

# Festival Displays Afro Culture

By Hoyle H. Martin Sr.  
Post Executive Editor

Nearly 4,000 people attended the Third Annual Afro-American Festival sponsored by the Afro-American Cultural and Service Center held last Saturday at Marshall Park.

Between efforts to coordinate and direct the many aspects of the day-long event, Mason Lowery, festival chairman said, "the purpose of the festival was to display our (black) arts and crafts and let the public know what the Afro-American Cultural and Service Center is all about -- that we are trying to find the black man's identity."

In a setting of 95-degree weather, the music of the "Mellow Madness" jazz band, and other forms of continuous entertainment, people dressed in dashikis, leisure suits and bare-back garments milled about in small crowds around the many booths that display-

ed arts and craft exhibits and other artifacts made by local black artists.

Others sought shady areas while they attempted to keep pace with the musical sounds by body movements and their own vocal sounds.

Other activities at the festival included short talks by

## Rep. Phillips Backs O'Herron

State Rep. Charles Phillips, Sr., the elder statesman of Guilford County Democratic politics, has endorsed Ed O'Herron for the party's gubernatorial nomination.

Phillips said he was endorsing the Charlotte businessman even though he personally was better acquainted with O'Herron's Democratic rivals, State Sen. Tom Strickland, Lt. Governor Jim Hunt and George Wood.

Phillips said he has met

black political candidates, the distribution of brochures and leaflets about public and social, service agencies, and on-the-spot health services in the form of blood pressure checks and sickle cell anemia tests.

Peggy Beckwith, executive director of the Charlotte-Mecklenburg Chapter of the

O'Herron only once, but has carefully studied his public statements and proposed programs. "He has experience further removed from government and politics than any of the others," Phillips said.

"His business experience would seem to give him some superiority over the others."

Phillips said he was issuing the endorsement because many individuals had asked his opinion on the Democratic gubernatorial race.

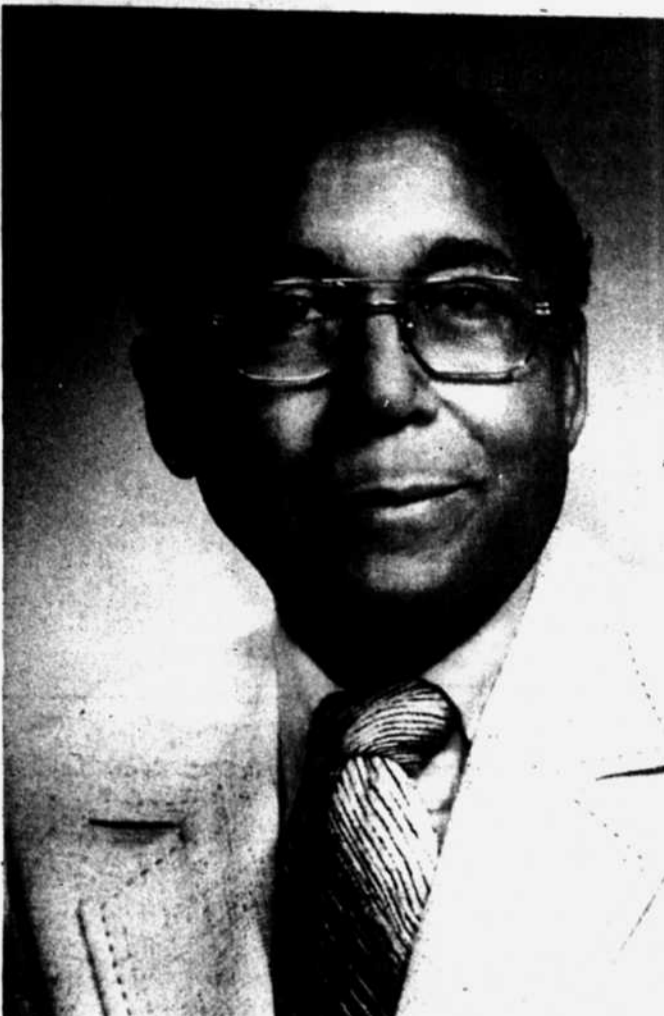
Association of Sickle Cell Diseases and coordinator of the tests said, "this was really a good day for us...we gave over 120 sickle cell anemia tests, far more than we dreamed would be possible. As a result of the good response, Ms. Beckwith said she will consider making the tests a "regular part of the festival."

The Afro-American Cultural and Service Center with headquarters at 916 East Morehead Street has sponsored the festival in each of the three years of its existence. The Center's focus and emphasis is on preserving and enlightening the community about black culture through the collection of artifacts and oral history about local blacks as well as art work from local black artists and developing talents.

City Councilman Harvey Gantt kicked-off the day's program with a welcoming speech.



TIRED SPECTATOR RELAXES ...At Afro-American Festival



THEBAUD JEFFERS ...Mayor of Gastonia

## Thebaud Jeffers Is JCSU Commencement Speaker

The first summer commencement of Johnson C. Smith University will be held on Sunday, August 8 at 10 a.m. in the University Church. Thebaud Jeffers, Mayor of Gastonia, North Carolina will deliver the commencement address.

School of Belmont, Mr. Jeffers became principal of Highland High School of Gastonia in 1940 and served there for 28 years. Since 1968, he has served as General Secondary Supervisor of the Gastonia County Schools.

His civic and community contributions are numerous. His membership on appointed boards and to elected positions include the Gastonia Human Relations Commission, the Gaston Boys Club, the Schiele Museum of Natural History, the Centrolina Council of Governments, the Gastonia City Council and most recently, the Mayoral position.

## J.C. Penny Contributes

### Big To State Economy

The J.C. Penny Company, Inc., contributed \$199,158,858 to the economy of the state of North Carolina in 1975, company officials announced today.

in corporate, property, use and unemployment taxes in North Carolina during the year, said Putman.

Purchases by JCPenny from North Carolina manufacturers accounted for \$177,931,255 in merchandise which was distributed throughout the company's 2,054 JCPenny, The Treasury and Thrift Drug stores in the U.S., said regional vice president S. J. Putman.

"And our stores collected many millions of dollars more in sales taxes for the state and local governments as well," he added.

"North Carolina has been most important to our company throughout the years," he said. "Our first store in the state opened on June 5, 1924 in New Bern, and our newest one will open in Rocky Mount on September 22. We've always tried to operate in a manner that best benefits our North Carolina customers."

Payroll payments in North Carolina amounted to \$19,961,450, going to 8,141 full-and part-time associates. The company employed about 186,000 persons nationally and overseas at the end of 1975.

As of January 1, JCPenny operated 38 JCPenny stores in the state.

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**A&P**