

As much as black people excel in music, even the giants of the business are often victimized by the narrow-mindedness of some radio station program directors.



There's basketball galore this year, including this month's Black College Sports Review, as well as coverage in our regular edition of college, high school and wheelchair hardwood wars.



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50 Pages This Week

Hauser In Stable Condition

Dr. C. B. Hauser, one of two blacks elected to the North Carolina House of Representatives in the 39th District, is recuperating in Forsyth Memorial Hospital's coronary unit after suffering a heart attack Dec. 4 while visiting relatives in his hometown of Yadkinville.

Hauser was moved to Winston-Salem Monday from Yadkinville Hospital and admitted to Forsyth Memorial.

His family and hospital officials report that he is in good condition and is doing very well.

Mrs. Lois Hauser says that this is her husband's first bout with any kind of serious illness and that she expects him to recover soon.

Hauser, who won the seat in the Nov. 2 general election, is to be officially sworn into office in January.

If he decides not to take the position, Democratic Party officials say that an executive committee of party officials and precinct chairmen and vice chairmen will elect a nominee for the post.

Earline Parmon, program director for the East Winston Restoration Association and a Democratic Party member, said that if Hauser does not

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He Wants To Rock With You

Though a number of black recording artists, like Michael Jackson, can legitimately be called "superstars," their notoriety isn't always enough to guarantee airplay on some radio stations, as we note in this week's editorial on Page 4. Jackson also makes a cameo appearance in "Musical Notes" on Page 10.

A Mixed Reception

Aldermen Differ On Merits, Effectiveness Of City's New Affirmative Action Plan

By Ruthell Howard
Staff Writer

In a five to three vote, the Winston-Salem Board of Aldermen adopted an Equal Employment Opportunity Affirmative Action Plan Monday night, a decision that was opposed by three board members, the local NAACP and a representative from the National Association for the Advancement of White People (NAAWP).

Black Aldermen Larry Womble and Vivian Burke, who are both strong advocates of affirmative action, voted against the plan, calling it too weak, and Robert S. Northington said there is no need for such a proposal.

NAACP officials, who began studying the plan after it was first presented to the board's General Committee, said its hiring goals are too low. Warren Brooks, the

NAAWP member, criticized the plan, too, saying it would perpetuate discrimination based on the color of a person's skin and a person's sex, factors over which individuals have no control.

"I will monitor this plan that passed without my vote to make sure it is carried out properly and continue to ask the city manager to be very aggressive in his hiring and promotions procedures."

-- Northeast Ward Alderman Vivian Burke

The plan, which is the first affirmative action plan adopted by the board since 1975, includes an overall 32.1

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Complex Sought For East Winston

By Ruthell Howard
Staff Writer

A \$5 million housing complex may soon be located in East Winston.

With emphasis on redevelopment and business expansion in the area and the influence of the newly built East Winston Shopping Center, which has promise of attracting more businesses, the East Winston Restoration Association feels the time is right for housing development, too.

"With the shopping center there now, it's an ideal spot for trying to stimulate the housing market in East Winston," says Johnny Johnson, executive director for the association.

But, like the shopping center, the project is not a new idea.

Johnson says that it is a "carry-over" from plans made last year to build multi-family housing in an area between

12th and File Streets. "We'd been working on that for a year or so," Johnson says, "and a marketing survey that was done by a group in Winston-Salem showed that the ideal spot was on Seventh Street."

In fact, he says, establishing the apartments was on the association's priority list for 1980.

One hold-up, however, in getting the project under way has been funding, the other finding a developer.

Johnson says his organization and Winston-Salem's Community Development Department, which is lending assistance in coordinating the project, have been meeting and discussing the venture with area developers.

Three developers within 100 miles of the city are interested in the apartments, Johnson says, but he declined to name who they are.

He said the Restoration Association is trying to determine who could best develop a project that would be

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Chronicle Camera

What If You Were A Statistic?

By Edward Hill Jr.
Staff Writer

Recent U.S. Department of Labor figures put the nation's unemployment rate at a disturbing 10.8 percent for November. Translated, that means nearly 12 million Americans are out of work.

The rate among blacks was at 20.2 percent last month and, with no improvement in sight, many black Americans are genuinely concerned that they soon could be among those statistics.

The Chronicle recently visited the East Winston Shopping Center to poll employees on how unemployment would impact upon their lives.

Wendy Wallace, Family Dollar: "If I was laid off right now, I would be greatly affected. I would have to cut back on my food bill and I would also have problems paying my bills."

Denise Marshall, Pic 'N Pay: "I would be depressed if

I lost my job. It would really hurt me financially as far as my bills are concerned."

Richard Terry, Food Town: "I don't even want to think about it. If I was unemployed, it would really hurt as far as helping support my mother. I think I'd just go into the service."

Audrey McLawhorn, Family Dollar: "I have no other source of income except this job and if I lost it, I don't know what I'd do. I have bills and, with no job, it would really be tough."

Dorothy Eldridge, Wachovia: "If I were laid off right now, it would be very hard for me and my family. I'd have to make a lot of sacrifices, especially with my children's expenses."

Arthur Hanner, Family Dollar: "Boy, it would be really bad if I was laid off. I have a family that depends on me for food and I also have several bills. I don't even like to think about it."



Denise Marshall



Richard Terry



Audrey McLawhorn



(photos by James Parker)
Arthur Hanner

Operation Fair Share, Supermarket Chain Reach Trade Pact

By Ruthell Howard
Staff Writer

The NAACP's Fair Share campaign has negotiated a settlement with the Bi-Lo grocery store chain, says Regional Representative L.R. Byrd.

Byrd told a group of black Winston-Salem residents at Shiloh Baptist Church last week that the settlement with Bi-Lo is "an example of what you can expect."

The Fair Share campaign is an effort sponsored nationally by the NAACP to assure that blacks "do business with those who are doing business with us," as its slogan states.

Hiring and promoting blacks, contributing to black in-

stitutions and giving business to black firms constitutes "doing business with us," Byrd explained.

"Doing business with us is employing us from the bottom to the top. Doing business with us is doing business

"My goal is to give the Black America I know and love an economic plan."

-- L.R. Byrd

with our businesses," Byrd said.

Speaking to the group of residents who are interested in joining the Fair Share drive, Byrd said, "I guarantee you that it (the agreement with Bi-Lo) will be more than

\$2 million in the first year."

Bi-Lo is one of five chains with which the organization is negotiating. The other four chains are Winn Dixie, Piggly Wiggly, Food Town and Harris Teeter.

At a press conference in the city last month, Byrd announced that the Fair Share effort would be instituted in Winston-Salem. Residents were then asked to monitor local stores to determine if they sufficiently employ and promote blacks and if they deal with black firms. They were also encouraged to report their findings to the NAACP.

"There are 49 calls that I received personally (since that time)," Byrd said. He added that observers indicated that most blacks are employed in the stores in stock posi-

tions.

He also said some store employees called the organization to confirm that "it was so."

Byrd, who has traveled throughout the area informing blacks of the Fair Share program, said, "North and South Carolina led the nation in this project. I've trained some 3,500 people in the last 30 days. Please understand that you're leading the nation in something that's going to be talked about around the nation."

Judging from the response he has gotten so far, Byrd said, the time is right for a drive like Operation Fair Share because blacks are angry.

"The time for this is right," he said. "You will be sur-

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