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Women's Wages Lag Behind Men's

By John W. Templeton
Staff Writer

Despite favorable legislation and court actions, women's wages and job opportunities continue to lag far behind those of men. That was the assessment of panelists at the 13th annual workshop of the Professional Business League, a 20-year-old association of local businesswomen. The league met Saturday at the Hilton Inn. The panelists noted that the average white male worker earns more than the average white female and the average black female combined. One speaker quoted figures showing that women are concentrated in five job fields while men are concentrated in 54. The message the speakers left the participants with was: it's up to women themselves to bring about equal pay and equal treatment on the job.

"The aggressive woman is the woman who gets ahead," said Dr. Virginia Newell, associate professor of mathematics at Winston-Salem State University and East Ward alderman, during a workshop on non-traditional roles for women.

"I hate to say it," she added. "But, you're going to have to be better than that guy. The federal government is on your side, but the federal government can't do your work for you."

Dr. Freeman Rhoades of Norfolk (Va.) State College, who discussed the effect of a sexist society on professional women, noted that the Equal Pay Act of 1974 has been in effect for four years, but said, "Nothing has changed."

He distributed an October 1978 report containing a comparison of national income levels by sex and race. The figures showed that the average man's income is \$11,923. The average woman's income is \$5,373.

The average income for men who have completed

elementary school is \$8,957. The average income for women who have completed four years of college is \$8,409.

Race makes little difference in a woman's average income, according to the report compiled by the National Council on Women, Work and Welfare. The average white female income is \$5,383; the average black female income is \$5,283.

However, Rhoades noted that race does make a difference for men's income. The average for a white male full-time worker is \$15,414; his black counterpart makes \$7,991. A white elementary school graduate makes \$11,474; a black high school graduate makes \$8,056.

Adding the black male average to the black female average, Rhoades said, "Now those two people come together and work, like many of our families have to do, and can't make as much as one white male."

The income gap isn't the woman's fault, said Mrs.

Dorothy Graham-Wheeler, director of Urban Arts of the Arts Council. "Today's woman is fabulous, but must be prepared," she wrote on a blackboard in her room.

"If you're semi-intelligent, know where you're going, how you're going to get there and be assertive, there are all kinds of obstacles in your way," added Wheeler.

"One of your chief roles is to know everything you can," she said.

However, the public schools do not prepare women to have extensive work skills, said Ms. Edwina White, special assistant for student affairs at N.C. State University.

"They're still tracking women into the traditional fields," said White. "Most of those are careers where they can't go anywhere."

White said a project she helped develop through the N.C. Council on the Status of Women helped to shatter

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Chronicle publisher Ernie Pitt signs a five-year lease with the Brown-Rogers-Dixon Company for their former retail store at 516 N. Trade St. Looking on are

William Dixon III, Rita Stewart of Ferrell Realty, James A. Beaty, the paper's counsel; and Walter Farabee, city economic development director.

Photo by Nottingham

Chronicle To Open New Offices

The Winston-Salem Chronicle has reached agreement to lease the former Brown, Rogers, Dixon hardware store at 516 North Trade Street as its new office location.

Chronicle publisher Ernest H. Pitt and William Dixon Jr. and William Dixon III, owners of the building, announced the agreement during a lease-signing ceremony in the new Chronicle offices Monday.

The 3750-square feet in the new office more than doubles the paper's current office space, said Pitt. "We think the move will greatly enhance our ability to serve our readers and customers," he said. "We're indebted to those whose support has made this kind of growth possible in less than five years."

He called the move to the Trade Street area an affirmation of faith in the viability of the downtown area. "We expect to do our part in enhancing the

overall business climate downtown," said Pitt.

City economic development director Walter Farabee, who attended the ceremony, said, "This is what economic development is all about. It's significant that a business like the Chronicle can grow in the downtown area; it's significant that a business would move within the downtown area and it's significant that it feels it has a future downtown."

The former hardware store is now being renovated into office space. Pitt noted, "It's the first time we've been able to move into a site that's been designed for us. Before, we've had to fit ourselves to the building."

The Chronicle is scheduled to begin business operations from the new site on June 1. Pitt said there will be an open house to show the new facilities to the community soon thereafter.

Days Marketing Consultant

Minority Consumers Untapped by Business

By John W. Templeton
Staff Writer

Merchants who ignore the black consumer market are missing an opportunity to expand their profits, according to a nationally recognized expert on minority consumers.

D. Parke Gibson, president of a New York consulting firm and author of \$70 Billion in the Black, told local advertisers, "The black community is going to continue to be a prime marketing opportunity."

"In less than 10 years, we've increased our purchasing power by some \$40 billion and we're projected to grow faster than the white consumer market in the next 10 years," he told the Piedmont Triad Advertising Federation last Thursday. Businessmen need to use the formula

of "Recognition, Identification and Invitation" to develop black consumer markets, said Gibson.

"This means recognizing black and Hispanic consumers, identifying with them and their interests, add inviting them to buy through communications channels with which they are most familiar," he explained.

During a Chronicle interview prior to his speech, Gibson said, "Many companies have the black market and do nothing to protect it. They've done nothing to keep it."

"If I was going to start producing grape soda, I'd market it first to blacks, because they drink more (on a per person basis) than anyone else," he added.

"If you sell beer, you've got to sell Hispanic because they drink more beer than anyone else," said Gibson.

The marketing specialist presented a list of some of the areas in which black middle income families out-spend their white counterparts:

- 36 percent of black families spend more than \$60 weekly on groceries, as opposed to 16 percent white middle income families.
- 36 percent spend more than \$300 annually for clothing compared to 22 percent of the U.S. total middle class families.
- 33 percent consume Scotch whiskey, twice the U.S. total of 16 percent.
- 5 percent of black families bought combination stereo equipment against 3 percent of the U.S. total.
- 3.8 percent of black families bought digital wrist watches compared to 1.4 percent of the U.S. total.

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Goler Apts. 'Shaping Up'

By Yvette McCullough
Staff Writer

Several months ago tenants at Goler Apartments used to complain about lack of maintenance, evictions without cause, and poor management. However several months later, the word from management is that "things are shaping up at Goler."

Fredrick Hunt, the manager of Goler Apartments for six months, said that he is trying to fix up the apartments and make them look presentable.

"My approach to fixing up the apartments is to start at what we call the hold and work back up to the front," Hunt said. "We're getting to the problems and trying to handle them as soon as possible."

Goler Apartments, a 150-unit complex on the Old Greensboro Road, is a \$1.8 million project financed under Section 236 of the National Housing Act and built by the Goler Metropolitan AME Zion Church and is managed by Urban Housing Inc.

Hunt, a housing management graduate of Winston-Salem State University, became the manager at the complex after the majority of the problems had occurred.

"Some of the problems were management but at the same time some of the problems were on the part of the tenants," Hunt said. "I think the majority of the tenants are willing to work with us and help us to eliminate the problems."

One of the major problems Hunt found when he began was a backlog of maintenance repairs.

"We had an enormous backlog of complaints with people having numerous problems," Hunt said. "We have caught up and now are trying to answer the complaints as they come in."

As one of his projects to eliminating the maintenance problems, each apartment is inspected. All problems are handled at that particular time so they won't have to continuously answer a complaint.

Also under his management screens have been placed at the windows, the interior of the buildings have been painted and the exteriors are in the process of being painted. The grounds are being kept clean, grass has been planted, brick walls to stop erosion have been built along with additional improvements.

"We talk to tenants about how to take care of their apartments," Hunt said. "You'll be surprised how many tenants just don't care."

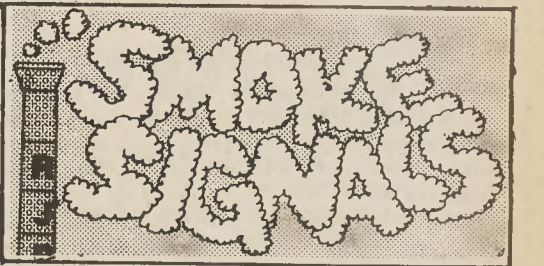
"By the time we fix up some apartments they're torn back down," Hunt continued. "You wouldn't believe that we've just painted some hallways by the way they look now. We have about five or six families who just don't care."

Hunt said his hands are tied because of the families



Staff photo by McCullough

Frederick Hunt, manager of Goler Apartments, surveys the grounds of the complex. Grass has been replanted and the interiors and exteriors of the apartments are now being painted.



I'm a frequent television watcher when I get a chance. Lately I've been getting more and more upset about the way women are portrayed in the television commercials.

The ones that really upset me are the ones that portray women as happy-go-lucky house keepers. Wives of America should unite and have those ads taken off the air.

One particular commercial that should be scrapped is the one that shows a man in a supermarket asking a couple if they would like to wash some dishes.

How many wives do you know who would volunteer to wash some dishes to see which product has longer lasting suds, and especially some one else's dishes.

I'm one of those unfortunate few who still does her own dishes by hand and I, for one, wouldn't gladly accept to wash dishes. I wouldn't care if the suds stayed two weeks.

Another dishwashing commercial that should be taken off is the one showing the women looking at themselves in a plate. Husbands should be satisfied that their dishes are clean. Having them shine is going too far. I say if you want to see your face in something, look in a mirror.

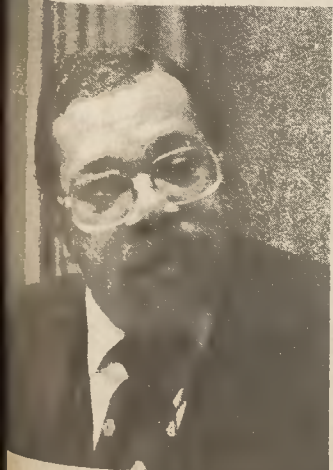
Wives should also complain about the commercial which shows them being happy and singing when they wash their windows. Most women don't get around to cleaning windows very often, and when they do, they don't find much to sing about.

I can think of other commercials to complain about, but the one that takes the cake is the one about "ring around the collar." Why should women be blamed if their husbands have dirty necks. It's not their fault.

If women don't put a stop to these commercials now, husbands may start believing them and begin expecting their wives to act like those on television.

They may start asking their wives to wash dishes and clean windows and even wash their shirts, and other things like that. We have to stop those commercials right now, before they get out of hand.

Yvette McCullough



D. Parke Gibson