

## Beckum Named Vice President At Duke

The Duke University Board of Trustees has approved the appointment of Leonard C. Beckum, Ph.D., as vice president and provost and professor of practice of education.

Beckum comes to Duke from the position of dean of the School of Education, City College of New York. His appointment at Duke is effective Aug. 27.

In his new post, Beckum will be responsible for implementing the questions made earlier this year by the President's Committee to Address Discrimination in the Classroom, working with deans and provost to increase the number of minority faculty on campus, and considering additions to the curriculum in the Afro-American Studies Program.

Beckum will serve as a consultant to the Office of Student Affairs in developing orientation sessions for new students, and he will work with the Human Resources Department to help employees better their chances for promotion through education.

He will also represent the university to the community through the public school systems and other local groups concerned with education and with race relations.

During the past several years, Beckum has launched several initiatives to boost the minority presence on campus and enhance opportunities for minority students, faculty and staff," said Duke University President H. Keith H. Brodie. Leonard Beckum, who has an outstanding background in education and administration, is uniquely qualified to play a major role in ensuring the effectiveness of these initiatives. We are extremely fortunate to have him join us."

A 1969 graduate of California State University, Beckum received his Ph.D. from Stanford University in 1973. From 1974 to 1985, he served as executive project director at the Far West Laboratory for Educational Research and Development in San Francisco. He served part-time on the faculty of the criminal justice program at San Francisco State College from 1975 to 1978 and the Psychology Department at San Francisco State

University from 1977 to 1980.

Beckum has served as dean of the School of Education at CCNY since 1985.

Beckum's research focuses on educational issues in urban and minority settings. He has written and lectured widely on topics such as educational testing, teacher training, equity in education, desegregation, minority faculty recruitment and retention, and teaching minority students.

He has also helped develop handbooks, workshops, films and videotapes on topics related to desegregation, multicultural education, sexism, stereotyping and conflict resolution.



DR. LEONARD C. BECKUM

## SBA Offers Videos To Teach Business Skills

WASHINGTON, D.C. — Small business owners can now learn marketing, selling and financing strategies at home, thanks to a new video library created by the U.S. Small Business Administration (SBA) and Bell Atlantic.

"Anyone with a VCR can now learn critical business techniques in the comfort of his or her own home," said Susan Engleiter, Administrator of SBA. "Small business people can save time and money and get the information they need fast."

"We at SBA recognize the importance of management skills and training to the success of small businesses, but we also recognize that small business owners often don't have the time or money to go to training conferences," Engleiter said. "These tapes will make training accessible to more entrepreneurs."

Two tapes are available: "Marketing: Winning Customers with a 'Workable Plan'," features dozens of practical tips on how a small business can develop the most effective marketing strategy by analyzing its products and services, customers and potential (Continued On Page 4)

## NAACP Files Complaint Against Miami Beach Hotel

MIAMI BEACH, FL. — Four Miami Beach hotels and restaurants are the targets of employment discrimination complaints filed against them recently by the NAACP after a prolonged investigation involving the use of white and black testers.

Announcement of the complaints, filed with the Metro Dade County Housing and Employment Appeals Board and the EEOC, was made by Johnnie McMillian, president of the Miami-Dade Branch of the NAACP. Named were the Kent Hotel, the Desert Inn, the Fairmont Hotel and Lums Restaurant. Each has denied the charges.

The filings came after an eight month investigation, which included sending black and white students from the University of Miami, to apply for jobs. The students were about the same age, dressed in the same style. With the same educational background, and taught to respond to questions in the same way.

The testing, the first since 1969 in the area of employment, revealed

that numerous hotels and restaurants preferred white candidates over black applicants, according to David Honig, General Counsel of the branch.

Blacks were steered toward kitchen and housekeeping jobs, while whites were offered highly visible jobs such as waiters and desk clerks.

"We uncovered more discrimination than we expected," Honig said. "We have clear and convincing evidence against the worst discriminators."

Ms. McMillian said the NAACP survey showed a well-qualified, personable black applicant seeking employment at five hotels and five restaurants on a given day has a 92 percent chance of encountering discrimination at a hotel, and a 52 percent chance at a restaurant.

"Tourism is a major industry and this can not be tolerated," she added. "The message to African Americans is 'don't come to Miami Beach to spend your money. Spend your money where your dollar is appreciated.'"

# SEARS

TIRE AND AUTO CENTER

✓ All-Season Tread Design  
✓ Steel-Belted Radial Construction  
✓ Wearout Warranties\* Honored Nationwide

## GREAT LOW PRICES!

### GUARDSMAN

OUTSTANDING VALUE!

# 2747

P155/80R12  
40,000-MILE WEAROUT WARRANTY\*

### PIRELLI

OUR COST REDUCTION PASSED ON TO YOU!

# 4497

Through 7/4/90  
P175/70TR13  
30,000-MILE WEAROUT WARRANTY\*

GUARDSMAN	Firestone	Goodrich	BRIDGESTONE	Goodrich	TrailHandler	ALIGNMENT
<b>Guardsman Radial</b> 25,000-mile wearout warranty AS LOW AS P155/80R13 <b>2244</b>	<b>Firestone F560</b> 50,000-mile wearout warranty AS LOW AS P155/80R12 <b>3299</b>	<b>B.F. Goodrich XLM/HT</b> AS LOW AS P155/80R13 <b>3870</b>	<b>S471</b> AS LOW AS P175/70HR13 <b>5699</b>	<b>Radial T/A</b> AS LOW AS P175/70SR13 <b>5195</b>	<b>35,000 mile wearout warranty</b> <b>TrailHandler STR</b> P185/75R14 \$87.89 P215/75R15 \$63.99 P225/75R15 \$64.99	<b>Front end</b> 24 <sup>00</sup> +
P165/80R13 \$34.99 P175/80R13 \$38.50 P185/75R14 \$40.99 P195/75R14 \$41.94 P205/75R14 \$43.72 P215/75R15 \$44.91 P225/75R15 \$44.99	<b>Firestone FR721</b> AS LOW AS P155/80R13 <b>3495</b>	P165/80R13 \$44.99 P175/80R13 \$51.99 P185/80R13 \$33.99 P185/75R14 \$6.99 P195/75R14 \$9.99 P205/75R14 \$22.99 P205/75R15 \$7.99 P215/75R15 \$8.99 P225/75R15 \$7.99	P185/70HR13 \$81.99 P185/70HR14 \$4.99 P195/70HR14 \$6.99 P205/70HR14 \$7.99 <b>Potenza HP41</b> AS LOW AS P185/60HR14 <b>8391</b>	P205/70SR14 \$73.95 P215/70SR14 \$79.95 P215/70SR15 \$84.95 P225/70SR15 \$89.95 <b>Comp T/A HR4</b> AS LOW AS P185/60HR14 <b>9695</b>	<b>TrailHandler LT</b> 31X10.50R15 \$99.30 LT215/75R15 \$79.33 LT235/75R15 \$86.27 <b>TrailHandler AT</b> 30X9.50R15 \$91.88 31X10.50R15 \$101.86 LT215/75R15 \$84.74 LT235/75R15 \$90.86	<b>Thrust line</b> 39 <sup>00</sup> +
			P195/60HR14 \$89.94 P205/60HR15 \$4.11 P215/60HR15 \$102.79 P215/65HR15 \$105.89	P185/60HR14 \$101.95 P185/60HR15 \$107.95 P205/60HR15 \$108.95 P215/60HR15 \$119.95	<b>Total 4-wheel</b> 49 <sup>00</sup> +	

## PHOENIX SQUARE

902 Fayetteville St.  
Durham

*"The Shopping Center in the Heart of the Community Where Shopping is a Pleasure"*

---

LA' PAULETTE BOUTIQUE

---

RASHIDA'S RHYTHMS

---

THE SHOE SPECIALIST

---

WORLD OF FLOWERS

---

JOYCE'S SPECIALTIES

---

LA' CASHIER

---

B.J.'S BUSINESS SERVICES

---

JOYCE'S SPECIALTIES

\$2 Off Any Purchase of \$10 Or More With This Ad

or

Buy 4 T-Shirts And Get Name Imprinted FREE (Up to 7 Letters)

*Awards, Gifts, Souvenirs, Custom Imprinted Products For Business, Clubs, Teams, Societies, Fraternities, Reunions and More!!!*

## PHOENIX SQUARE

## SAVE \$10

DIEHARD—OVER 70 MILLION SOLD!

# 4997

With trade-in Through 5/30/90

Save on a selection of sizes to fit most cars and light trucks. #21, 21R, 42, 45, 46, 56, 58, 70. Up to 550 cold-cranking amps (cca). Up to 100 minutes reserve capacity

DieHard

43221

SEARS 60 PLUS

43180

SAVE \$5

DieHard

Deep Cycle RV/Marine 96493

SAVE \$10

Up to 525 cold-cranking amps. Up to 82 minutes reserve capacity.

3997

With trade-in

NEW! DieHard RV/Marine 140 minutes reserve capacity. 700 marine-cranking amps. Reg. \$54.97. Marine Starting battery 39.97 with trade-in. AUTO BATTERIES INCLUDE INSTALLATION!

## FREE SHOCK

WHEN YOU BUY 3! OR \$20 OFF 4 STRUTS OR CARTRIDGES!

94600

94500

CHOOSE	BUY	GET
SEARS BEST ROADHANDLER	3 SHOCKS	1 SHOCK FREE
PERFORMANCE GAS SHOCK	2 STRUTS OR CARTRIDGES, AND 1 SHOCK	1 SHOCK FREE
LIGHT TRUCK ADJUSTABLE	4 STRUTS OR 4 CARTRIDGES	\$20 OFF Every Day Low Price of 4
CARTRIDGES		
STRUTS		

Offer good on Road-Handler shocks struts and installation available, extra. Offer good through 6/2/90.

INSPECT CALIPERS

BRAKES

FRONT DISC 59<sup>00</sup> Many cars. Semi-metallic material. Imports extra! Every brake/alignment job is different. Because additional services/parts are often needed, at an extra cost, we prepare estimates upfront.

40700 40800

Purolator.

Oil filters 299 Reg. \$3.99  
Air filters 399 Reg. \$4.99  
LAST 7 DAYS! Other sizes at similar savings PLUS, \$1 mth. rebate avail.

70274 5

Shell Oil

Fire & Ice

Last 7 days! Limit 24 qts. 77¢

Your choice of 10W30 or 10W40. While quantities last only!

80001

MUZZLER MUFFLER

1999

Aluminized for long wear—inside and out! LIFETIME WARRANTY See Auto Center for details.

\*Limited warranty for months/miles specified. See Auto Center for details. Not all products services available at all Auto Centers. Some tire sizes available by special order only.

Satisfaction guaranteed or your money back

Sears, Roebuck and Co. 1990

DURHAM

919-286-0741

SEARS

Your money's worth and a whole lot more.