

Someone You Should Meet ...



Name: Ingrid Shepherd
Job Title: Director of Afternoon School Admissions
Hometown: Winston-Salem
Describe Yourself in one word: "Independent"
Hobbies: Reading, writing, listening to music and fencing
Favorite Book: "Even Cowgirls Get the Blues" by Tom Robbins
Favorite Movie: "The Godfather" and "Chinatown"
Persons admires most: Parents, Dr. Robert E. Shepherd and Mrs. Ardell Shepherd
Career Goal: "To get a master's degree in fine arts with a concentration in creative writing and becoming a playwright."

(photo by James Parker)

NEWS DIGEST

National, state and local news briefs compiled by Greg Brown

Coors signs \$325 million minority pact

GOLDEN, Colo. -- The Adolph Coors Co. last week signed a five-year, \$325 million agreement with major civil rights organizations to expand opportunities for black employees and to increase the brewery's transactions with black businesses.

The nation's fifth largest beer producer, Coors has long had a history of disputes with labor unions and minority groups. Following announcement of the pact last Tuesday, the Los Angeles branch of the NAACP said a planned boycott of Coors would be cancelled.

Five black-interest organizations formed a National Black Economic Development Coalition to press the Coors negotiations, including the NAACP, Operation PUSH, the National Newspaper Publishers Association, Cal-Pac (the California Liquor and Package Goods Dealers), and the African Methodist Episcopal Church's

Fifth District, which covers the Western states. Under the agreement, Coors is committed to increasing the number of black distributorships throughout the country and to "provide capital assistance needed to assure success in ownership." The company's goal is to establish 20 black-owned distributorships. It presently has 3 among the 500 distributors who handle Coors beer.

The agreement also calls for "aggressive" use of black suppliers and vendors, to begin investing in black-owned banks, to use the services of black lawyers and other black professionals, to make major expenditures for advertising in black-owned media, to purchase insurance from black-owned carriers and to increase its use of black marketing and public relations firms.

Coors also agreed to contribute "significant corporate resources" to organizations that support black communities.

Jackson urges support for 'progressives'

DURHAM -- The Rev. Jesse Jackson urged students at North Carolina Central University to vote for "progressive Democrats" and not to be swayed by polls indicating President Reagan will win re-election.

"The black vote will be at least 30 percent of the national Democratic vote this year," Jackson told a capacity crowd at NCCU's B.N. Duke Auditorium. "When you start voting 30 to 50 percent anything, you just don't have a job, you have a position and dividends and everything else. It's only in a coalition when blacks vote in great numbers when the progressive whites win. Progressive Democrats across the South cannot survive without black support."

Jackson said that the president's policies had resulted in 35 million Americans who are poor, and

that 24 million of these are white and 11 million black.

"The great challenge of the Democrats," Jackson said, "is to convince white people (President Reagan) is hurting more white people than black people. We've got to talk sense. We've got to make economic sense. Reagan's prosperity is based on our division."

At a breakfast with representatives of the state Democratic Party prior to the NCCU speech, Jackson said the party must make room for "new" Democrats. "The party must expand and make room for new Democrats, vertically and horizontally; engage seriously in reciprocal voting patterns," he said. "We must expect white Democrats to vote for black Democrats. We cannot allow the remnants of yesterday's problems to be the dominating issues of today."

It'll be Reagan again

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the good life. He doesn't know anything about poverty and doesn't even read about it.

"Reagan has been detrimental to the minority, poor and handicapped," Davis added. "In four more years, he will ruin people who are on a fixed income. He has been the worst thing to happen to civil and equal rights amendments."

Although Reagan has the upper hand now, said the editors, Walter Mondale stands a chance of capturing the lead between now and Nov. 6.

"Between now and election time, Mondale will overcome his (Reagan's) lead," said Davis of the *Dallas Weekly*.

Art Carter, editor of the *Washington Afro-American*, suggested that Mondale change his campaign strategy. "Mondale has to present the issues a little

more dramatically," Carter said. "Mondale has to convince people of what he wants to do."

The *Amsterdam News'* Egyir said a series of debates is what Mondale needs to improve his showing.

"Mondale has an uphill task trying to turn things around," Egyir said. "We have to wait for the debates. Reagan is not known for great intelligence. If he (Mondale) can corner him in the debate, I think he has a chance." Simply because the polls have Reagan ahead, World said, he's no shoo-in.

"Four years ago (the Carter-Reagan election), the polls kept saying it was too close to call," said World. "On election day, it was Reagan by a landslide. It may very well be the reverse this time." Said French: "You never know

until Nov. 6 what will happen. Reagan is a smooth c---r and he talks so sweet, you just don't know."

If Mondale pulls off a win, said James Lewis, editor of the *Birmingham Times*, it will be a surprise.

"(But) anything is possible," said Lewis, when asked if Mondale could defy the odds. "Tomorrow they may find out that Ronald Reagan is gay or war may break out."

The key to a Mondale-Ferraro victory could very well be the showing at the polls by blacks and Latinos, said Sturgis of Los Angeles.

"Blacks and Latinos have to go out there and vote," she said. "Blacks and Latinos made the difference in Chicago and they could make the difference for Mondale."

Children need positive self-esteem

By DR. M. L. CLARK
Wake Forest University

Children who feel good about themselves perform better in school, have more friends, are more obedient and well-adjusted than those children who, for some reason, feel they are not good persons.

These feelings of self-worth are called self-esteem. During the 1950s and 1960s, a lot was written about the low self-esteem of black children. It was believed that they did not like themselves and thus preferred to be white. It was not until the 1970s that black psychologists began to question this notion of "black self-hatred." After carefully studying the self-esteem of black children, it was found that they had positive self-esteem and in many cases held more positive self-attitudes than white children.

Parents play an important role in the development of their children's self-esteem. During infancy and the preschool years, most children spend a lot of time with their parents. Thus, the parents help the child to learn about his-herself. Parents who act positively towards their children, encourage their independence and are very loving towards them will help their children to have positive feelings of self-worth.

On the other hand, when a parent is rejecting and

hostile towards a child, such behavior can cause this child to feel unworthy of the parent's love. Consequently, the child develops negative attitudes about self and suffers from low self-esteem. Children who do hold these negative attitudes tend to lack the motivation to achieve in school, are more likely to misbehave at home and at school and to have problems interacting with other children and adults. Sometimes these problems continue throughout childhood into adulthood.

There are some things that parents can do to help their children develop a positive self-esteem:

- Let your children know that you care and love them and are concerned about their well-being.
 - Create a home environment where children feel comfortable talking openly with you. Parents can have a greater influence on their children's lives if they are aware of their thoughts and feelings.
 - Set clearly defined limits for your children's behavior and make sure that they know your expectations. Once these rules are set, be consistent because children need order in their lives.
 - Set aside time to spend with your children. This will help to satisfy their desire for parental attention. Many children who misbehave do so because they want more attention from their parents.
 - Let your children know how you feel about their behavior.
- Please see page A5

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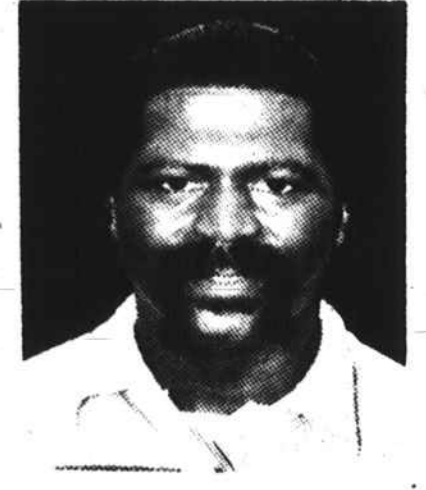
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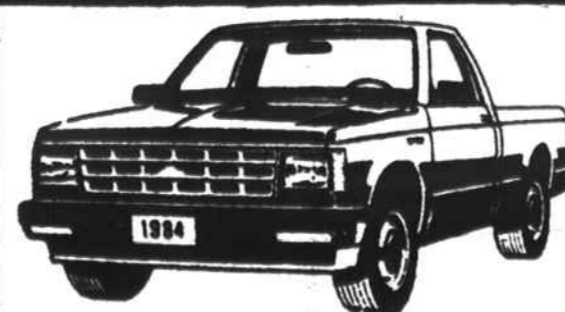


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