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THE TRUTH UNBRIDLED

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Farrakhan To Speak In Durham

nister Louis Farrakhan, the national spokesman of the Nation of , will speak at White Rock Baptist Church, 3400 Fayetteville St., am, Friday, April 19, at 7:30 p.m. The economic program call WER" (People Organized and Working for Economic Rebirth) e discussed. Doors will open at 6 p.m. Admission is free and to the public.

The Torch Shines for Blacks, Too:

Why Blacks Should Support the Liberty Centennial Campaign

By James S. Haskins
Guest Columnust

he black American leaders have chosen not to support the na- ide campaign to restore the Statue of Liberty and Ellis Island for ntennial celebration of the statue in 1986, arguing that blacks not part of the original promise symbolized by these national uments. Ellis Island, they point out, was not the point of entry for Americans, who came through the back doors of America — the markets of New Orleans and Savannah. The Statue of Liberty? mon saying among blacks is that the Statue of Liberty has s had her back to us.

thout denying that there is a basis for this kind of thinking, it is rtant to point out that blacks do indeed have a stake in these sym- America's opportunity. The original idea for a statue of liberty xtricably bound up with Afro American history: This gift by ce to the United States followed two earlier, and less ambitious, tations from that country to honor our nation's commitment to om. In 1860, after the radical abolitionist John Brown and his sons were executed for leading a raid on the U.S. arsenal at er's Ferry, Va., French author Victor Hugo took up a collection a hundred francs and presented a gold medal to Brown's widow. n, after Abraham Lincoln was assassinated, the people of France nted a gold medal to Mrs. Lincoln. Part of the inscription on that l read: "He saved the Union without veiling the statue of y." Perhaps inspired by that phrase, and by the abolition of ry as a result of the Civil War, French historian Edouard de e, chairman of the French Anti-slavery Society, and sculptor rick Auguste Bartholdi proposed that the people of France pre- the people of the United States an actual statue of liberty. At ime, the people of France had more faith in us than we had in ives.

majority of Afro Americans were already here in 1886, when tue was officially dedicated, and at that time, although slavery een legally abolished, they enjoyed few of the liberties for which tatue stood; in fact, in the South, they had been virtually re- ved. But in the years since, new Afro Americans — Haitians, Indians, Africans and the wretched refuse of other black coun- teeming shores — have been accepted into this country along Caucasion, Asian and Latin American immigrants, though not in ame numbers and not necessarily with the same outstretched in New York, their point of entry may have been Kennedy In- tional Airport rather than Ellis Island, but if on a clear day they he Statue of Liberty in the harbor below, they felt the same swell- f hope as the shipbound immigrants from Europe, for they had seeking the same opportunity. And it was those immigrants Europe, together with their sons and daughters, who helped to d the promise symbolized by the Statue of Liberty to black ans and allowed her bright torch to shine on the darker er.

American identity is, by definition, hyphenated. It is the source r strength as a people that we have been capable of reworking evious national identities into a new one, of subsuming our old and prejudices to a respect for a polyglot, if not a melting pot, n. Mere political expedience does not explain why black ns have in the last one hundred years progressed from a population with virtually no representation to a minority ation with 20 members of Congress, over 100 mayors, and a ndidate for the presidency in the last election. Only a going humanism and convictions of moral equality deeply ded in the American psyche can account for this journey out of ness, the torch of freedom lighting the way. The Statue of Liber- e the idea it symbolizes, has weathered many storms, but the, like the idea, has survived. In restoring the statue, Americans the opportunity also of renewing their commitment to the con- of liberty, and as Americans who have at last won freedom of opportunity under the laws of the land, we blacks could ask for no better way to assert our equal right to celebrate that idea than to join in the campaign to refurbish its most famous symbol.

Jim Haskins is a member of the National Education Advisory Committee of the Statue of Liberty-Ellis Island Commission and vice chairman of the foundation's Southeast campaign. He is a professor of English at the University of Florida. Contributions may be sent to The Statue of Liberty, P.O. Box 724022, Atlanta, GA 30339.)

Will Business Community Solve

The Big Three: Capital, Marketing, R&D?

By Milton Jordan

Three basic problems frustrate significant economic development and growth by African Americans, and those problems are the same old headaches that have plagued these efforts from time immemorial.

They are:

* Money
* Selling
* Having your company at the right point in the right economic trend at the right time.

In business parlance, you call these problems capital, marketing, and research and development.

These problems are highly recognized and often discussed.

"The major item needed by blacks in business is capital," declares Joseph Cason, executive director of the Roanoke Valley Business League. "White businesses don't have the same problems we do formulating capital, and therefore we approach the discussion differently."

The approach generally amounts to political and social efforts to generate "grant" capital, or capital acquisition through various government programs.

But a Durham businessman believes those efforts are doomed for failure.

"We are going to have to begin pooling resources and creating capital on at least three levels," said Frank Anderson, president of Custom Molders, a plastics injection molding manufacturer. "We seriously need some high risk, start-up capital. We need a pool of money for capital infusions when a business has started well, is in good shape, but needs capital to exploit a business opportunity. We also need a venture capital pool to be used when people want to go bigger, want to generate some growth, either through public offerings or private placements."

Simply said, if African Americans want to have a solid economic base, featuring strong, growing and powerful businesses, then a higher percentage of available money will have to be redirected to economic development.

African Americans, by and large, are not poor, the traditional civil rights litany notwithstanding.

As a group, African Americans earn and spend more than $175 billion annually. Businesses owned by African Americans, listed in the 1984 "Top 100" by *Black Enterprise Magazine* earned more than $2.39 billion last year.

And while those figures certainly don't make African Americans rich by this nation's standards, they are far from being poor overall, as well.

So why isn't a larger share of that money dedicated to capital formation?

"I think, quite frankly," said Carl P. Webb, owner of Advertising Communications, Inc., a three-year-old "print studio," "that too many of our older leaders are afraid to change, afraid to let new ideas, new growth take place. And unless we're able to do that then we're going to miss out on a significant share of the economic pie."

And so the operative word for African American owned businesses as far as capital is concerned is "CHANGE."

Publisher Earl Graves, writing in the June 1984 issue of *Black Enterprise*, summed up the matter this way: "Over the past two years, the BE Board of Economists has examined financ-

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Elks Hold Oratorical Contest

Bull City Lodge No. 317 and Salome Temple No. 704, IBPOE of W held their annual oratorical contest on Sunday afternoon, April 14. First place winner was Jerome C. Coleman, a sophomore at Northern High School, who will represent the lodge in the regional competition to be held in Henderson on April 28. Pictured above (l-r) are: Dt. Lula Jenkins, Bro. Charles Joyner, Miss Jennifer Renee Elliot, a runner-up, Dt. Eldonia Bass and Bro. Thomas Walker.

For Carl Webb, Quality And Service Provides Big Business Success

By Milton Jordan

In many ways, Carl P. Webb, president of Advertising Communications, Inc., thinks and talks like a typical businessman.

"When I started this business," he said, "I recognized a void in the Research Triangle marketplace. I set up to fill that void, by letting the marketplace tell me what I should be doing, rather than by trying to force something that I wanted to do into the marketplace where it wouldn't fit."

In addition:

"Our company plays by the same rules that any other company in this field plays by," Webb said. "We are competing on the same levels. It is almost merely coincidental that I am black, and this is a black-owned business."

Yet, in other ways, Webb, a Durham native, a Hillside High School graduate and young entrepreneur, is a passionate crusader for more aggressiveness and an improved sense of excellence among African Americans, especially in the business world.

"I'm afraid that black Durham is not getting its share of the business in this rapidly growing Research Triangle area," Webb says. "And at the rate we're going, unless we change significantly, we aren't going to get our share of the opportunities and profits from that growth."

Webb goes on to say that African Americans in Durham need to foster and develop new ideas, new strategies, new approaches to being in business, and fulfilling the needs in the marketplace here.

His company, described as a "print studio," fills a very important marketplace need, positioned as it is to serve both large and small firms in the area.

On the large firm side of the ledger, some of Webb's clients include IBM, Glaxo Pharmaceuticals, Union Carbide, the Environmental Protection Agency, Westinghouse and Federal Pacific.

"We have a strong base in the Research Triangle Park, said Webb, who studied at the Art Institute of Atlanta and worked there before returning home about three years ago to establish his business. "About 75% of our business comes from the Research Triangle Park."

With large firms, Advertising Communications, Inc. works closely with in-house advertising and public relations departments to produce typesetting, layout and design services for a wide variety of printing projects.

For example, with IBM, Webb's firm produces a company newsletter for employees, *Siteline*. Webb, and his nine-member staff, set the copy, design each issue of the publica-

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WEBB AND STAFF — Carl Webb, president and owner of Advertising Communications, Inc. discuss a project with his staff. The three-year-old "print studio" works with a number of major clients in the Research Triangle Park, as well as several smaller clients in Durham. (Photo by Mayfield)