African Spotlight The Hostile Climate

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 Causer and Camirrou Recause of this equatorial location, much of Africa's

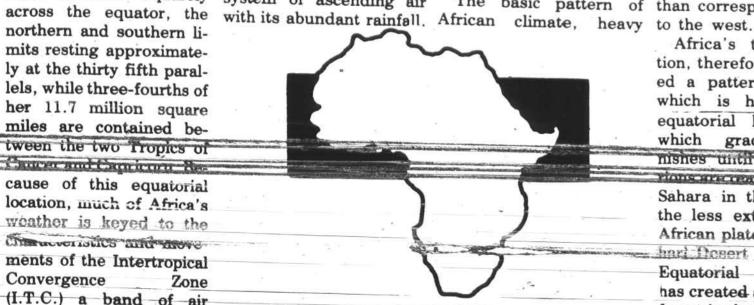
weather is keyed to the Characteristics and move ments of the Intertropical Convergence (I.T.C.) a band of air located in equatorial latitudes which shifts back

torial air currents create a again propelled equator- sive sections within Kenya other estreme.

Africa is the most tropi- cal rays of the sun which ward, once more hot, dry and Tanzania that receive

cal of the world's conti- heat the land, thus setting trade winds ready to re- under thirty inches .of nents. Her great land in motion the convection new the convection cycle, rainfall a year, far less

mass stretches squarely system of ascending air The basic pattern of than corresponding areas



and forth between the region of continued low equatorial rain gradually about eight percent of the hemispheres with the an- pressure near ground le- diminishing to desert ari- continental land mass. nual rhythm of the sea- vel, and into this weak dity, must be qualified in Desert areas amount to zone are sucked the trade certain important res- forty percent of the total, The Intertropical Con- winds. When the trades pects. For example, much- although only eight pervergence Zone is a belt of and other air pass in the of eastern Africa in the cent can be classified as low atmospheric pressure I.T.C., they ascend to region of the high plains truly desicated wasteland characterized by rising high altitudes, releasing does not readily conform devoid of vegetation. currents or moist air their moisture load as they to the weather pattern Most of the remainder which, cooling as they rise, then, moving back associated with the Inter- comprises Africa's characrise, condense any form north and south, still at tropical Convergence teristic terrain, a savanna rain clouds and heavy very high altitudes, they Zone. In parts of northern grassland, precipitation. This contion gradually descend, cold Kenya and much of Soma- combined with forest occurs in the latitudes and dry into a prevailing lia, virtual desert condi- growth, moving off into adjacent to the equator, high-pressure cellin the tion obtain in near-equa- tropical rain forest at one caused by the near-verti-vicinity of the thirtieth torial latitudes and in extreme and dwindling The upward-moving equa- parallel. Here they are addition there are exten- into desert shrub at the

Africa's tropical loca-

tion, therefore, has created a pattern of rainfall which is heavy in the equatorial latitudes but which gradually dimimishes until the and rerions 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

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 carrry on, but the soul of the business is the soul of 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 sponsibility.

In business, no enterprise is ever more successful, than it has been planned wo be no tile 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 impove any business, the image of improvement must first find lodgment

From page 4

sands 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, ed-

ucational forums; more

public events are planned

in the near future in this

The U.S. government

must hear from citizens

who join with progressive

people all over the world

'settlement''. It is a brut-

al sell-out of the people of

Zimbabwe and a slap in

the face of freedom --

and by hundreds of thou- the world.

Letters To The Editor

churches, trade unions, loving people throughout

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 count it or hear it over the surface the ultimate se radio or on television is not good business. Why

isn't it? Simply because such methods do not advance the best interests when 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

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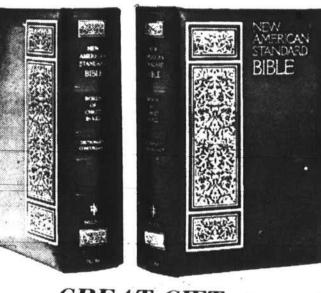
UNITED

believe what is printed or suture for business (whatsaid in a straightforward ever it may be) has never way. The creation of belief been brighter than now. and confidence is the But a bright future is not essence of all effective automatic, it is not advertising selling.

constantly, growing economy, it appears that the

something that simply happens. It has to be Certainly, with the made to happen by improved and broadened service to the community.

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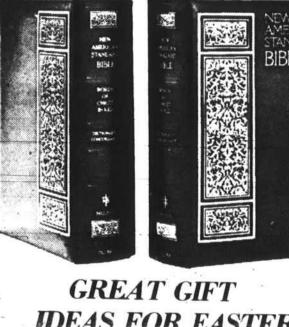
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Steve Fishel:

Very Happy Loser

at Steve Fishel's 200+ belled. "When no one was back into old habits, or the blood pressure reading, looking, I would get a and informed his 360 lb. straw, and drink milk from patient that he wouldn't the carton in the refrigeralive to be 30.

"I didn't believe him." Fishel recalls. "In fact, You know those "All You after I left the doctor's Can Eat" specials the office, I went and got pizza place has? They

The doctor took one look grapefruit diet. He re- that one must never slip

"I ate a lot of junk food.

problems recurs:

me a doughnut a few mented.

Already he can see -- way.

rently like alcoholism in changes in himself--other in rejecting this sham than his clothes sizes. "My singing voice is better," he says. "And I can jog two miles a day now. Steve Fishel doesn't Before I couldn't walk a miss his old eating habits, block without getting exhowever. "Someone gave cessively tired."

Steve Fishel hasn't fimonths ago, and it made nished losing yet. His goal me throw up," he com- is to weigh 184 lbs. -- but he's well on the weigh, er



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

something to eat."

miles a day. The miracle was will-

power.

school.

He had been urged by ted, it didn't work.

want to do it.'

tried to curtail Steve's eating, putting him on a threw me out once."

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

"It was when I had to Now, not quite a year sit up in bed to breathe,' later, Steve Fishel weighs he says. "I couldn't 218 lbs. and jogs two breathe lying down any more.'

He changed his dietary patterns completely. Steve Fishel has always Cake, pie, and junk foods been heavy, he says. At were out. He ate fish or fourteen, he tipped the poultry five times a week, scales at 230 lbs., and his instead of the more fattebulk caused predictable ning meats. He also joined social problems in high Weight-Watchers at 325

"My lecturers Sarah family members to diet for Johnson and Bonita Hege years, but because he have helped me a lot." wasn't personally motiva- Steve says, "If you want someone to lose weight, "You can't make some- give them positive encoubody lose weight," he ragement. Criticism and explained. "They have to negative remarks don't help.'

He tells of a visit to his "I'll be on this program brother in Florida as a for the rest of my life." he teenager. The brother says. Overeating is appa-

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further.



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

The Tax Corner

by W. Marvin Richmond, III.

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. **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.

