

Editorials & Comments

The Vietnamese Problems

The Post is becoming increasingly alarmed at the publicity given to the plight of the Vietnamese. At a time when the creditability gap is widening between top government officials and the American public, one would think that the present administration would give more attention to better communication to the public, especially those who pay the taxes.

We are told on one hand that our own welfare roll is far too expensive and that the poor people in this country are going to have to get by on less benefits in the near future. That didn't come as a big surprise to us since we are well aware of the fact that when high level officials in this country talk of cutting the budget, their first move is to the welfare program.

However, it does come as a big surprise to us to learn that these same officials are talking enthusiastically about bringing more than 55,000 Vietnamese refugees to this country. We would first like to know if the defection of the Vietnamese to the United States is the working of another deception of those in high position in Washington, D. C.

Are we to believe that these same people are telling us that we ought to cut back the benefits we are now giving to our own disadvantaged while, at the same time, we are to

increase similar benefits to foreigners?

It seems to us that if the American government has been honest in its dealings with the Vietnam government, there should not be any feelings of shame, guilt or responsibility for the plight of the people who are currently abandoning their country.

The Post does not share with Billy Graham, the distinguished minister, that "the statue of Liberty should hang its head in shame" simply because some tax payers in this country are questioning the bringing of Vietnamese refugees to the United States.

There is little doubt that Mr. Graham is more informed on the subject than we are. We will not question that point. We do, however, have a point on which to question Mr. Graham. We would like to know why he did not speak out when words from high levels, including the White House, advanced the thought that our poor would have to tighten their belts and survive on a lot less assistants than they are now receiving?

Are these officials asking their own people on the disadvantage rolls to make a sacrifice in order to make room on the already over-bulging welfare list for the South Vietnamese?

Bishop William Jacob Walls

The death of William J. Walls, senior Bishop of the African Methodist Episcopal Zion Church, removes from our midst an outstanding churchman, scholar historian, and one who has left a tremendous legacy in church policy to his posterity.

We are pleased that he had been fortunate enough to compile and complete the history of the development of Zion Methodism before his death. The importance of the written word as summed up by him may be shared with our many readers who are interested in Black History.

"Literature is the soul of action, the only sensible articulate voice of the accomplished facts of the past. The men of antiquity are dead; their

cities are ruins; their temples are dust, their fleets and armies have disappeared; yet all these exist in magic preservation in the literature, which they have bequeathed to us, and their manners and their deeds are as familiar to us as the events of yesterday."

This philosophy of the late Bishop Walls from the "Golden Gems of Life and whose author is unknown can be gleaned from this recent history of "The African Methodist Episcopal Zion Church-Reality of the Black Church, a historical book which will and has contributed greatly to the development of the black church as an institution and of Zion Methodism in particular.

Reprinted From The Carolina Times

High Blood Pressure Week

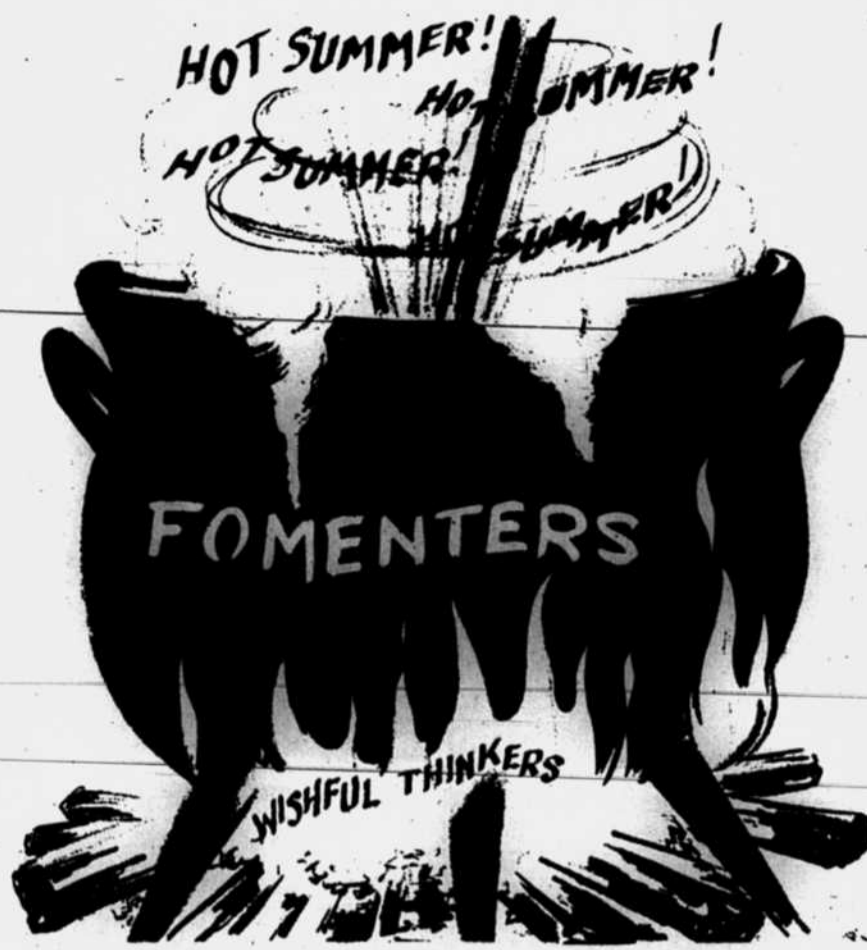
The month of May is High Blood Pressure Month, and during the week of May 12th, the National Black Network will donate all of its public service time to the American Heart Association. This will be the first time that the Network has called for a full Network effort on behalf of a National organization. Naturally, the importance of high blood pressure in the Black community was the prime motivation for this unique use of Network time. The National Black Network services 77 affiliate stations throughout the United States, reaching nearly one million Black Americans.

High blood pressure is more common in Black persons than among other Americans. One out of four Black Americans over 18 has

high blood pressure. Controlling high blood pressure can prevent sudden death and crippling from stroke, heart failure, kidney damage and more. Uncontrolled, high blood pressure often leads to these serious diseases and is one of the biggest causes of death among Black people.

Usually, high blood pressure (also called hypertension) has no symptoms. Anyone (tense people or relaxed people) can have it. The only way to tell is to have a blood pressure check at your doctor's clinic, neighborhood health center or at a local public screening.

It has been estimated that a successful campaign for the early detection and treatment of high blood pressure could avert 20,000 deaths each year.



ADDED INGREDIENT... BLACK YOUTHS WITHOUT JOBS

REPORT FROM Washington

Congress To Overspend Federal Budget

By Congressman Jim Martin
9th District, North Carolina

When the United States Congress takes responsibility for the federal budget they sure do it in a big way! Too big, in my opinion.

This past week, the Congress passed a resolution, or a statement of intent, approving and setting as a target a deficit of \$70 billion. The action was the Congress' first test under a new budget process. Congress failed the test. Originally intended to force Congress to consider the total of all the individual spending programs, it was hoped this would restore fiscal sanity. Instead, it institutionalized extravagance. By a 4 vote margin, 200 to 196, the big spenders approved in advance the biggest peace time deficit in history.

In promising to overspend, only a few budget categories were cut from the budget request, including the Defense Budget. In 15 other areas, the House Budget Committee ignored the opportunity to cut government spending and even added items to the budget. The Congress came up with a two-third increase over last year in Commerce and Transportation, a 17 per cent increase in income grants, and a 39 per cent increase in education and welfare, and only a 4 per cent increase in defense. Any other time, some of these large increases in spending might be justified. In light of our current economic problems, it is destined to bring about a record rate of inflation and another round of high interest rates.

For years, Congress has played an irresponsible who takes money out of the pocket of 1 individual and generously returns it to the pocket of another. This free spending is the reason that we have had a deficit 14

out of the last 15 years. Congress just keeps spending and spending, hoping that one day everything will work out all right. The "wait until tomorrow" attitude still prevails within the liberal majority.

When Congress spends more than the government takes in, the government must still pay the bills by borrowing. In this year's preoccupation with recession, we have forgotten last year's alarm over inflation, which is still with us. Government borrowing, as proposed by the House Budget Committee and passed by the house, could set off another cycle of inflation followed by recession. The next time it would be worse. The \$70 billion deficit approved by Congress goes beyond desirable stimulation of the recession into the realm of over-stimulation. Many of these "temporary" stimulative programs will be difficult to root out, and so will become permanent. That means that by its actions today, the Congressional majority is locking us into a higher tier of uncontrollable spending for future years.

Several years ago, Congress imposed on itself a requirement that every spending bill had to be accompanied by an inflationary impact statement from the committee that prepared the bill. In only two instances since have House committees acknowledged that in spending its extravagance would be inflationary. Nine out of ten claim that a big increase in spending is not inflationary and a couple (like the billion dollar increase for school lunch and breakfast) even claim they will reduce inflation. Yet inflation has continued at 8 per cent, even with high employment. Apparently, they feel "you can fool all of the people some of the time."

TO BE EQUAL



VERNON E. JORDAN JR.

Blacks And Advertising

The advertising industry is one that deals in image, selling ideas and new concepts, but it badly needs to sell itself the idea of affirmative action.

Some people remember the tremendous battle it took just to get a black actor or actress into a commercial. Despite all the prophecies of doom at the time, many commercials are now fully integrated and if anything, it's helped sales.

But it also has deceived many people into thinking there is equal employment opportunity in the industry and that's false.

Next time you see a black actor or actress on a television commercial, be aware that the cost of that person's services is a tiny fraction of the total money involved in producing and marketing that piece of film. Just about every dollar of that total goes to white employees and white media.

There are about 25 million black people with a total purchasing power of about \$60 billion annually, so it seems to me that the industry can make more of an effort to employ blacks and to place ads in black media, which is being squeezed by economic factors.

This is important for black people to understand - the black media is a basic avenue of communications among blacks and it depends for its fate upon advertising decisions made by advertising agencies and business executives.

Last year the industry's billing came to \$13.6 billion, most of it going to television, the rest to radio, magazines and inserts, and newspapers. Black-oriented media got only about \$100 million of that advertising volume, less than one percent.

This is true despite the fact that black consumers generated about a billion dollars for the advertising industry. It is only fair that some of that should be returned to the black community in the form of ads in black-oriented media. It's good business, too. Blacks are simply not reached by the same television programs and magazines patronized by whites. The advertising industry prides itself on the sophistication of its marketing research, yet it persistently refuses to recognize that blacks comprise a market that needs to be reached through both the general media like the daily newspaper, and through specialized media, like the black weekly.

The industry has fallen down on its hiring policies too. Believe it or not, its own figures show that its numbers of minority professionals have actually declined within the last five years.

In too many agencies, blacks are invisible in the top jobs. I recently attended the Annual Meeting of the American Association of Advertising Agencies and I could have counted the number of blacks there on the fingers of one hand.

Some industry leaders are pushing ahead with affirmative action policies to hire more minorities. Indeed, the very biggest agencies have increased their minority employment rates.

But there is still a feeling among some executives that they can't really expose a client to a black decision-maker in their agency. This attitude reminds me of the old battle over getting blacks on screen in commercials -- ad men thought their clients would drop the account if it happened.

Well, they didn't. And I doubt very much if any client would object to dealing with a black executive today.

as i see it

Oral Contraceptives For Males?

By Gerald Johnson

Alpha Kappa Mu Honorary Society of Johnson C. Smith University recently held ceremonies to induct ten new members. As part of the ceremonies the inductees had to give presentations on controversial topics to a panel of faculty members selected by the inductees. It was indeed a pleasure for yours truly to be chosen a member of the panel. All ten of the papers were extremely good and very well presented. But one paper, presented by Miss Jacquelyn Reuben on "should males take oral contraceptives", had special appeal to me...the paper that is. After considerable thought on the subject I must say that the whole thing is a little hard to swallow.

First of all let me say that I am against oral contraceptives period. I personally feel that anything power-

ful enough to interfere with the natural process of child birth has to be detrimental to the body. It is a fact that a higher percentage of women who do not breast feed their infants have breast cancer than those who do.

Likewise, many cases of blood clots, cancer, abnormal childbirths, deformed children, and the like have been linked to birth control pills. Moreover, the pills that women use now became birth control pills by accident.

Back in the fifties a doctor was experimenting with a formula that he thought would cure cancer. While experimenting with rats the doctor found that his formula prevented ovulation in all of the females tested. Once this was reported, an entrepreneur took the idea and made the American women the new quinea

pigs and you know the rest of the story.

Let us stop and think for a minute why this sort of thing is so popular in America. Not so long ago I did an article on how women are raised to suppress their womanhood until after marriage. This is man's law and not nature's. Families strike fear into young girls hearts to keep them from going out and embarrassing the family in front of the rest of society.

However, the wants and needs nature puts on the female body will not succumb to any family harassment. Hence, the pill saves everybody from everything...superficially. The young maiden can pop a pill and go out and satisfy her natural inklings and the family's pride is saved. That's fine.

However, a male can not bring

home any new surprises that a shot can't cure. The family pride of the male is not lost by this type mishap. Our society is structured so that men are led to believe they are the hunters and women are the prey. We all know that it is the prey who needs the protection.

Therefore, from a social point of view males have nothing to gain by taking oral contraceptives.

Before closing let me say that I do concur with any female who feels that a male should burden some of the responsibility that could result in a premarital relationship. But the sharing of the burden shouldn't be so that it creates a new burden. So, oral contraceptives for males....No! Why you can take those pills and....

See if they will cure cancer in rats.

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