

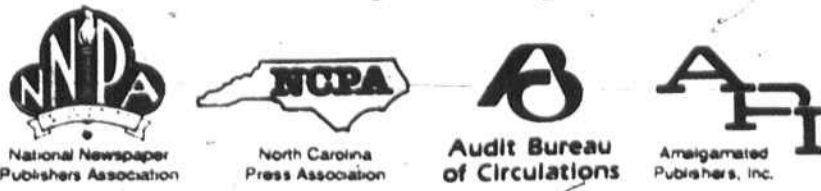
Winston-Salem Chronicle

The Twin City's Award-Winning Weekly

Established in 1974

Ernest H. Pitt • Ndubisi Egemonye
Editor/Publisher Co-Founder

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Editorials

Fighting For Our Lives

Looking back at East Winston's thriving business community in the 1940s brings pride and honor to the heart until you compare it with today's black businesses, who are fighting tooth and nail for survival.

We, as African-Americans, must give our solid support to black businesses - or one day there will not be any black history to celebrate.

Fifty years ago, the city was tightly segregated. Most black people knew better than to take their business into the white community. They felt their money wasn't welcome, and they were acutely aware that money spent in the white community generally stays in the white community.

Civil rights victories led to affirmative action policies, and blacks began to get a better education and higher-paying jobs. But as our buying power increased, we forgot the lessons of the past: If we don't patronize our own businesses, who will?

As the black dollar became mightier, it began to show up on marketing surveys. Corporations realized that courting the black consumer was smart; it would pay off profitably on the bottom line.

Across the country, companies give birth to new marketing campaigns targeting the black consumer. Smiling black faces began to appear on billboards, television, and in print, urging us to pledge our loyalty to those products.

We fell for it hook, line and sinker. We began to spread our dollars around. We began to drive by the black auto dealer, overlook the black grocery store, disregard the black clothing store, tune out the black media, slight the black florists, bookstore. The list is endless. And these businesses suffered.

They saw their moderate profit margin dwindle down to nothing. They went in the red. They hoped and prayed for a renewed sense of loyalty in the black consumer. Some of them tried marketing to white consumers. All the while they knew that there is only one cure for what ailed their business: more black customers.

Increasing numbers of African-Americans spend their money in the white community. But ask yourself this question: How many white people go into the black community to spend their money?

We didn't realize the power of our dollars. We didn't notice that others were starting to sell us our own culture. Today, we even buy symbols of black culture from white businesses. Can you picture the day we buy Kente cloth and African beads from a white-owned chain store?

Meanwhile, what has become of those precious black dollars that went to white businesses. Some of us made the assumption that businesses who courted us as customers cared about black issues: a deadly association.

The business that wants your dollar does not necessarily believe in hiring qualified black applicants, handing over authority to talented black employees, or using your black media to advertise its products.

Never, ever underestimate the power of your dollar. Invest your dollars in the black community. A dollar rolls over eight or ten times in the white community. In the black community, we have a sad but true saying: paid on Friday, back in the white community by Saturday morning.

For the sake of our ancestors, for the future of our children, patronize black businesses. If you don't, one day in the not-too-distant future, there may not be any black history to celebrate.

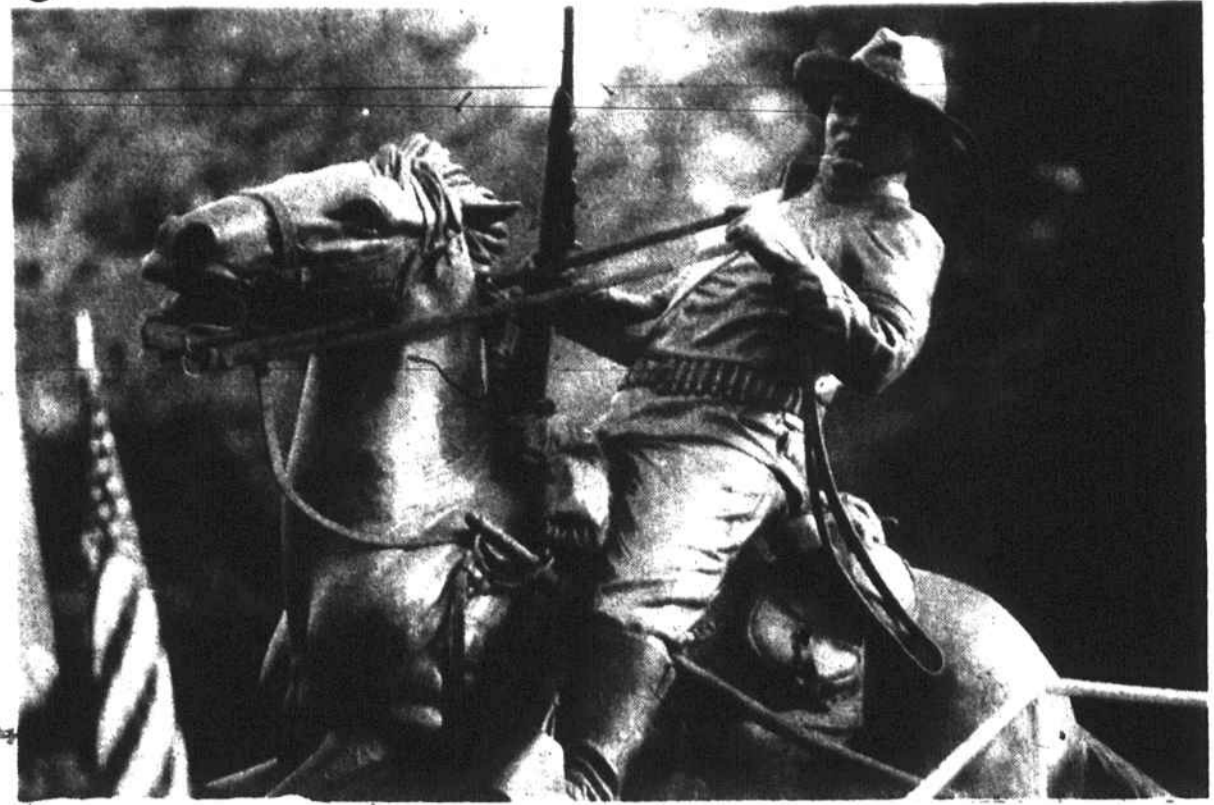
Justice System: It's Who You Know

To The Editor:

I was taught the "Legal Scale" is a symbol of "Justice for All" in America. I had a bad experience with what I felt was injustice in a North Carolina court. I filed a Motion for Increase in Child Support. The defendant retained legal counsel, who is known to be his "every night" of the week drinking buddy. The retained legal counsel is also, which was obvious, a personal friend of the judge (Judge Loretta Biggs). When my docket was called and I walked into the courtroom, I knew by the smiles and nodding of the heads of the court officials, that I didn't have a chance.

I explained to the judge that my child care expenses had increased since my child is getting older; therefore, I was requesting an increase in child support payments. I also explained that since the defendant had been served with "papers," he voluntarily quit his job (he had been employed for only 12 weeks prior to quitting and had not worked in six years before then). Immediately, my motion was denied because the defendant was unemployed. Now, I strongly believe if the judge sitting on the bench at that time had not been a personal friend of the defendant's legal counsel, the judge would have suggested or maybe ordered the defendant to seek work to maintain his obligations, not to mention his responsibilities. Instead, Judge Biggs made the comment to the effect, "he should motion for a decrease." To me, that was a suggestion to the defendant but was appalling to me to hear a person in her position make such a comment. The defendant is several payments behind in child support, which happened while he was employed during those 12 weeks. I am a taxpayer, a registered voter, who regrettably voted for this judge, and a public official (Notary Public, commission expires 8/93). In the meantime, this other person (defendant) is not a taxpayer because he will not work, and he definitely is not a registered voter, due to his educational illiteracy, and the way he earns a living is illegal.

This unemployed person can afford legal counsel but cannot afford to keep up his child support payments. How can one respect a



The Buffalo Soldier Monument stands Saturday in Fort Leavenworth, Kan. It was dedicated by General Colin Powell, chairman of the Joint Chiefs of Staff. The monument honors black soldiers serving their country in the 1930s and 1940s.

CHRONICLE MAILBAG Our Readers Speak Out

legal authority who would allow or even suggest otherwise? Is this legal system designed to protect the non-taxpayers and the criminals? I remain confused.

Keep up the good work, Judge Biggs. I've learned a good lesson from this incident: Learn all the facts about the candidates before voting. It's not what you know, it's who you know.

Crystal L. Brown

JV Coverage

To The Editor

On behalf of all the parents of junior varsity athletes in the Winston-Salem Forsyth County school system, I would like to thank you and your fine staff of writers and photographers for the excellent coverage of our sons' and daughters' athletic endeavors.

We all know how much time and effort our kids put forth, and to receive the type of recognition that the "Winston-Salem Chronicle" affords them is gratifying.

Thanks once again for your excellent coverage. We appreciate what you do for the young people of our community.

Jeff Byrd

Inspired By MLK

Here's a follow-up to your story of M.L. King Jr.'s appearance in 1962 at the Goler Memorial Church. That night I brought with me a friend, a South African freedom fighter, to the church. It was packed and King was late. As we stood on the back pew stretching our neck to see King enter, he happened to enter the door next to us. King, recognizing me from my work with him in Georgia, suggested I come to the pulpit platform with him. I declined, asking instead if my friend could go. He did and sat with many others on the floor of the crowded pulpit. It was the thrill of the lifetime for my friend, but when we got home that night he was terrified. He had noticed the global T.V. coverage present in the church and worried that it would be shown back home in South Africa. "I'm a marked man. Me alongside King in America! They'll get me now for sure." He returned home soon afterwards and was indeed jailed in 1964. Again, in 1977 his organization, the Christian Institute of South Africa, and himself were put under ban. He remained banned, for seven years. During that time the book I

wrote about him, Beyers Naude: Prophets to the South Africa, was also banned. But he remains faithful to his mission to free South Africa from white oppression, and when I saw him in South Africa two years ago he still remembered the inspiration to that night on Goler Memorial Church.

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Pride And Honor

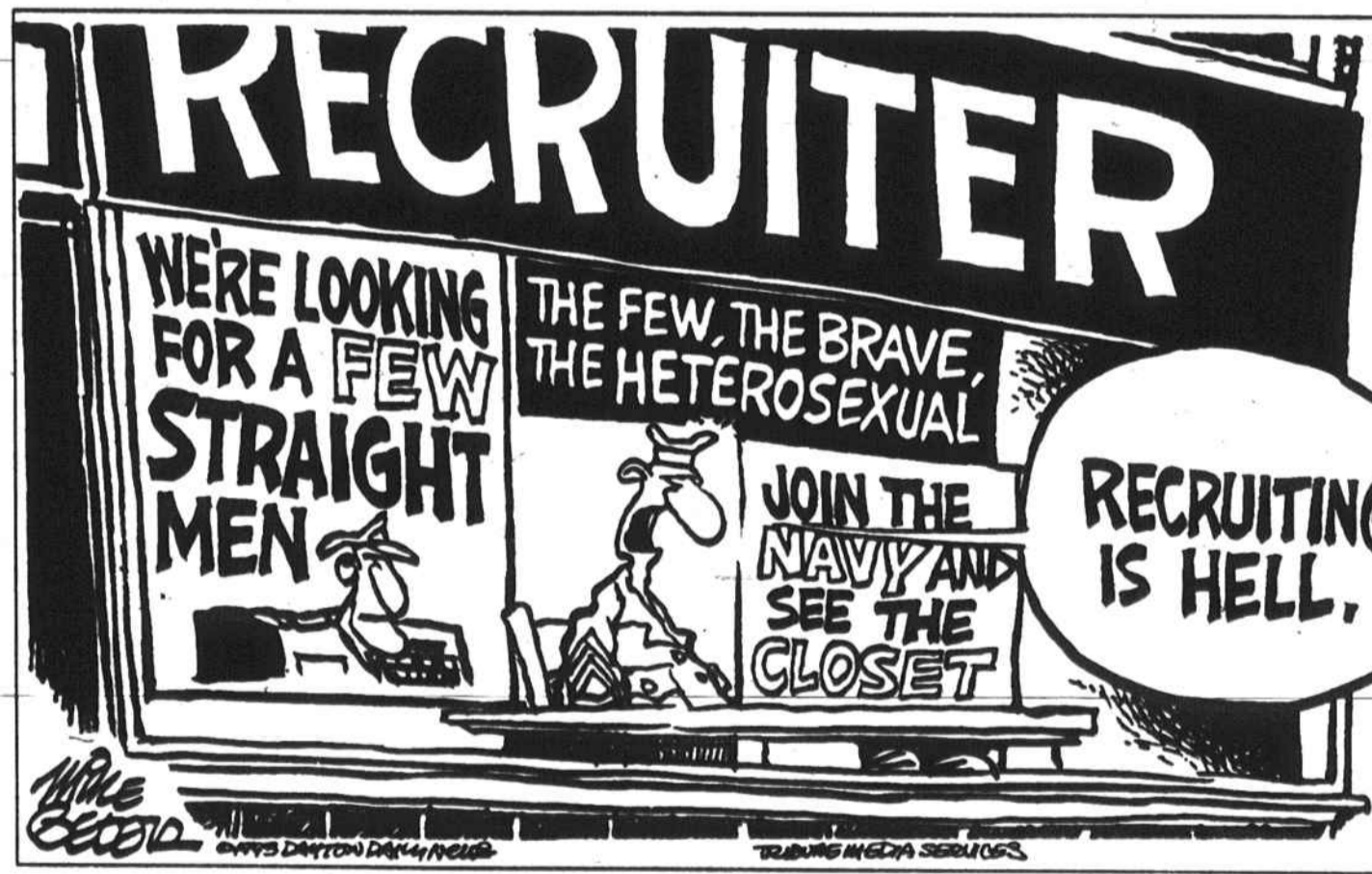
On January 18, 1993, the day in which we reflected with pride and honor the life of Dr. Martin Luther King, my husband and I, along with our friends, had lunch at the newly opened "Cactus Jacks" restaurant on the corner of Deacon Boulevard and Cherry Street. As we were leaving, to our amazement, posted at the cashier were two pictures. These pictures displayed the old Negro stereotypes we remember those pictures of "black-face, large teeth" etc.

A member of our group requested the manager whom we were told was out but the assistant manager appeared. He began to share with her the period in which those type pictures were used and the negative stereotyping they display. He proceeded to share with her the insensitive nature of this establishment to hang such pictures. She informed "is that these pictures were "art" and compared them to the newspaper cartoons sketches. She continued to state that the pictures were purchased from "a black person."

Needless to say, "she didn't get it," and when we left the pictures were still hanging.

I do not know the current status because my family and I will no longer enter that establishment or any others that openly display such racist items. In 1993, in Winston-Salem, North Carolina, a city that I recently read is considering applying to become an "All-American City" this type of display of so called "art" is unacceptable.

Yvonne P. Booker



Who Clinton Owes For The White House

President Bill Clinton is busy breaking most of his campaign pledges. He is rejecting his promise of a middle-class tax cut, hedging on his promise to reduce the White House staff, postponing action on the gay ban to military service and adopting George Bush's anti-Haitian immigration ruling.

Of course, he does not have to break his promise to Black people, he made none. Other than the wealthy Blacks in his cabinet and well educated Black appointees, the total Black community is not in line for any specific benefits. In a way, Slick Willie has a slicker approach to ignoring Blacks than did George Bush.

I wrote *The Wall Street Journal* in August 1991 that cultural diversity is the foundation of our economic competitiveness and warned the Republican Party that the intention to exclude Blacks as a result of the so-called "Southern Strategy" win the White vote was an economic hazard and as ill-political

omen. "White suburbanites could defect from the Republican fold if the party becomes stigmatized as racist," I predicted.

After the 1992 Republican National Convention in Houston, the party of emancipation was openly called "diverse," "multi-cultural" and "intolerant," as well as "racist," and many suburbanites, working women, gays, pro-choice advocates, Jews, even some moderate WASP Republicans came to feel as unwelcome as most Blacks. Recently, pollsters told the nation's GOP governors that voters have added "narrow-minded" and "restrictive" to the image of Republicans.

But politically, exclusion is costly. One opinion poll prior to the election showed Clinton and Bush in a statistical tie (44% to 43% respectively) for the White vote. However, Clinton's entire 12-point nationwide lead was the result of over 90% Black support.

An anti-Republican Black

vote, accounting for between 18% to 50% of Clinton's total in strategic Electoral College states where the White vote was close, gave Clinton the presidency. That strategic advantage made it possible for Clinton to

and empowerment would neither have lost 83% of the Black vote nor have driven middle-of-the-road suburban voters, working women and young people away with a divisive social agenda, framed by an unrep-



TONY BROWN

Syndicated Columnist

become President with the majority of votes in only his home state Arkansas, less than a quarter of those eligible to vote and only 39% of the White vote.

With only 20% of the Black vote, Bush would have won. No matter what some Republicans personally think of Black people, it's just not smart politics to ignore a significant voting bloc.

A Republican Party of inclusion

representative minority that controlled over half of the delegates at its 1992 national convention.

Will the GOP read the times and voluntarily reform itself or stubbornly persist in its exclusionary dogma, fragment into factions and become obsolete as a vital political force? And will it recognize diversity as a strength and a national asset and fiscal responsibility as its principle tenet?

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