree programs.

The audience of mostly Washington-area academics and University of Maryland students applauded when the Xavier president told of Xavier's achievements.

"In 1993 when minorities in the science area nationally received only 12.2 percent of the 367,000 undergraduate degrees, but represented 23 percent of the [student] population, Xavier, with a 2,600 arts/science undergraduate enrollment, was number one in the na-

tion with African-American majors physics and admissions to medical schools," he said.

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