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THE 'M' VOICE

What You See Is What You Get, What You Read Is What You Know & Save

EASTERN NORTH CAROLINA'S MINORITY VOICE — SINCE 1987

THURSDAY, DECEMBER 7-WEDNESDAY, DECEMBER 13, 1989

Why the Black Press?

The Afro-American Newspaper Publishing Company of 97 years is responsible for preserving and perpetuating Black news as a vigorous American institution; to honor past and present significant contributors; and, to encourage the pursuit of journalism careers.

Black newspapers and their supporters have been the voices of the Black community for nearly 200 years. The next century promises to present new challenges that the Black press stands ready to meet.

The First Amendment protection of freedom of the press expresses the well understood principle that liberty cannot long survive without a press that is free to print the truth. But who will speak for those who have no liberty?

That, of course, was the dilemma faced by America's first Black journalists. Without newspapers of their own to describe the inhumanity of slavery and later to the indignity of Jim Crow, justice would remain beyond the reach of Blacks.

The accomplishments of those Black journalists are an important part of Black American history. From the earliest writings of Frederick Douglass, the writers, editors and publishers of Black newspapers spoke when others were silent, protested when others acquiesced and shed light when others were content to live in darkness.

Although born in an era of slavery and segregation, the Black newspaper continues to be an important American institution that must be preserved. Only a strong and persistent Black press can give voice and clarity to the economic hardships that are still endured by millions of Blacks. The Black press is also vital to keeping an accurate record of the political, cultural and social life of modern Black America.

Enoch R. Waters, author of the recently published book, *The American Diary: A personal history of the Black press*, reminds us that "The Black press played such an integral part in the stride toward freedom that Americans from all walks of life should know more about its past and present role."

"Unfortunately," Waters said, "there are too many Americans, Blacks in particular, who don't see the need for

Black newspapers. They don't seem to appreciate what the Clarions for the cause meant to Americans of African descent during and after slavery. But even with the gains that have been made in civil rights there remains a role for the Black press.

Waters, who was at the helm of the Chicago Defender when it went from a weekly to a daily and who died shortly after his book was published, reminds us that, "If you ever tried to get coverage, in a White daily or weekly, of a worthy Black event, you will understand why that need continues. All Blacks aren't celebrities, all are not sports and entertainment heroes. And, unless they're involved in some criminal activity, the rank and file have a hard time getting their share of the ink."

Eddie Madison, who worked with Waters at the Associated Negro Press (the forerunner to the National Newspaper Publishers Association) says in his critique of Waters' book, "those who boastfully declare that they don't read their local Black newspaper or any Black publications may sing a different tune after reading Waters's *American Diary*. It pulls no punches in telling how Black editors risked their lives to get the words out that paved the way for the freedoms we now enjoy or take for granted. And, for those who think the battle is over, they, too, will be enlightened by the book. Waters effectively ties in the early history of the Black press with more contemporary developments," Madison adds.

Thus the marketing of a Black newspaper presents unique challenges. We can no longer sit back and think that people will simply buy our product because it's Black. There is too much competition for our time and other resources. On the other hand, a Black newspaper should not and cannot be compared to White-owned media or to other forms of Black media . . . Black magazines and Black radio stations. Carolyn Martindale, author of the 1986 book entitled, *The White Press In Black America*, an assistant professor of journalism at Youngstown State University in Youngstown, Ohio concludes, "Despite all their improvements in minority coverage and hiring, the White-owned American media clearly do not stay with

a racial story until the causes have died away. Admittedly Martindale says, it is asking much to expect them to do so, considering the myriad of other conflicts and situations about which they are expected to keep the public informed. On the other hand, judging from the proliferation of lifestyle and leisure-time material appearing in American newspapers these days, the (White) press does not lack the space or the reporters to provide more thorough coverage of the continuing tragic effects of racism in our society."

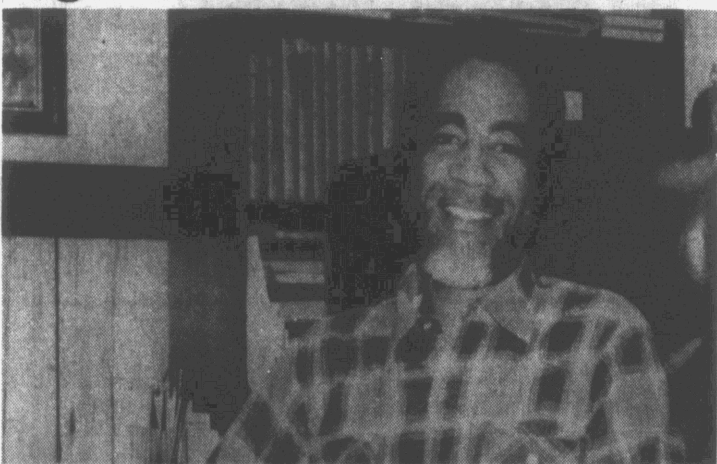
Still, the Black press is fading. Advertising dollars are dwindling. Readers are disappearing faster than they are being replaced. The question is, "if the Black newspaper is overhauled (content and reproduction-wise), if it is competitively priced and if it is properly promoted, will it succeed? The answer is no, unless the element in the standard marketing mix is properly addressed — place or distribution.

We have found that distribution is a serious problem for the AFRO. No matter how good the paper becomes, how fairly it is priced, how heavily it is promoted — if it is not easily available, few people will go out of their way to find it. Accessibility is key.

Too often distribution is overlooked. And, in the newspaper business distribution or circulation is the driving force of newspaper revenue. The cycle goes something like this — advertisers are influenced by circulation numbers (so they can compute and compare your cost per thousand). Circulation numbers are directly influenced by both effective distribution, and by product quality. No longer are advertisers willing to buy the AFRO or any other black newspaper just because it's Black. This is especially true if the publication is not considered to be a mainstay of the community.

We strongly believe that a black newspaper cannot succeed unless it promotes pride among its readers, its employees and throughout the community. The AFRO-AMERICAN Newspaper has a responsibility to serve the community. It has a responsibility to listen to what its readers have to say and respond accordingly.

"Princeville resident wins big on the Price Is Right"; "Is there life after the Price Is Right?"



SHOWN ABOVE IS CLIFF COLES RELAXING AT HOME IN PRINCEVILLE, NORTH CAROLINA

BY: JEFF DAVIS

Let us first go back to April 1989, with a few days on hand after attending the National School Board meeting in Anaheim, California. Dr. Clifford Coles and his wife Marsha Baker Coles of Princeville, NC, have acquired tickets to see the Price Is Right Television Show with Bob Barker. They arrived at the studio at 10:00 a.m. and returned at 6:00 p.m. on April 5th for taping of the show. On the way into the studio, a director asked questions of all who entered to see if they might find interesting persons to be contestants. You must answer to your name "nick names" are not accepted because winners cannot be taxed by nick names!! Name tags are made for persons entering. The Price Is Right and winners are liable to the state of California. The director sitting in his chair asked Dr. Coles, who are you? Dr. Coles replies, "I'm Clifford Coles," director, "What do you do Clifford?" Dr. Coles, "I'm your friendly undertaker from Tarboro, North Carolina. The last person to let you down." The director rolls with laughter, virtually assuring Coles to be a contestant.

The Price Is Right studio fills up 250-275 screaming fans or is it fanatics. Dr. Coles says, "The noise was deafening. So loud you could hardly hear yourself think."

Dr. Coles is brought back to reality when all of a sudden he hears "Rob" the announcer, call

contestant number 4, Clifford Coles, Come On Down!!! Dr. Coles says, "He jumped up 5 feet off the floor," but his wife disagrees. She says, "It was she that jumped 5 feet off the floor, screaming and clapping her hands. Dr. Coles ran down to contestants row and is soon the winner of a brand new microwave stove oven combination, which he thought was a washing machine. He plays the money game on stage with Bob Barker, giving the rules of the game. Dr. Coles wins a brand new 1989 blue Pontiac Sunbird, of which he thought was red. He prefers cream colored cars. Bob Barker now says, "Clifford, come over here and spin that wheel," which Dr. Coles finds heavy and hard to spin. He spins and the wheel stops on "95". Bob Barker says, "Clifford, you've got 95. Now you don't want to spin again, do you?"

Clifford deems this good advice and says in his very low, smooth voice, "No, I'll stop at 95." Clifford goes on to the showcase showdown and loses by over bidding.

By now Clifford has formed an impression of the shows host Bob

Barker. He says, "He makes you feel at ease, super-professional, yet you get a feeling that Bob is a christian person with very high moral values — WHOOPS — time for a commercial break, as the House and Stage lights dim and the cameras are off. Bob Barker goes out on stage, mounts on a stool and receives questions from the audience, who asks questions about his life, career, death of his wife, and if he has a lady in his life, and so on to which. He said, "Yes, however." "He does not have marriage plans yet." Oh yes, where is Mrs. Marsha Coles? She's hoarse now from screaming, cheering, and jumping and will not be able to talk for two days.

Is there life after winning? Dr. Coles is now numb with disbelief at winning a stove and a new car, who back home is going to believe this. He thinks, "When do I get my prize? Will I have to drive them to Tarboro from California?" The show officials on the Price Is Right, put out a search with local dealers in Tarboro and other areas of North Carolina to find a car just like the one that Clifford won on the show. One cannot be found.

After returning home, reality sets in. First to arrive is an official letter for the State of California Income Tax Division for Dr. Coles to pay \$548.00 in advance in order to get his prizes.

The stove was shipped by freight from Atlanta a few days later. The car could not be found; a cash amount equal to the cost of the car was sent by check six months later. The Coles say, "The moment still lives with them because people still ask if it was real."



RONALD WILLIAMS

Ronald Williams has been in the car business for 13 years. He started with Tarheel Toyota in 1977 as a sales representative. Don Sigmon bought Tarheel Toyota in 1980 and changed the name to Toyota East. He stayed on as a sales representative. Through hard work, he won four trips out to Las Vegas with Toyota. He won four millionaires weekends with Toyota to Fort Lauderdale Florida and in 1978, he was in the International Sales Society with Toyota. "I thank God that through all my hard work in helping Don Sigmon grow that he made me sales manager of Sigmon Daihatsu."

Daihatsu is a Japanese car that has been in Japan for eighty years. Daihatsu is number one in Japan. Daihatsu has a 1.0 liter 3 cylinder engine that is fuel injected, in other words it's very fast for a small car. Daihatsu gets 38 miles to the gallon in the city and 42 on the highway. Daihatsu has a 36 month 36 thousand mile bumper to bumper warranty. How many car dealers offer a warranty like that, not many. This shows that the Japanese aren't worried about this top quality car having major breakdowns or many problems.

In order to purchase a car you must have a down payment and good credit. I have found some people think their credit is bad from minor things they have done in the past. Don't you be the judge of your credit, because the problem you think you have may not be a problem to the bank. Come to Sigmon Daihatsu and give my

Williams is a great success at everything he tries to conquer

staff a chance to work the problems you think you have out for you.

You'll be surprised what we can do—you'll probably have a new Daihatsu sitting in your

driveway. Drop by and see Ronald Williams across from Carolina East Mall Monday—Saturday and test drive a Daihatsu.



WASHINGTON, NC . . . As The 'm' Voice camera travels throughout Eastern North Carolina, the beauty of African American women caught our eye. Shown above is a beautiful young sister who was shopping at Smith's Red and White Supermarket.

(Voice photo by Jim Rouse)

Play Is Safe
This Holiday Season
If You Drink, Don't Drive

TO THE EDITOR:

Mayor Ed Carter demonstrated the ten commandments of success and we salute him for a job well done. They are:

1. Work hard.
2. Study hard.
3. Have initiative.
4. Love your work.
5. Be exact.

6. Have the spirit of conquest.
 7. Cultivate personality.
 8. Help and share with others.
 10. In all things do your best, for when you have done your best, you have done everything. The person who has done less than his best has done nothing.
- Because he has been successful, the 3 D's to be a winner - desire, determination - and

discipline - are his.

"Lives of great men all remind us We can make our lives sublime, And, departing, leave behind us Footprints on the sands of time."

Long live your footprints, Mayor Ed Carter!!!

Beatrice C. Maye

Facts About Pitt Community College's \$10 Million Bond Referendum Dec. 12

Fact: Pitt Community College Is Important To Pitt County.

For 28 years, PCC has offered low-cost, high-quality education to meet the needs of Pitt County citizens. Curriculum programs in 43 technical, vocational, and college transfer areas have given marketable job skills to more than 26,000 citizens.

PCC is a vital part of Pitt County's ability to attract new business and industry, improve opportunities for employment, and keep up with the economic development in neighboring counties.

Fact: Pitt Community College's enrollment continues to grow by three to five percent per year, but its classroom space has not been expanded significantly.

Fact: The facilities that will be built with bond referendum monies are the facilities that can assist the college in best serving the community. The facilities include: an allied health classroom building, welding classroom building, masonry classroom building, general classroom building, a storage and maintenance building, and a childcare center.

Fact: Pitt County can afford the bond referendum. Pitt County Commissioners are intent on keeping the tax rate as low as possible. They have agreed that the bond issue is the best way to fund the college's current construction needs. County officials have reported that a tax increase may not be necessary to repay the bonds. However, if a tax increase is necessary, it would not exceed .0325 per \$100 valuation.

Fact: The college does not have a simple alternative if the referendum does not pass. PCC officials would need to reassess its priorities of program offerings and decide how to best serve the community and limit enrollment.

Fact: The campus expansion is not a step toward becoming a four-year college. PCC and all other North Carolina community colleges are charged and legally bound to provide training from basic literacy to the second year of college.

**Pitt County/
Pitt Community College
Growing Together**



An Equal Opportunity/Affirmative Action Institution.
PCC Also Provides Services For Economically Disadvantaged Students

A & T State University Fellowship Gospel Choir will appear in concert at Sycamore Hill Baptist Church, 225 W. 8th Street, Greenville, N.C., on Sunday, December 10, 1989, at 5:00 P.M. The 50 voice choir is being sponsored by the Pitt County Chapter of A & T State University Alumni Association, during its Annual Scholarship Drive. The public is cordially invited to attend.

AN OPEN LETTER TO FAMILY MEN

Dads, husbands, YOU are the "safe place." You are our protector and provider. And when you gather us for a time with God, we need a safe place. A safe place, not a lecture. A safe place, not a sermon. A very human dad/husband who simply cares about God and us. We don't need or even want a "spiritual giant." We just want you.

And we need a gathering time (phone unplugged) where it's safe to say to each other, "How are you and the Lord getting along?" "How can we pray today?"

We need a gentlemen leader, not a general. Gracious. Relaxed. Human. A family shepherd who exhibits not infallible authority, but a thirst for God. Every day? Not necessarily.

THE "M" VOICE

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EVELYN COHEN
Asst. to Pres. and Office Manager

JEFF DAVIS
Rocky Mount Manager

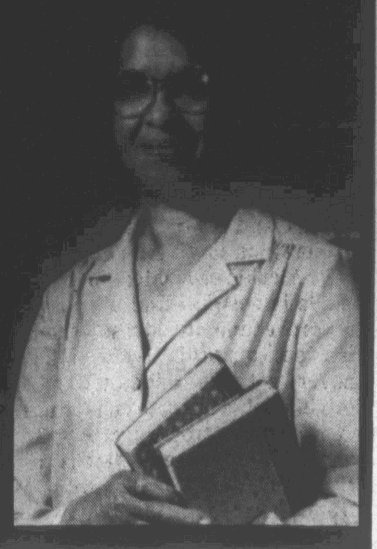
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Greenville, North Carolina
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The Mrs. Beatrice Maye Column



Often? Yes, Long? No. Where? Anywhere. How? Sense where we're at, and zero in. We may need heavy-duty confessing to each other and to God... silent prayer... exuberant praise (try sing-a-long tapes)... Bible study. But not every time.

Thanks for listening, Dad (Husband). Remember, we need you.

Your Family

WHAT GOD IS LIKE...

A school teacher suggested that the children in her class take some TV phrases from the commercials and see if they could make them applicable to God. They may suffer a bit from the hard-shell techniques, but the sentiments are as genuine as the faith of the child:

God is like... Bayer Aspirin. He works wonders.

God is like... Ford. He's got better ideas.
God is like... Dial Soap. He gives you 'round the clock protection.
God is like... Pam Am. He makes the going great.
God is like... Coke. He's the real thing.
God is like... Scope. He makes you feel fresh.
God is like... Southern Bell. There's more to him than meets the eye.
And how is this for a climax: God is like... Hall Mark Cards. He cared enough to send the very best.

"It's God's right to demand; we have no right but to obey."
"The Christian must live in the world, but he must not let the world live in him."


(Continued on page 3)

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Mrs. Beatrice Maye Column (Continued from page 2)

"No one is hopeless whose hope is in God."

THE HEALTH WOES OF BLACKS . . .

Look at four health problems that have devastating impact on blacks, and hence are of special importance to all Americans.

1. **Alcoholism.** Most are patients in hospital that are under severe economic stress, racial tension, marital strain. Many never got the education that might enable them to cope in our increasingly complex society. An appalling number of blacks arrive at the hospital close to death from pneumonia. Alcohol abuse

combined with exposure of these patients to wretched, cold dwellings makes pneumonia a fierce ravager.

2. **Malnutrition.** Many inner-city women are too poor to eat well during pregnancy and too uneducated or preoccupied to take advantage of the prenatal care available.

3. **Hypertension.** Hypertension - high blood pressure - is the most serious health problem of blacks in America today. One-quarter of the 25 million Americans who have hypertension are black. About one black person out of every four, 18 and over, has it; the ratio rises to two out of five among blacks over 40. Do Howard W. Kenny, former medical director of the Veterans

Administration's northeast region, says that high blood pressure kills blacks males between the ages of 25 and 44 at 15 1/2 times the rate for whites, and kills black females at 17 times the rate for white females. And half of those who do know are being treated through medicines and proper diet.

Why is hypertension found so often among blacks? There is convincing evidence that it has much to do with eating too much salt and other dietary factors.

4. **Mental Disturbances.** If an inner-city youngster survives and makes it to adulthood, he or she is likely to be angry, embittered, enraged. The repeated failures in school, the discrimination, the constant roadblocks, the menial jobs available - all take a terrible mental toll. The youngsters grow up with feelings of self-hatred and worthlessness. Many reach the point where they care little about anything.

What can we do? What will relieve the suffering from these and other diseases that takes such a terrible toll in black America? Basically, what is needed is education - education of more black doctors, of blacks, of the public. As of 1972, only two percent of the nation's physicians were black.

We need black teachers, school counselors, practicing doctors who will educate youngsters on the need for proper diet and sensible health care. Some blacks are taking the responsibility of educating their less fortunate brothers and sisters about the dangers of high blood pressure, the need to use the VD clinics. We need more black churches, sororities, fraternities, social clubs to take up the challenge. We all can, and must increase our efforts on many fronts to prevent mental illness, malnutrition, the complications of VD, hypertension, alcoholism and the other diseases which ravage black America and consequently burden an entire nation.

Dr. Charles S. Ireland, M.D.
Howard University Hospital

STRESS
Is your kid stressed out? "You don't have to look in the mirror to see if you're under stress. Just look at your kids, says psychologist Jean Eagleston of Palo Alto, CA, whose own three-year-old once replied to a request by saying, "I don't have time." "I had to ask myself what kind of messages I was sending her." Here are some signs that a stressed-out child might show: Aggressive behavior, irritability; child is easily provoked, free-floating hostility, withdrawal; spending time alone, troubling dreams or nightmares, discomfort with trying new things, extreme cautiousness, problems sleeping, frequent physical complaints, like upset stomachs and headaches, loss of interest in usual activities, less contact with friends and generalized anxiety.

(Continued on page 6)

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CONGRATULATIONS . . . Shown at the grand opening of Greenville's newest Art Gallery, Enlord Gallery, located at the corner of Evans and Fifth Street is owner Jo Linder Sanders and Greenville's newly elected Mayor Nancy Jenkins. Mrs. Jenkins is a lover of art and was on hand to congratulate Mrs. Sanders. Drop By!!

(Voice photo by Jim Rouse)

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Walter Jones Jr. recently honored

State representative Walter Jones, Jr. (D-Pitt) was recently honored by the Motorcycle Industry Council, Inc., a trade association whose members include all major manufacturers of motorcycles; and the Concerned Bikers Association of North Carolina, with chapters throughout the state; and the Motorcycle Safety Foundation, a national organization which works to promote safety among cyclists.

Representative Jones was recognized and presented a Certificate of Appreciation for his efforts in sponsoring and shepherding House Bill 1175, the "Motorcycle Safety Instruction Program," through the General Assembly's 1989 Session.

During the past three years North Carolina has experienced an average of 85 fatalities and 2422 injuries in motorcycle accidents. The incidence of fatalities per 10,000 motorcycle registrations is among the worst in the nation.

The legislation represents an important attempt to address this problem by creating funds to support a program of motorcycle safety education and training. The \$3.00 special tax proposed by the bill is expected to generate about \$200,000 annually and will make it possible to train and certify instructors, to improve motorcycle safety courses, and to make instruction available statewide. The bill was supported by all affected groups.

The Motorcycle Safety Instruction Program will be implemented through the North Carolina Community College System beginning in the fall of 1990.

Jones, in his fourth term in the House of Representatives, serves on the House Judiciary Committee, chairing Election Laws and Constitutional Amendments. He is also a member of the Appropriations Committee, Capital Outlay and Special programs, and the Rules, Appointments and Calendar Committee.

THE 'M' VOICE READERS FOR YOUR EYES ONLY!!

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Every Wednesday is Ladies Day Superwash \$5.00

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Sharpsburg to have their first Christmas Parade in eighteen years



VICKIE BOYKIN

The citizens of Sharpsburg, according to Vickie Boykin, Chairperson of the 1989 Sharpsburg Christmas Parades Committee says, "People all over this three county town; black, white and others, businesses, churches and law enforcement are excited and working together in a very

close effort to have a great parade, to be held Saturday, December 16th at 10:30 AM.

Mrs. Bonnie Johnson, one of the co-chairpersons says, "Everything is shaping up for a great parade." Mrs. Johnson is a resident of the Brickyard Community on the Wilson County side of town. Mrs. Johnson is rejoicing this holiday season for two reasons; she is returning to work this week after being out of work for months due to a back injury and also about helping to plan the Christmas parade. Mrs. Johnson reflects the feelings of other committee members of this event. She said, "One of the groups she has contacted is a group of young people from Thorne Chapel Baptist Church, who play instruments under the direction of Mr. Dennis Norwood.

The M Voice spoke with Mrs. Lettie Rackley, who says, "That when Sharpsburg Elementary School was open in the 1950's parades were an every year occurrence, with the PTA teachers

(Continued on page 7)

How to get the most from your bank

DIRECT DEPOSIT MAKES SENSE FOR MANY REASONS

By Sandra J. Wright

Going to the bank to deposit your paycheck or experiencing the inconvenience of a lost or stolen Social Security check can be eliminated by direct deposit, a system that automatically credits your bank account by the amount of the check.

Direct deposit, which does away with a paper check, has advantages for both you and the organization or employer offering the program.

You benefit because funds reach your account faster through direct deposit, and you don't have to worry about arranging transportation to the bank or getting your check when you are sick or out of town on payday. The organization or employer benefits because direct deposit reduces payroll processing expenses.

The route your money follows in the direct deposit system is simple. In the case of payroll direct deposit, an employee authorizes his or her company (which must have computer capabilities or access to a computer) automatically to credit his personal account each payday. The employer produces a computer-generated tape of all employees participating in the direct deposit program and the amount to be paid to each employee.

The tape is sent to the company's bank, which sorts the payroll entries and forwards the list to the Automated Clearing House, a computerized facility that accomplishes the transfer of money from the employer's bank to the employees' accounts after it balances and validates the entries.

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If you are concerned that somehow your money will not be deposited correctly, be assured that errors are rare. If you believe a mistake has been made, notify your bank and you can expect to have the error corrected within 10 business days. Most banks will recredit your account with the amount you think is in error if they need more time to investigate your inquiry.

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If the money is deposited into a non-interest-bearing checking account, you may have the option of instructing the bank automatically to transfer part of the funds to your savings account. This way you can have a readily accessible amount of money in your checking account while the rest is earning interest. Depending on the average amount you keep in a checking account, it may be to your advantage to use an interest-bearing checking account.

Sandra J. Wright is a Personal Banker in the Main Office of Wachovia Bank and Trust Co. in Winston-Salem.



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THE 'M' VOICE

Faces and Places

PCMH receives \$118,500 grant



Pitt County Memorial Hospital has received a \$118,500 grant from the North Carolina Governor's Highway Safety Program to establish a traffic injury prevention program in Pitt County.

Initially, the program will focus on traffic injury prevention in Pitt County and then will possibly expand to surrounding counties served by Pitt Memorial's Trauma Service, according to Kathy Bailey, trauma program manager at Pitt Memorial.

"This program stems from a collaborative effort among the trauma service and the departments of medicine and surgery at the East Carolina University School of Medicine," Bailey said.

Program plans include forming the Pitt County Memorial Hospital Injury Prevention Advisory Council, identifying existing traffic injury prevention programs and activities in the community, and assessing the potential resources to begin new programs, according to Bailey.

Plans also call for an area-wide assessment of the traffic injury problems that have not yet been addressed. This effort will include community-wide representation from law enforcement, traffic engineers, health care professionals, educators, local and state legislators, community and business leaders, and the media.

"In Pitt County and the surrounding counties, programs for traffic accident prevention are quite active and can benefit from networking so that efforts are multiplied

(Continued on page 9)

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Martin Luther King, Jr. Parade will be held Monday, January 15th

A Martin Luther King Jr Day Parade sponsored by the North Carolina State Conference of Branches, NAACP and co-sponsored by the Greensboro NAACP Branch and power 97 WQMG Radio Station will be held on Monday, January 15, 1990 starting at 10:00 a.m. in Greensboro, North Carolina. A ribbon cutting ceremony will officially dedicate Martin Luther King Jr., Drive and will start the parade. The parade route is approximately 1.5 miles going north on Martin Luther King Jr. Drive and ending at the Governmental plaza, Downtown Greensboro. To climax the parade, a rally will be held at the Govern-

mental Plaza at approximately 1:00

Participants in the parade will include bands, cars, floats, cyclists, equestrian units, and drill teams, which will march under the officiation of a grand marshal and honorary marshals. This is a state-wide parade and is open to participants from all across North Carolina.

Other events associated with the parade are the WQMG Float Contest and a poster and essay contest.

Melvin "Skip" Alston, who was instrumental in changing the street name in honor of Dr. Martin Luther King Jr earlier this year.

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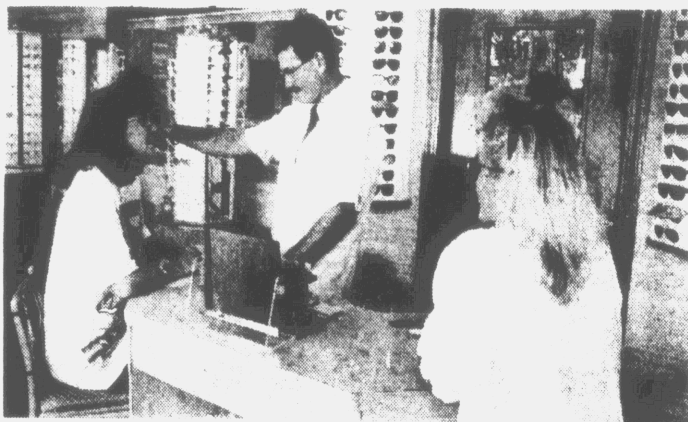
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(Continued from page 3)

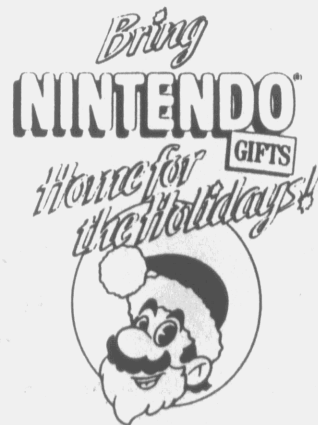
Here are some suggestions for parents: Talk with your children about the pressures the family is under. Let them help with the dinner and cleaning ups. Listen to your children. Parents are so eager to teach that they end up preaching. Create regular family times, including sit-down dinners as many nights a week as possible, and rituals like summer trips or holiday feasts. Don't look for short cuts. There's no quick, easy way to teach values or establish discipline. If parents are too into their careers, their kids will look elsewhere for guidance and that's how they get into trouble. When scheduling activities for your youngsters, ask: What's my motivation for wanting my child to do this or that? What do I appreciate my child for? How often do I show it? Don't criticize children in terms of the way their behavior may jeopardize your professional or social life, such as making you late for a meeting or forcing you to cancel your trip. Don't get so involved that you're doing your children's homework or trying to solve their problems for them. Children need to learn about failure as well as success. Treat your children with the same courtesy you would an important client or superior. If you have to cancel an outing, explain why and set up another date. Beware of trying your love to your child's performance. Parents express their love by telling their children they want them to succeed. Believe that your children want to do the best. Children have such good intentions. They desperately want to please their parents. If you just correct rather than criticize, the relationship can blossom. Praise again and again. Try to find at least one thing, however small, to compliment each day. Just as you would do with an employee or subordinate, emphasize accomplishments rather than shortcomings. If you have several children, take one out alone at least once a month for a really special event, such as dinner at a restaurant. Children today brag about how much time their parents spend with them. Show your love and affection as often as you can. Not the most expensive toy can compare or compete with saying, "I love you" and giving hugs at least once a day. Don't underestimate the importance of children earning their own money. And make sure youngsters do chores so they feel they're contributing to the household. Rather than giving children toys or clothes they ask for, let them save for them. If you don't have to wait or work for anything, you never feel a surge of joy at getting it. If you feel overwhelmed, get professional help. Sometimes a parenting course alone teaches the skills parents need most.

From: American Health
October 1989

SOME STATISTICS . . .

. . . About 60% of our kids have used alcohol by the eighth grade. Two and a half million of our teenagers get sexually transmitted diseases each year. Emotional disorders afflict millions of children, and most of them receive no treatment.

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DOCTOR'S CORNER

BY: CYNTHIA L. DOCTOR



CHRISTMAS GIVING

'Tis the season for giving. Today, for many the Christmas holiday begins the day after Thanksgiving. Many families have long begun to plan and shop for toys and gifts for their children. Those families may be wisest among all of us. Christmas, though seldom discussed, can be one of the heaviest financial burdens for the family breadwinners. Many parents shop endlessly without first developing a family budget. Credit cards are most often over extended and in some cases, family bills are left unpaid in order to purchase material items for the children and spouses. Is this wise spending? Further, what do we teach our children when we splurge and wreck the family's economic balance for the next half of the year?

Steps for wise Christmas spending:

1. Set a budget for holiday gifts and other related expenses, and stick to it. Many of us cannot resist attempting to fulfill our children's every Christmas wish. Most often after the holiday season, the children lose interest in many of the items before they learn to fully appreciate or use the toy.

2. Plan carefully the gifts to be purchased. Consider your children's ages, stage of development, and interests before charging out with credit cards and check books in hand. Invest in educational toys — computers, software, etc. that the entire family can benefit from.

3. Shop early in the season when possible. Getting caught up in last minute stocking stuffers can reek havoc on even the most well thought budget and planning.

4. Consider what Christmas giving is all about. Our society has become so materialistic that we sometimes forget what we actually should be celebrating during the holiday season. Gifts that are homemade can be as precious as others. Most often these gifts let the individual know how much thought and effort you've put into sharing yourself with them. Family projects this season can center around creating handmade items to share.

5. Remember the importance of giving of one's time during this yuletide. Don't let extra gifts, toys, and clothing take the place of spending time with your children, friends and relatives.

COMMUNICATING WITH YOUR PARENTS

This week's column is a message to children in the many families in our community. Although this column has been primarily an aid and an appeal to parents, it's the children's turn this week.

Have you ever had a problem that you were afraid to discuss with your parents? Perhaps this feeling was based on fear of punishment, loss of affection, or loss of respect from your parents. Some of the roles of childhood and of being in a family are to learn to accept discipline, to obey, and to make the necessary changes in your behavior. Therefore the fear of punishment from your parents is a legitimate one. It is a parent's responsibility to punish for improper behavior. Punishment is generally much more severe if parents learn from outsiders (teacher, neighbor, police, etc.) things that you should have trusted them enough to tell them.

Consider for the moment the types of punishments that exist today. Compare these punishments to those of your parents. Police or legal punishment may be harsh. School—teachers and principals—punishments, may be impersonal. Such impersonal discipline can lower self esteem. Outside

(Continued on page 11)

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Food Stamp Customers Welcome



PROUD AFRICAN AMERICANS . . . The 126 session of the North Carolina Conference of the Second Episcopal District African Methodist Episcopal Zion Church was held in Washington, North Carolina at Metropolitan A.M.E. Church at 102 West 4th Street last week. The host, Pastor Rev. David L. Moore is shown with other pastors. Bishop Alfred G. Dunston, Jr., was on hand for the conference to head a march in downtown Washington to focus on drugs in the Black communities.

Pitt Co. Memorial Hospital receives \$118,500 grant

rather than needlessly duplicated," said Bailey. Pitt Memorial President Dave McRae is pleased the hospital is making a commitment to prevention.

"Historically, hospitals have been more involved in the treatment and rehabilitation of accident victims," McRae said. "We look forward to working with existing community programs to become more involved in injury prevention."

Motor vehicle crashes are the leading cause of death in the United States among people ages one to 34 years. In Pitt County alone, there has been an increase in fatalities since 1987. In 1986, the death toll due to motor vehicle crashes was 19. The toll rose to 21 in 1987 and 22 in 1988.

Research indicates that rural populations are at greater risk for morbidity and mortality from traffic accidents than urban populations. A number of factors are

(Voice photo by Jim Rouse)

(Continued on page 11)

Pitt County Store Disqualified From Food Stamp Program

A Pitt County store has been barred from participating in the food stamp program because of program violations the U.S. Department of Agriculture's Food and Nutrition Service reports.

Creech's Fruit & Produce, Route 3, Greenville, owned by J. B. Creech, was permanently disqualified based on evidence showing that store personnel purchased food stamps for cash.

Gerald Holt, of the Food and Nutrition Service's Raleigh office, said food stamps can be used legally only to buy food or seeds and

plants to be used in gardens to grow food.

Holt explained that before being authorized to accept food stamps from customers, storeowner must agree to abide by food stamp program rules. Violations of the rules result in stores being disqualified from the program for periods of time ranging from six months to permanently.

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Graduation from high school supplemented with additional courses in bookkeeping and accounting with 6 months of experience in accounting or related work and/or equivalent combination of training and experience required. Associate degree in accounting or related field preferred.

Starting Salary Range: \$14,768.00-\$18,200.00

Apply by 5:00 p.m., Friday, December 15th, 1989, to the City of Greenville, Personnel Department, 201 W. 5th St., P.O. Box 7207, Greenville, NC 27835-7207.

EOE/AA M/F/H



Artist/Illustrator II

The Artist/Illustrator II is responsible for the design and production of a variety of University publications. This individual along with the director and other publications professionals will help to implement and maintain the University's visual identity system on all University publications. This individual should demonstrate competence in graphic design and knowledge in print production. Candidates must have a bachelor's degree in design or a related field with a minimum of one year's work experience in graphic design. A design portfolio must be presented at the interview. Experience in desktop publishing and computerized design on a Mac is desired. Send a cover letter with resume and three references to Personnel Department, 701 E. Fifth Street, East Carolina University, Greenville, NC 27858-4353.

East Carolina University is an AA/EEO Employer and encourages applications from qualified women and minorities. Federal law requires proper documentation of identity and employability at the time of employment. It is requested this documentation be included with your application.

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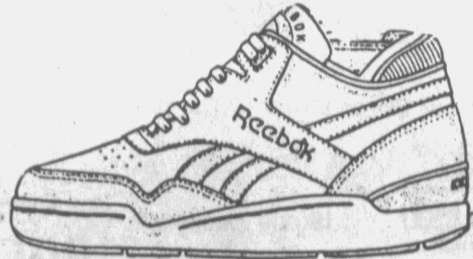
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Rep. Walter B. Jones, Jr. named Chairman of the House Select Committee

State representative Walter Jones, Jr. (D-Pitt) has been named Chairman of the House Select Committee for Voter Registration by House Speaker J. L. (Joe) Mavretic.

Jones, in accepting the chairmanship, said, "The electoral process is vital to the success and continuance of our democratic society. Because of the need that I see for a study of our state's

voter registration system, I am pleased to have been asked to serve as Chair of this Committee."

"After the poor turnout in our state in the last presidential election, as compared with the turnout in the rest of the nation, it is important for us to learn what other states are doing to have the high percentage of voter participation that are shown in recent statistics. With only 43.3 percent of our state's voting age population voting in the national,

state and local elections last year, North Carolina in 46th place among the 50 states in voter turnout. Such figures indicate that our voting process is not working as we would like and need it to work."

"The committee is made up of house members with great ability, who have the experience and desire to work toward a goal of improving our voter participation. I appreciate the Speaker's confidence in appointing me to

(Continued on page 8)



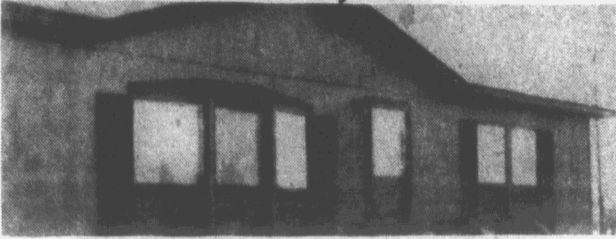
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(Voice photo by Jim Rouse)

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Recreation & Parks Department

LABORER - Performs general maintenance in the Parks Division. Duties include assisting with minor repairs to facilities and equipment, painting, carpentry, and other related work as assigned. Position requires considerable bending, walking, lifting, climbing, and light to heavy physical activities. Starting Salary: \$12,334.40.

CUSTODIAN - Performs general custodial work. Duties include waxing and polishing floors; vacuuming and cleaning carpets; cleaning and disinfecting restrooms; washing windows, walls, and doors; dusting and waxing furniture; and other related work as assigned. Position requires considerable bending, walking, lifting, climbing, and light to heavy physical activities. Starting Salary: \$12,334.40.

MAINTENANCE TECHNICIAN I - Responsible for performing skilled carpentry and mechanical work in construction, maintenance, and repair of buildings and facilities. Considerable knowledge and experience in building construction and maintenance required. Specific work involves remodeling, painting, cabinet making, wallpapering, plumbing, and electrical work in City facilities. A valid N.C. driver's license is required. Starting Salary: \$14,768.00-\$18,200.00

Apply by 5:00 p.m., Friday, December 15th, 1989, to the City of Greenville, Personnel Department, 201 W. 5th St., P.O. Box 7207, Greenville, NC 27835-7207.

EOE/AA M/F/H

PUBLIC INFORMATION OFFICER

Performs responsible professional duties in the development, production, and implementation of internal and external communications of the City organization. Administers public information program to include annual reports, press releases, news articles, pamphlets, employee newsletter, cable programming, speakers bureau, and related activities.

Must have excellent written and oral communication skills and good working knowledge of the municipal operations and procedures.

B.S. degree in journalism, communications, public relations, or related field and 2-3 years responsible experience.

Salary Range: \$21,382.40-\$26,457.60

Apply by 5:00 p.m., Friday, December 15th, 1989, to the City of Greenville, Personnel Department, 201 W. 5th St., P.O. Box 7207, Greenville, NC 27835-7207.

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PCMH receive grant (Continued from page 9)

thought to contribute to this increased risk such as delayed victim discovery and transport to trauma centers, seat belt and safety seat use, agricultural vehicles, travel speeds, and alcohol and drug use. Baily said the program's multidisciplinary, community approach will allow for study of these factors to determine which have a more significant effect.

Baileysays the program will build on data collected by the PCMH

Trauma Service for the N.C. Trauma Registry as well as information from the medical school's departments of emergency medicine, surgery and rehabilitative medicine.

Currently, information is collected only on victims of traffic accidents who are admitted to the hospital. The program will collect data on patients that sustain injuries as a result of traffic accidents, yet do not require hospitalization.



NUMBER ONE . . . The One's Social Club held their annual ball last Saturday at the American Legion for the crowning of the new queen for 1990. The new queen is Mamie Joyner. Members, left to right, are Mary Gilbert, Fay Matthres, Barbra Murray, Rachel Short, Faye Williams, Lucy Mitchell, Lillian Harris, Dessie Williams, Dot Sailbury, Brenda Moore and outgoing queen, Virgie Ward. Special salute to former member Willie Mae Carney.

(Voice photo by Jim Rouse)

DOCTOR'S CORNER

(Continued from page 6)

authorities usually are much more severe and restrictive in their punishment and discipline than are parents. Parents discipline and counsel with love and understanding. Regardless of your feelings today, as an adult, you'll look back and some of your life experiences and give your parents the praise!

For example, suppose you are pressured by your peers to use drugs, join a gang, or to engage in sexual activities. You do not feel that you are ready or want to be involved in these types of activity. You also are afraid to discuss the issue with your parents. Given the opportunity to discuss it, your parents can give you very effective ways to handle the situation. More than likely they have experienced the same pressures. Their experiences put them in a far better position to view situations objectively and maturely. They love you and have your best interest at heart. TALK to your parents. Parental love withstands the tests of time. Your parents will be there when all others turn their backs.

Let's suppose that you have succumbed to the pressures previously described. You know that what you are doing is wrong. Or worse, you've committed dangerous acts in a gang, become addicted to drugs, gotten pregnant or fathered a child. Who, more than likely, will see you through police and court action; drug rehabilitation; and the consequences of early parenting? **YOUR PARENTS.**

Remember, children have roles in the family, just as do parents. One of the roles of children in families is to accept the protection efforts of their parents. Parental protection efforts include meeting your physical, emotional, and educational needs. **DON'T BE AFRAID TO GO TO YOUR PARENTS FOR HELP.**

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Clark honored recently

Councilman Roland H. Clark of Tarboro was recently honored by City Council Members of Lafayette, Louisiana. He was awarded a key to the city and the title of Honorary Council Person was also conferred upon him.

Lafayette has a population of some 82,600 people. The recognition was in appreciation of information and/or expertise in the area of community and economic development via a symposium.

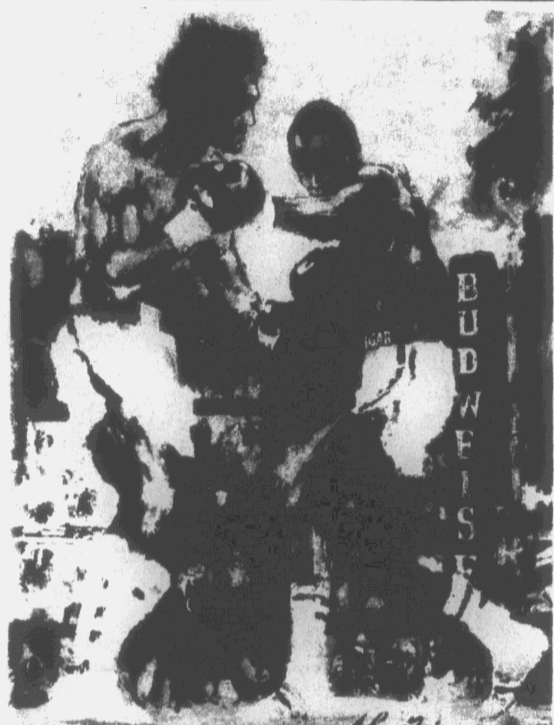
State Representative Walter B. Jones, Jr. is named Chairman of the House Select Committee

(Continued from page 10)

Councilman Clark currently serves on the National League of Cities Policy Committee on Community and Economic Development. He is also a vice-chairman for the North Carolina League of Municipalities Policy Committee on Community and Economic Development. He was recently appointed by Mayor M.A. Ray of Tarboro to the town's Planning and Economic Development Commission for a 2 year period.

this position—especially since my legislative record and experience reflect my interest in voter participation and reform in the electoral process."

Jones, a fourth term legislator, chairs Election Laws and Constitutional Amendments as a member of the House Judiciary Committee. He is well known throughout the state for his efforts in election reform.



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GP704	1986 Ford Escort	\$3,950	\$3,095	\$86
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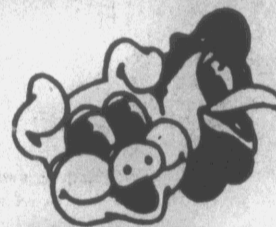


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ISLAM IN FOCUS

(Continued from page 7)

concepts that were taught to me, particularly Trinity. I felt that immaturity and youth prevented me from understanding the concepts my elders taught. I set out to prove to myself that my elders were right and I was wrong. My one basic flaw from a Christian point of view, was not accepting Jesus as God. From my childhood I prayed directly to God and could not accept anyone interfering with my one-on-one relationship with God.

Strange, however, when I started my spiritual journey, I went around Islam. It was too rigid. I instead searched out other religions such as Buddhism, Hinduism and Judaism. Each of these religions gave me valuable insight into the Nature of God and religion, but something was missing. Finally, I decided to check out Islam. By this time, I had become involved in the Black movements of the late 60's and early 70's. From this experience I developed a love for myself and anything that was of Africa. I decided to join the Nation of Islam because it stressed that Black people should be proud of who they are, and should start building for self. Still, because of the way the Nation of Islam was structured, I did not get into the nitty-gritty of Al Islam. It was almost a year after joining the Nation of Islam that I read the Quran from cover to cover.

The Quran totally overwhelmed me by its beauty and completeness. After reading it I read the Bible, afterwards all I could do was cry. I knew then that my childhood prayers for understanding were answered. In my childhood I prayed for guidance, I did not know that I was asking for Islam. I took a round about way to discover His Light but He waited for me patiently. I left the Nation of Islam and became a Sunni Muslim. This is a Muslim who strives to follow the way of Prophet Muhammad. The prophet to whom the Quran was revealed to over 1400 years ago. The Quran taught me that religion is God's guidance to all of mankind not just to select race, or nationality, or country.

I believe Allah guided me onto the right path, because a child's prayer is ever so humble. But, because there is no compulsion in religion, when I attained the knowledge needed to make a decisive decision. He let me make the final choice. He brought me to a decision point and showed me where I had come from and what I had learned. Here my faith was put to the test, I had to face some very convincing arguments from all sides. Each time I weighed the arguments against the teachings of the Quran and each time the Quran would shine. Whenever I needed to know the answer to a puzzling question, it would guide me to a source of understanding. I was fighting for my spiritual salvation. But I was not afraid, for Allah showed me His Strength, His Power and most of all His Love. Today, I gladly receive the 'oft repeated verses' 35 times or more a day. The guidance of Allah is worth more than a mountain of gold or an ocean of diamonds.

Once in the time of Prophet Muhammad, his people offered to make him a king if he would stop teaching the religion of Al Islam. His reply was, "If they put the sun in my right hand and the moon in my left, I will never cease teaching Allah's religion until Allah has vindicated it or caused me to perish in the process". Guidance is the reason for revelation. Allah allowed the previous scriptures to be tampered with to show mankind how low we would stoop to have our way. Prophet Muhammad knew that after him there would be no more prophets. There would be no other revelation after the Quran. If he failed to do his job, mankind would not have another chance for salvation.

Without Allah's guidance we can not find the right path. But only those who humbly ask will receive it. I understand why my elders could not see and accept the truth. They had lost their childlike curiosity about God and allowed themselves to become comfortable with concepts that were unclear to say the least. As long as they are satisfied with what they have Allah will be satisfied to "leave them alone in their inordinacy, blindly wandering on." Holy Quran 2:15

You cannot find Allah's kingdom with a haughty and proud spirit. If you think you have all the answers, you will be lost. If you think you don't have to search anymore, you will be lost. If you avoid dialogue with others because you are convinced they are wrong, you will be lost. You must begin by breaking the ice around your heart and changing your mind into a sponge. "Except ye be converted, and become as little children, ye shall not enter into the kingdom of heaven" Matthew 18:3.

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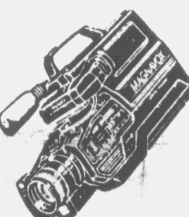
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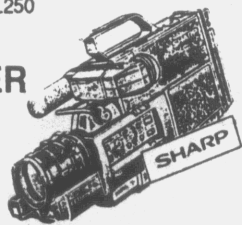
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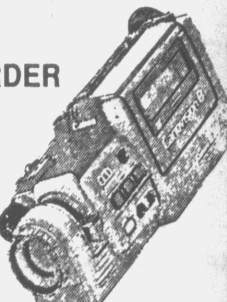
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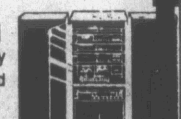
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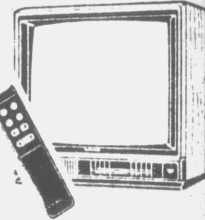
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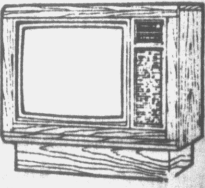
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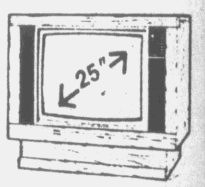
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• Graphic control tuning system • Total remote • 178 total channel capability • Contrast 52 1000 picture tube
\$449⁹⁵



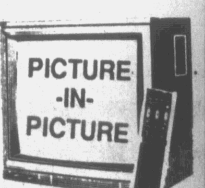
SHARP

25" CONSOLE REMOTE STEREO T.V.
• Remote control • Cable ready • Sleep timer
• Oak cabinet
\$549⁹⁵



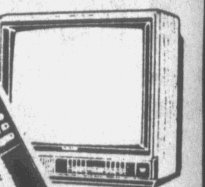
MAGNAVOX

Model RK7720
31" CONSOLE T.V.
• 31" picture tube • Stereo sound • Cable ready • Remote
\$1,899⁹⁵



13" REMOTE T.V.

\$239⁹⁵



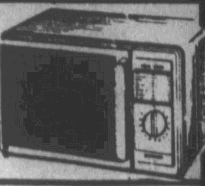
MITSUBISHI Model VS-582R
30" PROJECTION T.V.

• MTS stereo 8 integrated remote • Three 6-element all glass lens systems • 181-channel, cable compatible
Was \$3,099.99
SAVE \$600.00
NOW \$2,499⁹⁵



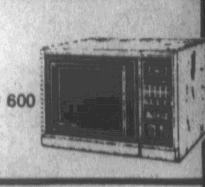
COMPACT MICROWAVE

Dine in just a fraction of the time! Removable glass tray goes right from oven to table! Stylish white exterior. Get a hot deal on a hot meal cooker!
\$89⁹⁵



Amana Model R310
RADARANGE

• Full size • 10 power levels • See through window • 600 watts
\$219⁹⁵



Magic Chef

Model VM9B-8
COUNTERSAVER
• 1.0 cu. ft. • 10 heat levels • Touch controls
\$399⁹⁵



VCR

14 Day/4 Event • Cable ready • Wireless remote
\$209⁹⁵

VCR

• 14 day/4 event • HQ (High Quality) • Wireless remote control • Synthesized random access tuning • Cable ready
\$259⁹⁵

ZENITH Model VFH300 VCR

• 4 heads • MTS stereo hi-fi • Remote control
\$499⁹⁵

KitchenAid For the way it's made.

Model KUDB220T
DISHWASHER
Performance, Durability, Quality
• Heavy duty control and cycle selections • Random loading • High-density insulation
\$419.95

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White Westinghouse

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Magic Chef

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