



By Edgar Simon Jr.

"Chips" Corner

The Illogic of Economics Behavior

Isn't it natural for people to support those who support them and to withdraw support from those who don't support them?

The obvious answer to this question is a vehement yes. It appears, however, that the behavior of blacks as consumers violates this truth.

A case in point is the presence in black communities of specklings of white business establishments, "economic sponges," if you will. These economic sponges—so called because they soak up the hard-earned funds from the members of the client community—have the unsavory propensity to unload their profits in communities economically detached from the client community.

Notwithstanding the general awareness of this situation, it prevails.

Now, it is understood that profit-minded businesses will strategically locate their concerns in those areas where demand is greatest. What appears ironic is that the black consumers, will thoughtlessly patronize that white establishment in their neighborhood more so than they will the black business across the street from it.

I am sure the white people also have difficulty rationalizing that peculiar behavior on the part of blacks. However, it does not behoove them to understand—they merely capitalize on it.

Respect does not come gratis. Not even respect of one's self. This behavior pattern does not warrant respect by any measure and it is incumbent upon black people to correct it. To not do so would be to nurture a moral atrocity—one that the group commits on itself.

Furthermore, do you think that a black businessman could successfully operate his business in a white neighborhood? Would he be able to successfully compete with that white establishment across the street? We all know the answers to these questions. First of all, he probably would not be permitted to locate there by being denied the opportunity to purchase or lease the land and structure required to operate. Should he be successful in opening the business in that white neighborhood, he would no doubt be harassed in some way. And he would not be able to garner community support on any level.

One can witness the basic economic disease of the black race by merely observing the traffic found at the Wachovia and Mechanics And Farmers bank branches located in predominantly black East Winston. The scenario is that of a small, struggling black bank being supported by blacks to a much lesser extent than the large, healthy white bank in a black neighborhood. This is the epitome of our greatest ill: the failure to support black businesses.

However, what's *really* irksome is that, when confronted with the question of why blacks patronize the white businesses when there is a black business offering the same goods and services across the street, some of us quip that the white businesses offer better service or a superior product.

Have they stopped to ask themselves why it is that the white businesses can offer the superior product or service?

Because we continue to discriminate against our own people. We constantly guarantee the opposite race the economic edge—the wherewithal to purchase the better equipment, afford the more qualified personnel, have the better facilities, acquire the superior products and, hence, offer the better service. It is more our fault than anyone else's. We perpetuate our own disquieting state!

We have potentially great businessmen among the black race who, because of stigmas that are wrought upon them by their own people, are not afforded the opportunity to produce. Those festering negative stereotypes of black people, no doubt forged in our minds by unsatisfactory service we may have received from a black businessman—due to our own malignant neglect of the black businessman—must not be allowed to hinder our yet-fragile economy any longer. Close your minds to them and patiently support black businesses!

As was stated in a recent *Carolina Times* editorial, "Be we individuals or nations; if we are willing to constantly believe the worst about each other, and to continually promote the negative stereotypes, then we are doomed. We will perish as fools."

We have done ourselves a great injustice by not patronizing black businesses as we should.

In order to cure the disease, we have to take the pill. Now, if every time one black cleaners, for example, fails to place the creases in our Calvins exactly where we wanted them, we run to a white cleaners, we are not helping the situation at all. This appears to be our pattern—we are very impatient with our own people in business dealings. We are too quick to stereotype our own. Our attitude seems to be that, if one black screws up the job, the next will also.

It's quite clear that white people don't behave as we do. If one white cleaners does not give them satisfactory service, they simply go to the next white cleaners. By so doing, the funds are kept in the "economic family." We should, likewise, strive to keep the funds in our "economic family."

We still have time. We are an enterprising people. Our greatest problem is the negative stereotypes that we accept about each other. Shed them. Don't dwell on them. Let's rid ourselves of this mental shackle and perform in the way that is natural.

Wake up, my people.

SGA defends Allocations

by Yolanda Jones

How does the Student Government Association at WSSU spend our money?

According to David Johnson, director of financial affairs for the SGA, each fiscal year they receive approximately \$28-30,000. This amount varies depending upon whether or not all students pay the amount they owe on their bills. 15% of the students' activities fees is allotted toward the SGA. However, they may receive more if school funds increase.

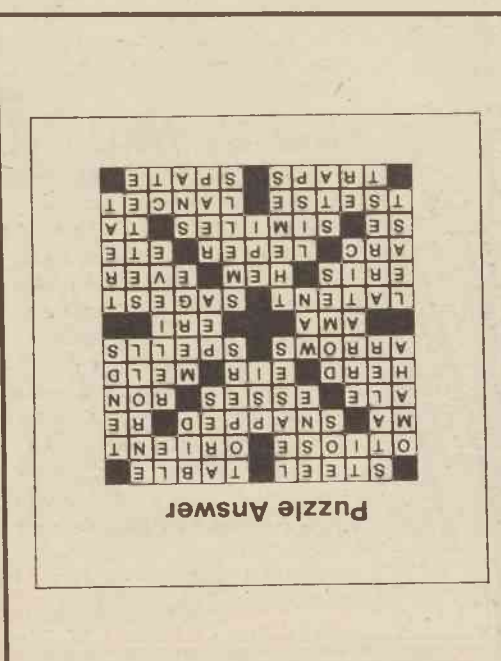
The money the SGA received this year was put to use by providing transportation to home and away football and basketball games, sponsoring lectures for black history month, and organizing a march for black college day.

Although these activities were well done, the SGA as seen through the eyes of the student body are lacking many of the qualities a good student government should have. One reason for this is due to the fact that students didn't have a homecoming show, since we didn't have one, the SGA lost a considerable sum of money.

While other activities were planned the lack of student interest caused these activities to be unsuccessful.

But what about the future? Will there be a homecoming show next year? Will SGA plan activities the students will be interested in?

The answers to these questions will only be revealed in time.



No Coed in Atkins

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feel that it is unfair. Many young ladies could have used this privilege to an advantage. Due to some selfish young ladies that advantage is gone," said Sylvia Jackson.

Atkins has 210 people to vote. 83 voted no while 127 voted yes. Although the yes votes outnumbered the no's, it wasn't enough to decide on extend coed privileges. There had to be at least 2/3 of those that voted in favor of coed for it to carry.

There were quite a few young ladies who didn't really care what the decision was. Rosetta Dixon was one of them. "It doesn't really affect me because it didn't matter if we had it or not. My boyfriend isn't up here and I don't know anyone well enough for them to come see me anyway," she said.

The young ladies who voted yes, seemed very disappointed about the decision. "I

Mass Media grads find work

PRINCETON, N.J.— Half of the nation's 17,700 mass communications and journalism graduates in 1983 found media work, a figure which has remained steady for the past five years, according to a Dow Jones Newspaper Fund/Gallup report released today.

Newspapers and news services hired more than 14 percent of the graduates; more than 9 percent of them took jobs at dailies. There was one news job for every 2 1/2 graduates who made a serious attempt to locate work at a newspaper or news service. Public relations agencies and corporate PR departments hired more than 7 percent and advertising agencies hired an additional 7 percent of the graduates.

Radio and television stations each hired approximately 6 percent of the journalism grads. Magazines hired almost 2 percent of the graduates, while another nearly 7

percent took other media related jobs.

The proportion of minorities who took jobs with the print media in 1983 increased to more than 18 percent, compared with 10 percent of those who reported jobs in 1982.

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