

African Spotlight

The Hostile Climate

Africa is the most tropical of the world's continents. Her great land mass stretches squarely across the equator, the northern and southern limits resting approximately at the thirty fifth parallels, while three-fourths of her 11.7 million square miles are contained between the two Tropics of Cancer and Capricorn. Because of this equatorial location, much of Africa's weather is keyed to the characteristics and movements of the Intertropical Convergence Zone (I.T.C.) a band of air located in equatorial latitudes which shifts back and forth between the hemispheres with the annual rhythm of the seasons.

The Intertropical Convergence Zone is a belt of low atmospheric pressure characterized by rising currents or moist air which, cooling as they rise, condense any form rain clouds and heavy precipitation. This convection occurs in the latitudes adjacent to the equator, caused by the near-vertical upward-moving equatorial air currents create a

cal rays of the sun which heat the land, thus setting in motion the convection system of ascending air with its abundant rainfall.



region of continued low pressure near ground level, and into this weak zone are sucked the trade winds. When the trades and other air pass in the I.T.C., they ascend to high altitudes, releasing their moisture load as they rise, then, moving back north and south, still at very high altitudes, they gradually descend, cold and dry into a prevailing high-pressure cell in the vicinity of the thirtieth parallel. Here they are again propelled equator-

ward, once more hot, dry trade winds ready to renew the convection cycle.

The basic pattern of African climate, heavy

and Tanzania that receive under thirty inches of rainfall a year, far less than corresponding areas to the west.

Africa's tropical location, therefore, has created a pattern of rainfall which is heavy in the equatorial latitudes but which gradually diminishes until the arid regions are reached the vast Sahara in the north and the less extensive South African plateau and Kalahari Desert to the south. Equatorial precipitation has created a tropical rain forest in the Congo watershed and along the West African coast which covers about eight percent of the continental land mass. Desert areas amount to forty percent of the total, although only eight percent can be classified as truly desiccated wasteland devoid of vegetation. Most of the remainder comprises Africa's characteristic terrain, a savanna grassland, sometimes combined with forest growth, moving off into tropical rain forest at one extreme and dwindling into desert shrub at the other extreme.

equatorial rain gradually diminishing to desert aridity, must be qualified in certain important respects. For example, much of eastern Africa in the region of the high plains does not readily conform to the weather pattern associated with the Intertropical Convergence Zone. In parts of northern Kenya and much of Somalia, virtual desert conditions obtain in near-equatorial latitudes and in addition there are extensive sections within Kenya

The Soul Of The Business

By Naomi C. McLean Business Writer



The first essential to the success of any business is the man or the woman at the head of it. Equipment and facilities are necessary to carry on, but the soul of the business is the man or the woman behind it.

What the business achieves is never higher than the ideals and standards that exist in the mind of the person who sustains the business responsibility. In business, no enterprise is ever more successful than it has been planned to be in the mind of some ONE person. When the work in a business is superior, the MAN or the WOMAN who conducts it gets the credit, and when a business falls below what it should be, of course the person at the head is directly and personally responsible. To improve any business, the image of improvement must first find lodgment

in the mind and heart and then express itself in the work and the will of the man or the woman who conducts the business.

For a business phase. Publicity-advertising-selling. What do they really mean? In any field, advertising or selling that creates a fanciful or misleading impression in the minds of those who read it or hear it over the radio or on television is not good business. Why isn't it? Simply because such methods do not advance the best interests of the business in the estimation of a thinking and discriminating public. It has been proved that if a business has a good product, gives good service, does work well, it needs to make only a plain, simple and straightforward statement of what it has to offer. Prospects understand such statements and appreciate them. Above all, they

believe what is printed or said in a straightforward way. The creation of belief and confidence is the essence of all effective advertising selling.

Certainly, with the constantly, growing economy, it appears that the

future for business (whatever it may be) has never been brighter than now. But a bright future is not automatic, it is not something that simply happens. It has to be made to happen by improved and broadened service to the community.

Letters To The Editor

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churches, trade unions, and by hundreds of thousands of individuals across the U.S. Support work is going on locally by a number of groups in the form of medical support, clothing drives, university divestment campaign, educational forums; more public events are planned in the near future in this area.

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The U.S. government must hear from citizens who join with progressive people all over the world in rejecting this sham "settlement". It is a brutal sell-out of the people of Zimbabwe and a slap in the face of freedom --

Steve Fishel:

Very Happy Loser

The doctor took one look at Steve Fishel's 200+ blood pressure reading, and informed his 360 lb. patient that he wouldn't live to be 30.

"I didn't believe him," Fishel recalls. "In fact, after I left the doctor's office, I went and got

grapefruit diet. He rebelled. "When no one was looking, I would get a straw, and drink milk from the carton in the refrigerator."

"I ate a lot of junk food. You know those "All You Can Eat" specials the pizza place has? They

rently like alcoholism in that one must never slip back into old habits, or the problems recur."

Steve Fishel doesn't miss his old eating habits, however. "Someone gave me a doughnut a few months ago, and it made me throw up," he commented. "Already he can see

changes in himself—other than his clothes sizes. "My singing voice is better," he says. "And I can jog two miles a day now. Before I couldn't walk a block without getting excessively tired."

Steve Fishel hasn't finished losing yet. His goal is to weigh 184 lbs. -- but he's well on the weigh, er -- way.



BEFORE: Steve Fishel, shown here with son Robert, weighed over 300 lbs.



AFTER: A year on a diet and you don't see as much of Steve as you used to.

something to eat." Now, not quite a year later, Steve Fishel weighs 218 lbs. and jogs two miles a day.

The miracle was will-power. Steve Fishel has always been heavy, he says. At fourteen, he tipped the scales at 230 lbs., and his bulk caused predictable social problems in high school.

He had been urged by family members to diet for years, but because he wasn't personally motivated, it didn't work.

"You can't make somebody lose weight," he explained. "They have to want to do it."

He tells of a visit to his brother in Florida as a teenager. The brother tried to curtail Steve's eating, putting him on a

"It was when I had to sit up in bed to breathe," he says. "I couldn't breathe lying down any more."

He changed his dietary patterns completely. Cake, pie, and junk foods were out. He ate fish or poultry five times a week, instead of the more fattening meats. He also joined Weight-Watchers at 325 lbs.

"My lecturers Sarah Johnson and Bonita Hege have helped me a lot," Steve says. "If you want someone to lose weight, give them positive encouragement. Criticism and negative remarks don't help."

"I'll be on this program for the rest of my life," he says. Overeating is appar-

threw me out once." Steve thinks he can pinpoint the one incident that put a stop to all this dangerous over-eating.

Cutting Electricity Bills
New lighting systems hold the promise of cutting our electricity bills—and seeing that our tax dollars go further.

The Tax Corner

by W. Marvin Richmond, III.

[6] **Interest Rate Lowered**
Just a reminder to you that the interest rate for underpayment of taxes will be lowered from seven percent to six percent effective February 1, 1978.

[7] **Use of Toll-Free Number**
The IRS Taxpayer Service program will be fully utilized during the filing period and they ask your cooperation in using their toll-free number. Our efforts are geared to first serve the individual taxpayer without professional assistance in tax return preparation. If you have a technical question, please first use your research resources for the answer. If you cannot resolve the problem, write to their Taxpayer Service Group, P.O. Box 20541, Greensboro, North Carolina 27420 and they will research it as soon as possible.

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