

SPECIAL

Next Week!

Home and Garden section will feature gardening, home tips

RELIGION

Picture This

Children's Center youngsters master world of picture-taking

36 Pages This Week

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Buyer interested in building mall near Jetway mart

By TONYA V. SMITH
Chronicle Staff Writer

A buyer is interested in building a shopping center off New Walkertown Road across from the Jetway Shopping Center, but a local real estate broker handling the deal doubts the project "will get off the ground."

Alyson Adams said someone is interested in building a shopping center at the site but, "I don't think we'll ever get it off the ground because of the competition of another planned shopping center down the street. I don't think there's really room for another shopping center."

Ms. Adams was referring to the New Walkertown Market, a \$4 million project being developed by Afro-American developer Herman Turner.

The Winston-Salem Board of Aldermen agreed in February to sell the 9.3 acres of city land to the East Winston Community Development Corporation. The CDC will, in turn, convey the land to New Walkertown Associates, the ownership corporation for the center, in exchange for 20 percent of the company's stock. Half of the CDC's profits from the shopping center will go to the city towards the \$214,774 price owed on the land. City officials have estimated that it will take the CDC 10 years to pay the city for the land located off New Walkertown Road between Dellabrook Road and Gerald Street.

Thomas H. Schram, with the city's Development Office, said he was not aware of another planned shopping center off New Walkertown Road.

Ms. Adams did confirm "talk" of a shopping center but she declined to release the interested buyer's name.

James R. Grace, acting chair of the CDC Board of Directors, told members of the East Winston Development Task Force Tuesday that all the documents setting up the shopping center project are in

Please see page A8



Photo by Sam Greenwood

Colorful hot-air balloons provide a subject for photographs taken by youngsters from the Children's Center for the Physically Handicapped during their "Picture Perfect Day."

NAACP board imposes 'gag rule'

By TONYA V. SMITH
Chronicle Staff Writer

The NAACP Executive Board has imposed a local "gag rule" that would necessitate the removal of any committee member who publically speaks about the organization's issues without going through the proper channels, said President Walter Marshall.

"We have imposed a local gag rule on Executive Board members and any Executive Board member that makes a statement to the media that has not been approved by the Executive Committee, the Public Relations Committee or the president will be dealt with and removed from the Executive Board," Mr. Marshall said.

The board met in a closed door session for three hours Tuesday night to discuss recent controversies surrounding the organization, Mr. Marshall said.

"The biggest thing we discussed was just to start operating again as an organization and stop acting as individuals," he said. "Problems that the local chapter has had is because we weren't following our constitution because everybody did not have a copy of it. Now everyone has a constitution."

The Executive Board also voted, on the advice of NAACP state branch attorney Romallus Murphy, not to take another public stand on the county commissioners election plan, Mr. Marshall said.

Please see page A11



Marshall

Expert gives draft report to Task Force

Study shows E. Winston needs more retail, housing, entertainment

By TONYA V. SMITH
Chronicle Staff Writer

The first "real" study of East Winston-Salem shows that the area has potential and could be a very viable addition to the city in the areas of housing and retail development, said Ernest H. Pitt, chairman of the mayor-appointed East Winston Development Task Force.

The study represents the preliminary findings of the consulting firm of Hammer, Siler George Associates. Based in Silver Spring, Md., the firm was hired last year to conduct a comprehensive economic development study of East Winston.

"I think the study is significant, first of all, because it really constitutes the first real study that's ever been done on East Winston and it does not paint as negative a picture of the area as many people believed," Mr. Pitt said. "It shows that there is the potential for housing development and retail development and for once we have a fairly accurate assessment of the spending power of the residents in East Winston and we have confirmation that most of the spendable income leaves the black community."

The East Winston area has an expenditure potential of about \$56 million, according to the study.

However, retailers in the area only capture about 38.4 percent of that \$56 million.

"Interviews with area residents show a strong propensity to drive to shopping centers in other areas of Winston-Salem, especially for shoppers' goods purchases and services unavailable near their homes and businesses, and they have adjusted their life styles accordingly," reads the study. "However, residents stated that they would shop within the study area if the quantity and quality of retail offerings were expanded."

East Winston residents spend 14 percent of their income at Northside Shopping Center off Patterson Avenue, the study says.

An interesting note for developers, said task force member Charlie Reavis, is the zero sales dollars East Winston residents spend on entertainment within their area. The study indicates that the entertainment expenditure potential is roughly \$4.7 million, but there are no entertainment facilities -- skating rinks, bowling alleys, etc. -- in the area.

"That's good news for developers," Mr. Reavis said. "Developer types are going to go there and know there is a market for something."

The consultant's draft report

Please see page A9

In memory of Rochon

By TONYA V. SMITH
Chronicle Staff Writer

A local song writer has written a jingle and a draft of a song in memory of Rochon Monique Carney, the nine-year-old Afro-American girl who was struck by a car and killed earlier this month.

James L. Bennett, minister of music at Pinehaven Church of Christ at 3395 Peters Creek Parkway, said Rochon's death should never have happened.

"When I first heard the news of the child's death I started writing a lyric that was describing how I felt," said Mr. Bennett. "I was writing this song and in the midst of working on the chorus I came up with this jingle."

Please see page A8

Summit leaders say meeting successful

By KEVIN MCGILL
Associated Press Writer

NEW ORLEANS (AP) -- Attendance was no test of the success of the African American Summit '89, said the chairman of the three-day gathering of black leaders that ended Sunday.

"The real test will be whether there are some things that come out of here that have a relationship and meaning for the lives of millions of people in this country who right now are in crisis," said former Gary, Ind., Mayor Richard Hatcher.

Jesse Jackson's Saturday speech and Louis Farrakhan's fiery Sunday morning address drew the conference's largest and most enthusiastic crowds, packing 1,000 seats.

But only a week before, organizers predicted a crowd of at least 2,000. And 17 years earlier, 2,700 came to a similar meeting Mr.

Please see page A8

SAY M-M-MOM

May marked for focus on speech, hearing disorders

By TONYA V. SMITH
Chronicle Staff Writer

Three-year-old Alicia Sherman used to be a very quiet child -- not because she was particularly shy but because she had a speech-language disorder.

Today little Alicia uses one-word sentences to communicate her thoughts, and while she has a lot more to learn, she has come a long way thanks to a federal program that paid for her to undergo speech-language therapy, said Sarah A. Calhoun, associate director at SPEECHCENTER.

Owned by Joy English & Associates, SPEECHCENTER is a private practice in North Carolina specializing in rehabilitating communication disorders in chil-

dren and adults, said Ms. Calhoun, who also is a licensed speech-language pathologist.

May has been designated "Better Hearing and Speech Month" by the American Speech, Hearing and Language Association. Dr. C. Everett Koop, the U.S. Surgeon General, and poster child Timothy "Timmy" Lundy are spearheading a photographic campaign to educate the more than 24 million Americans with communicative disorders.

"During this month we want to make the community aware that speech pathologists and audiologists can help people with hearing and speech disorders," Ms. Calhoun said. "We work with

Please see page A9



Sarah A. Calhoun helps Kevin Little with therapy at Family Services' Headstart in the old Diggs School. Photo by Sam Greenwood