

**Golfing Clinic**  
African-American pro golfers urge youths to stay in school. B1



**Hunger Relief**  
Maya Angelou and other poets to raise money to fight hunger. A8



**Tough Defense**  
East Forsyth's junior varsity football team is undefeated. B5

# Winston-Salem Chronicle

THURSDAY, SEPTEMBER 30, 1993

"Power concedes nothing without a struggle." — Frederick Douglass

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## 2 Slain in Bloodbath

▲ City close to record year in homicide totals

By MARK R. MOSS  
Chronicle Staff Writer

An employee, friends and business owners in Ogburn Station said that Stephen Wilson Stafford, who became the city's 28th homicide victim, was a "real fine man," whose exceptional generosity to his customers was widely known.

Stafford, 48, was shot to death around 2 p.m. Saturday while he tended his store, Sam's Curb Market, at 4215 N. Liberty St.

Exactly 12 hours later, the city's 29th homicide occurred when Tony Saunders Pendergrass, 28, of Mocksville, was shot in the head while sitting in his car on Peters Creek Parkway.

Two suspects wanted in the Stafford case were apprehended Tuesday evening.

Derick Hall turned himself in around 6 p.m. at the Public Safety Center, and three hours later police arrested Robbie Lyons at 1224 E. 24th St. after being

Please see page A3



Students, parents and school officials attended a PTA meeting at Union Chapel Baptist Church last week.

## Whitaker Elem. Has Novel Way To Reach East Winston Parents

By MARK R. MOSS  
Chronicle Staff Writer

Officials at Whitaker Elementary School want African-American parents to get more involved in the educational lives of their children, so they held a PTA meeting at a Baptist church in East Winston.

From all accounts the meeting was a success — although whites outnumbered the blacks.

"When you start something new, people are

going to be a little skeptical," Principal Ann Barefield said about the comparatively low black attendance. She added, "We're coming to this neighborhood to build a trusting relationship."

The neighborhood they came to last Thursday was Union Chapel Baptist Church on West 25th Street. Those who showed up, particularly the kids,

Please see page A3

## Johnson Top Receiver Of Contributions in Aldermanic Race

By MARK R. MOSS  
Chronicle Staff Writer

As any politician — neophyte or veteran — will tell you, it takes money to run a campaign.

No matter what the election results, to put yourself on a level playing field with your opponents it helps to have some money in the war chest. In some cases, the more money the better. Without it, few of your constituents will be able to know who you are, and without that knowledge a candidate's campaign is dead in the water.

People who run for a public office have to file with the Forsyth County Board of Elections. They also have to give board officials a list explaining who the contributors are — if the contribution is \$100 or more.

Kathie Chastain Cooper, the board's supervisor of elections, said the purpose of the campaign finance disclosure law is to reveal the source of the contributions.

An example of a winning campaign with deep pockets would be

that of Joycelyn Johnson, who won the Democratic primary for the East Ward's alderman seat. Johnson, who won by a landslide, raised the most money — nearly \$3,000.

Raising money was no problem for her, she said, because of the publicity she received shortly after announcing that she was going to run for retiring Alderman Virginia Newell's seat. That publicity, of course, was merely the consequence

■ List of contributors, page A3.

of her years of grass-roots activism. "People just came forward (with money) after we announced," Johnson said.

She said her campaign only had one "true fund raiser," and that was a yard sale that sold food and T-shirts.

She said she didn't expect her campaign to raise as much money as it did.

"A lot of people just gave \$5 and \$10. ... It was just amazing," she said.

She said that fund-raising was not something she enjoys doing.



Joycelyn Johnson

She said the campaign established a budget and she worked within it with the goal of keeping the process as simple as possible.

According to campaign finance records, Johnson's largest single contributor was Jonathan Weston of 495 N. Cleveland Ave., who gave \$500. Johnson also had nine \$100 contributors.

Norma Tanner Smith, who also ran for the East Ward seat, raised slightly more than \$1,500 and spent nearly \$1,100.

Jimmie Lee Bonham, another East Ward candidate, raised slightly more than \$1,000 and spent about \$100 more than he took in.

Jim Conrad, who attempted to unseat Alderman Vivian Burke in the Northeast Ward, beat the incumbent in the fund-raising department

Please see page A3

## Minority Spending Taken For Granted

▲ Experts say black consumers unappreciated

By DAVID L. DILLARD  
Chronicle Staff Writer

Recent charges of insensitivity made by African Americans against major white businesses are causing black consumers to realize their spending power and to question whether their spending habits are being taken for granted.

According to the Bureau of Labor Statistics, the country's 31 million African Americans have a total income of \$282 billion. And, according to some blacks, this enormous amount of wealth, if removed, would cripple many white-owned companies.

■ Blacks' spending habits, page A6.

"America is turning brown," said Lafayette Jones, president of Segmented Marketing Services Inc. on Brownsboro Road, a promotion and sampling company specializing in reaching ethnic and urban consumers.

"African Americans and Hispanics are becoming more important because European Americans are now eating tacos, listening to rap music and jazz," Jones said. "African Americans have become the thought leaders in many areas."

Jones, who is black, said retailers cannot afford to take the black dollar for granted, because American business is a competitive environment.

Please see page A6

## Nominee's Bright Future Began at Atkins High

By MARK R. MOSS  
Chronicle Staff Writer

When Togo D. West visited his hometown here a couple of weeks ago, he told his mother that President Clinton was about to nominate him to be the next Secretary of the Army.

"I asked him," said his mother, Evelyn West, "if he was going to take the job. And he said, 'I guess I'm going to have to. When the president calls...' "

She said she mentioned to her son that the new job would mean a cut in salary. That, she said, didn't seem to bother him.

Duty, responsibility and loyalty to whatever cause or organization seem to be the recurring



Togo West Jr.

Please see page A7

### NEWS WEEK

NEWS AT A GLANCE

- ▲ *Opening of Soul*
- ▲ *Dr. King's Funeral*
- ▲ *The Dixie Classic Fair*
- ▲ *Energy Awareness Day*
- ▲ *NEWS Receives Grants*
- ▲ *Coaching Adjustments*

#### WHERE TO FIND IT

- BUSINESS ..... B17
- CLASSIFIEDS ..... B8
- COMMUNITY NEWS ..... A4
- EDITORIALS ..... A12
- ENTERTAINMENT ..... B18
- OBITUARIES ..... B13
- RELIGION ..... B11
- SPORTS ..... B1

THIS WEEK IN BLACK HISTORY

On September 29, 1910, the National Urban League was founded.