

Editorials

\$154 Billion in the Black

Black Americans must stop thinking poor and crying the blues about discrimination, oppression and sundry other problems.

This is not to say that the problems don't exist, and certainly we do not minimize their seriousness. Rather, we submit that black Americans who constitute a \$154 billion consumer market in this country have the resources to battle the problems and win.

We must first learn the lesson of the American economy, and understand the power of money.

The real value of a money system, over a barter system, for example, is that the money system puts the control of the economy in the hands of producers, rather than in the hands of consumers. There are but three things to do with money: spend it, save it (to spend), or invest it. It's relatively easy to understand which of these three money activities is considered most important. The government doesn't tax investment.

But there is even power in spending money. The September issue of *Black Enterprise* reports that a black woman is promotion manager for several of Kellogg's cereal brands. Her job is to convince consumers to buy Kellogg's products.

Promotion managers use several "gimmicks" to convince you. Kellogg's, for example, puts that cute little black kid on the front of the box, and here is where the power of spending money comes in.

If you buy Kellogg's and you're black, buy the one with the black kid. That purchase ripples throughout the economy, and produces many positive results.

The store manager will recognize that the boxes with the black kid disappear off the shelves as the traffic of black consumers increases. He'll order more boxes with the black kid, and advertise to get more black consumers.

The sales reports will explode in the manufacturer's office, and the black promotion manager will look like a genius, and will carry more clout, which will produce more black pictures, and more money in the black community.

And even the white sales manager, or vice president for whom the promotion manager works, will understand the relationship between his vacation in Europe, and the box of corn flakes you buy. Thus, he, too, joins the fight to treat the black consumer with more respect. So he just might start looking for another black promotion manager, and who knows, maybe one day, your son or daughter, who always wanted to work for a big corporation might be making the decision about whose black face goes on a box of corn flakes.

Does this sound farfetched? We sure hope not, because this is America, and there are three lessons of power that all Americans must know and practice. They are:

* The biggest rewards go to those who are willing to take the biggest risks.

* The business of America is business, and everything else about our American lifestyle is based upon the success of business.

* The best way to control negative behavior, i.e., racism, is to make positive behavior profitable.

And, with an annual income of about \$154 billion, black Americans can produce a lot of positive behavior in this country. But before we do that, we must stop thinking poor.

A Message From The Third World

In a recent column, nationally syndicated columnist Pat Orvis wrote about a letter she says came from India's prime minister, Mrs. Indira Gandhi, written to a Texas financier in 1975.

At least one quoted paragraph in that letter has significant import for blacks in this country, especially in Durham. That paragraph, attributed to Mrs. Gandhi, said: "But such is the magnitude of India's needs that...no country can really solve India's problems. We just have to solve them ourselves."

Mrs. Gandhi said this though she also said in the same letter that many of India's problems were caused by European colonizing. Speaking of the colonizers, she said, according to Ms. Orvis: "for the most part they systematically inhibited our initiative in trade and industry and deliberately destroyed our traditional industry. Real development had to wait until we became free, 27 years ago."

It should be clear by now, that much of what Mrs. Gandhi says about her people can easily and very aptly be applied to blacks in this country. Her conclusion is especially appropriate. Paraphrased to apply to us, it says: "Such is the magnitude of black American needs that...no federal government or private grant or much of anything else can really solve our problems. We just have to solve them ourselves."

But how is always the next question, and right on the heels of that question comes all of these reasons why we can't solve these problems ourselves.

But, for a change, let's look at why we CAN do it ourselves.

There are more than 50,000 blacks in this city, and at least 35,000 of them are employed. Why, then, can't we establish the Durham Black Community development Fund, financed by every employed black to the tune of \$2 per week?

Such a fund would generate capital at the rate of \$70,000 each week. That totals \$3,640,000 annually. Yet, each individual would have invested only \$104 each year — all tax deductible. We all spend more than that each year on things that cannot be remotely construed to favor our development.

The fund could be insured by the world's largest black insurance company. It could be deposited in the state's oldest black bank. Legal ramifications could be examined and explained by one of the South's oldest law schools at a predominantly black university. One of the South's largest black-owned accounting firms could help establish guidelines for controlling and accessing this fund.

This fund could be used to finance a venture capital firm to help fund viable and potentially profitable black businesses. It could issue revolving loans and/or grants to black organizations, such as the Durham Committee. There is just no limit to what could be done if the black community decided to finance its own progress.

Will this be done? Only time will tell. But the longer it takes us to do it, the higher will be the price of freedom we all ardently claim to desire.

To Be Equal

By John E. Jacob

Executive Director, National Urban League

It was quite a thrill to take part in the White House ceremony highlighted by President Reagan's signing of the extension of the Voting Rights Act into law.

In spite of a concerted drive to weaken the measure, decent legislators of both political parties combined in a genuine bipartisan effort to get a strong bill through the Congress.

And despite months of ambiguity and public reservations about the bill's key feature, President Reagan demonstrated great wisdom and flexibility by signing the bill into law.

Unfortunately, one of the biggest obstacles to swift passage of the bill was the Justice Department, which should have spearheaded the fight for strong law. With the Justice Department consistently working to undermine enforcement of other civil rights measures, and with other agencies exhibiting resistance to tough enforcement, the Administration is in danger of appearing to weaken the national commitment to the constitutional protection of civil rights.

The Justice Department's opposition to school desegregation is just one example of that stance. It is incredible for the official in charge of civil rights to say, as the Assistant Attorney General was quoted: "we are not going to compel children who don't choose to have an integrated education to have one."

A statement like that not only defies logic, it defies the constitutional rights of all school children. It also means, despite

the Constitution and an abundance of court rulings, that children who have the right to an integrated education will be denied it.

Administration spokesmen assert that the federal government is still committed to protecting individual rights. But the focus on individuals and not on groups and discriminatory systems must ultimately mean less protection for the individual.

Enforcing the law against discrimination in employment is a good example. There aren't enough lawyers in Washington to effectively monitor all job discrimination in an economy as huge as ours. So enforcement efforts focus on large employers and on key industries. Sophisticated techniques were devised to deal with systemic abuses.

The systemic approach aims at winning relief for large numbers of people affected by system-wide discriminatory practices.

Shifting the emphasis to dealing with individual complaints is a time-consuming process that inevitably means increased backlogs and inaction that will cause people to lose faith in their government's promises of protection.

Instead of efficient wholesale rights protection, we're getting inefficient dime-store treatment.

Enforcement agencies have also been hit by the budget cuts. Especially when adjusted for inflation, their budgets will be sharply reduced from previous levels.

That means less staff, less data collec-

tion and analysis, and less effective rights protection, as pointed out in an important recent report by the U.S. Commission on Civil Rights.

The report condemns what it calls "this retrogressive trend" and says that as a result of budget cuts and changes in operations, enforcement agencies "have cut back on activities that more effectively prevent and resolve major civil rights violations."

The rollback in enforcement sends a message to the nation that the government is not taking its responsibility to protect constitutional rights seriously, something that can only increase the alienation of minorities suffering from social service program cuts and the general depression of the economy.

And it sends a message to employers too, a green light to backslide on their legal obligation to maintain equal opportunity in employment. Fortunately, that message has been ignored by most major companies where affirmative action is firmly embedded in corporate practice.

But in other areas, where compliance has been grudging and halting, prolonged government indifference to enforcement could result in serious violations of the law.

So signing the extension of the Voting Rights Act should be the first step of a new civil rights stance by the government, a stance that should include responsible enforcement of the laws of the land and the rights of minority Americans.



Civil Rights Enforcement

Business In The Black

PUSH Proud

A Drinking Man's Answer Seven-Up Signs Up

By Charles E. Belle

It's obvious this old economic world is sick and getting sicker. Some more people may be driven to drink. Being a Jack Daniel's and Seven-Up man myself (J.D. drinkers close your mouths) my heart almost missed a beat for a moment. Many will recall giving up grapes, lettuce and even Coors beer before their civil rights settlements. Still smarting from those crusades for equal economic rights for black Americans and other minorities, my intake of same is minimal at best today. Thank the powers that be, PUSH, in this case, and Seven-Up saw the light before the strike. Stepping in line with Coke and Heublein, Seven-Up became the third major U.S. corporation to cooperate with civil rights organizations to bring black Americans into the mainstream of American society.

Seven-Up president Edward W. Frantel and Rev. Jesse Jackson signed a five-year agreement in which Seven-Up committed to spend \$61 million to develop black American business including the first award of a Seven-Up bottling franchise to a minority entrepreneur.

Also part of the agreement called for hiring a black American as a vice president, naming an additional black to Seven-Up's board of directors and establishing a goal of 15 per cent minority employment. Even spending \$2.5 million with black American travel agencies and vendors, as well as buy \$5 million worth of group life insurance from minority owned life insurance companies (insurers). Investing \$4.35 million on advertising in black American media, investing 15 per cent of all bank deposits in minority owned banks, plus channeling \$15 million in payroll accounts through black American owned banks. Black American colleges will benefit also from a grant of \$250,000 for minority charities which includes a tuition scholarship program for black American colleges.

The Seven-Up plan, similar to the Coca-Cola agreement, includes a \$10 million guaranteed capital accumulation program to aid minority businessmen and women in establishing soft-drink fountain wholesale dealerships in areas where the

company is expanding.

The Coca-Cola, USA, agreement provided for distributorships, wholesalers, vendors, fountain supply and wine distributorships.

Dobbs Corporation, William A. Clement, Jr., president, has been retained to assist the Coca-Cola Company in implementing its agreement. A call to Joe Gardener at PUSH, Inc. offices in Chicago will get you the name of the Seven-Up man in charge of minority business opportunities.

Seven-Up should be congratulated and at least a six-pack purchased for their promptness in responding to the growing needs of black American business. Black American businesses are going to bust at an even greater rate than the total economy. Everyone should praise PUSH and Seven-Up for reaching a sensible and swift agreement to activate economic justice for black Americans. I for one will drink to that — J.D. and Seven-Up please. For a while there it was, "nip and tuck."

Happiness Through Health

Herpes: Infects Millions With Disease and Despair

By Otto McClarrin

At least a dozen methods have been tried, without notable success, to cure herpes. Among them: Vitamin C, injections of inactive herpes viruses, fluorescent light, ether, even zinc in the diet. An ointment containing 2-deoxy-D-glucose seemed promising a year ago, but researchers are not so optimistic now. Acyclovir (ACV), an antiviral drug, looks promising, but testing is far from complete or conclusive.

Smallpox vaccine has been tried unsuccessfully, and vaccines in general are viewed warily: if herpes does in fact cause cancer, some vaccines could increase the risk by increasing the number of herpes viruses in the body.

That leaves only such palliative measures as keeping the affected area clean and dry and acting decisively if herpes is suspected. Says Dr. Yvonne Bryson of UCLA: "A woman should have a viral culture done immediately."

One obvious way to control the disease is abstinence from sex or at the very least a high degree of sexual selectivity. Condoms may reduce the risk of infection. One thing that will surely help is better informed physicians. Says one Seattle doctor: "A lot of women and doctors believe everything down there is a yeast infection."

To reduce misinformation about herpes, the American Social Health Association of Palo Alto, Calif., distributes a newsletter called "The Helper" and is setting up HELP chapters around the country.

One of their objectives is to eliminate the stigma of herpes, often more painful than the illness. It affects performance on the job, disrupts personal relationships and in not a few cases has resulted in cancellations of weddings when one of the partners is told the other has herpes. It also makes the victim something of a pariah. After being told by a doctor that he had herpes, Joe, 32, a college instructor, turned on departure to shake hands. The doctor would not extend his.

Last summer a number of publications headlined the fact that herpes simplex had been suppressed in a test of the new antiviral drug: ACYCLOVIR.

This dramatic achievement of the new drug in 10 Johns Hopkins Hospital patients being treated for leukemia or severe anemia "could lead to far wider uses," the reports stated.

"One use," one article stated, "could be against the heretofore unstoppable recurrences of genital herpes lesions, caused by a virus known as herpes simplex 2, that have been transmitted sexually to up to 20

million Americans, as many as five million in 1980 alone, according to the American Social Health Association."

"We have to be cautious in generalizing" and much work lies ahead, Dr. Rein Saral, director of the Johns Hopkins study has warned journalists. "But the potential is there. We've now seen something very dramatic in therapy where before we had nothing. This is one indication that we are now entering a new era of anti-viral therapy."

The drug acyclovir was given to 10 men and women scheduled for bone-marrow transplants. Tests showed that all harbored herpes simplex viruses, which typically remain present or "latent" for years and periodically may erupt to cause rashes or sores.

The doctors started the drug in these patients three days before the transplants and continued it for an additional 15 days. None of the patients broke out in herpes infections during this time. But seven out of another 10 patients given placebo or dummy compound developed sores or other signs of a herpes outbreak.

The drug did not eradicate the virus. Some of the acyclovir patients developed mild herpes infections after the drug was stopped.

More study is needed of the drug's possible

side effects, and an oral instead of an injectable form of the drug may have to be made for long-term use.

Still, there now is at least a possibility of

short-term use of the drug to prevent herpes infections in especially vulnerable persons and a hope, at least, of future long-term use in habitual herpes sufferers.

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