

Robinson

From Page A4

Well, I can only say that this is a learning experience for black businesspeople as well as black consumers. Let them know that you expect these things for your patronage, and most will come around.

The alternative of continuing to shun brothers and support others who do not support you is not acceptable.

There are several other things you can do to buy your freedom. Share this article with your family, friends and neighbors. Ask them to take the pledge to spend their Christmas dollars where they will create a job in the community. Ask your minister and deacon board which financial institutions your church supports with its deposits. Get fellow church members to take the pledge.

Come to think of it, the church can be a critical link in buying our freedom. It is and has been a great store of our community's wealth. Its combined assets can move mountains.

For example, Mechanics and Farmers Bank in Winston-Salem has been plagued over the last several years with personnel turnover, poor management decisions, poor customer relations, marginal service to commercial accounts, hemorrhaging black professional accounts (including my own), no automatic teller service, a timid board of directors and infinitesimal growth.

This is a chicken-and-egg problem: You have to have depositors to support services -- and you have to have services to attract and keep depositors.

If 50 of the largest churches moved half of their banking business to this bank, first, many if not all of the problems would be solved, and second, if it didn't come to pass, these churches could always move their business elsewhere.

This Christmas, you can start buying your freedom by spending

your dollars where they will create a job in your community. James Grace, president of the Winston-Salem Minority Business League, has assembled a list of more than 400 minority businesses in Forsyth County. How many have you patronized?

I know two things: first, I've been like most folks, spending pennies with brothers and sisters and thousands on others, and second, I'm going to struggle to turn my family's buying habits around -- now.

This past weekend I visited a fraction of the black-owned businesses in our community. The business incubator at 1001 S. Marshall St. has 70 new businesses, more than half of which are black-owned.

Retail establishments include Hudson's Bakery and his homemade cheesecake, The Hands of Time Custom Wood Clock Shop and Squire's Apparel Store.

If you're thinking about travel this season, Comfort Tours and Travel and/or Pri-Arty Coach Lines may be able to help make your trip an enjoyable one.

If that special someone needs self-defense instruction, see the Dragon Brothers Karate-Do Association and School. If less exertion is what you have in mind, LaShanda's Boutique and Warehouse Arts in Tobacco Square may be just what you are looking for.

The finest in ladies' lingerie may be acquired from La Classique Boutique in the Jetway Mall. The Huff Art Studio on Patterson also offers classics during the Christmas season and all other seasons with art from note cards to wall-sized original canvases and all points in between.

If you know friends and family who don't subscribe to the *Chronicle*, and they don't understand why they never see the thoughts in this column in the *Journal*, get them a subscription

to the *Chronicle* and help free their minds.

I could go on and on, but I won't. There are hundreds of other establishments that you

may spend your money with to create jobs in our community. This Christmas, give yourself, your family and your community a special gift -- spend your dollars wisely and buy your freedom.

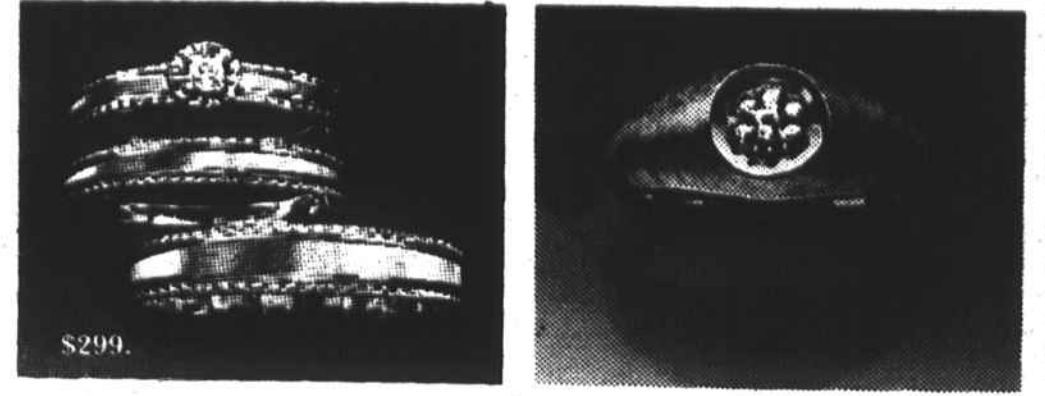
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Calendar

From Page A6

THURSDAY, DEC. 18

• The board of management and staff of the Winston Lake Family YMCA will hold its annual meeting and awards banquet at 7 p.m. at the Winston Lake YMCA, 901 Waterworks Road. The keynote speaker will be U.S. Rep. William Gray III. RSVP by noon on Dec. 15. Tickets are \$15 per person or \$110 for a table of eight.

• The Friendship Force of Winston-Salem will sponsor the 1987 Exchange to Arnhem, Holland, in June. Interviews will be held in January. Applications are available at local libraries. Host families are needed for the July 9, 1987, exchange of visitors from Berlin, West Germany. For more information call 727-0472.

PUBLIC SERVICE ANNOUNCEMENTS

• Historic Bethabara Park will offer tours of the first Moravian settlement in North Carolina and the birthplace of Winston-Salem Dec. 16 through March 31. Costumed guides will greet tour groups, present an audio-visual orientation program and conduct tours of the early Germanic architecture. Visitors should call in advance to arrange a tour date and time. For more information call 924-8191.

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