

Blacks Reject Self-Help; Fear Racism

Though most Blacks want to be self-sufficient, the image and perception of the black community by Whites and many other Blacks is to the contrary. The recent NAACP convention in Denver is a case in point. The news that the leaders of the colored people's organization tried to use the media to get across was that they were in the forefront of a struggle to save Blacks and the wrath of a racist president. But the point actually made was quite different.

The news that surfaced was not that Ronald Reagan is trying to save Blacks with more poverty programs, but that Blacks are not willing to save themselves from poverty programs. The stereotype of lazy Blacks is only in their own selfish interests, angry and interested in the country's future was reinforced once

some sneering White man had said that Blacks can't hold off the surplus of wealth produced by Whites. This charge could be safely dismissed as racist. But in essence, is what the NAACP implied by its advertisement to Reagan's message. It suggests that the image of American Blacks is terribly feeble and "in pain," wrote Joseph Sobran in the New York Post. Recently, President Reagan told the 5,000 NAACP delegates that they were spending their \$140 billion non-actively outside of their communities, namely with

people. The most neighborhoods what really brings prosperity is the income of that neighborhood is then reduced by turning over several times within that com-



TONY BROWN'S JOURNAL

munity.

"I must tell you that in the Black communities in America the turnover is less than once before the dollars, those \$140 billion, go out into the community at large. And that has to be changed."

But Benjamin Hooks, NAACP director, and Margaret Bush Wilson, NAACP chairman, were too busy insulting President Reagan to pay any attention to helping themselves. "Executive director Hooks is a seasoned farceur at these performances," wrote R. Emmett Tyrrell, Jr. in the Washington Post. If the future of Black America was not hanging in the balance, I, too, might enjoy the farce and the joker's stage acting.

Somebody needs to tell Blacks to stop begging and help themselves. And I'm glad that Ronald Reagan did so. The Black leaders of racial integration are always proposing another room addition to the welfare estate and their grants from the Federal government top the list.

Moreover, the NAACP spent \$3 million with Whites in Denver and avoided the Black neighborhood and businesses of Five Points. The "civil rights" group did the same thing to the Black community in Liberty City in Miami last year.

"Much of the Black leadership is not in the business of leading Blacks, but of extracting what they can from Whites, and their strategies and rhetoric reflect that orientation," Dr. Thomas Sowell, a Black economist noted.

Just how bad is the damage caused by years of government dependency and charlatan leadership? In a television special we asked the Qube two-way opinion poll: "Can Blacks Support Themselves?"

An overwhelming 86 percent of a television opinion poll conducted did not feel that Blacks place enough emphasis on self help and too much on racism. And both guests, professional Blacks, agreed that the Black organizational ego and how some Black leaders put personal achievement above the concerns of the organizations hurt Black development. In light of these problems, can Blacks help themselves?

Projected figures for 1984 show a Black population of

over 35 million people earning 150 billion dollars, with a gross national product that will support an economy of 300 billion dollars. And the figures just keep growing and growing.

The bigger the American Dream, the bigger the Black reality. Blacks have done a lot of things in 400 years, but when it comes to dollars and cents, going backwards hasn't been one of them.

Blacks make it and they spend it. They buy Cadillac cars, more wine, more caps and hats, more cologne and mouth wash than Whites do for comparable size. They're only 11 percent of the population, but 20 percent of the heavy users in the rice market, 16 percent of the total market in orange juice, 20 percent of the total market in Scotch whiskey. Blacks account for 32 percent of all sales in malt liquor. They account for 40 percent of record purchases of a \$3.5 billion market. And they're here to stay: 56 percent own their own homes.

As President Reagan pointed out, they make it, but they spend it -- not with Blacks -- but with the wrong people. That's why Hooks and Wilson were in Denver crying racism.

Tony Brown's Journal, the television series, is shown every Sunday, on WGHP-TV (8) at 11:30 p.m.

NAOMI'S VIEW

seems to be a trait of our nature of us to think of the other person's life is greener than our own. Certainly, we are aware of our own problems, but we don't see the inside problems of the other person. The person who makes the most contribution to society is the one who develops his own channel of effectiveness. Our best resources lie within ourselves, therefore, we need to look on our inner resources and occupy our minds with thoughts that build morale rather than tear it down. Morale is courage - not courage of which fear is the opposite, but courage as opposed to discouragement. Good morale implies a strong determination to carry on when the way would be simply giving up. We cannot give up if we meet or will meet some kind of discouragement every day. The meaning of morale is "Keeping going in spite, and it is important that we believe in ourselves. Variety is the spice of life - variety in attitudes and in approaches to problems of all kinds. We gain more from variety than we could possibly gain from a level of success. At the same time, we need to make a real effort to understand the problems which others face, in order that we broaden our mental horizon, and there is an opportunity to see that life is interrelated and what we do think has a bearing on the actions and thinking of others. In our daily facts, we live in a sadly divided world, and the problems within come from the absorption of far too many things in the externals. Spiritual bread is needed badly to our inner lives, as the forces of physical science are cultivated apart from the spiritual side of life. The fearful means of destruction instead of helping the betterment of mankind. Again, it is emphasized, we should remind ourselves that the true meanings of life are found in material aspects, and it is important to utilize those inward resources which are true values of life.



Naomi C. McLean

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You & the Law

by
Reggie Warren
Legal Aid Society
of Northwest N.C., Inc.

Bait And Switch

Mr. X went into a store to buy an advertised item at a price that seemed to be good. Mrs. X came out of the store with a different model---the type that was not advertised and costs twice as much as the advertised item.

Mr. X was a victim of the illegal "bait and switch" technique.

WHAT'S THE BAIT??? merchandise advertised at an exceptionally low price is set out as bait to lure customers into the store. Once inside the store, the customer finds the advertised special is not available or sold out. The salesperson trained in "bait and switch" selling may discourage the customer from buying the "low priced" advertised item and show the customer a better

price. WHAT'S THE SWITCH!!! The salesperson directs the customer's attention to a better model that costs more than the "well worth" the extra dollars. The salesperson tries to pressure the customer to decide right then and there for the more expensive item. If the salesperson is successful, you, the customer, have been switched to a more expensive, unadvertised item.

The bait always has the advantage in a bait-and-switch situation. You are ready to buy the bait that was advertised so all the seller has to do is change your mind and the price you're willing to pay and the added money you might enjoy more.

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