

Editorials & Comments

Keys To Success-Ambition, Effort

by Hoyle H. Martin, Sr.
Post Editorial Writer

The problems of poverty, unemployment inadequate health care, inferior educational experiences and sometimes institutionalized the life of misery and deprivation that many black people face. Yet, even the casual observer can see as the Rev. Jesse Jackson has recently said, "mountain ambitions and valley efforts," will not enable most people to escape much of the deprivation they are caught up in.

We are reminded of the valves of ambition and effort by a number of recent events that should give hope to anyone feeling a sense of frustration and hopelessness. We have recently witnessed the "third coming" of Muhammad Ali as he shattered tradition by winning the heavy-weight boxing championship for the third time at the age of 36. We saw on television this week the Ron LeFlore Story—a convicted felon who became a model prisoner and a superstar baseball player that led way to parole and major league baseball career.

We are reminded, too, of Ms. Dona Patterson the 35-year old wife, mother, job holder and high school dropout who completed high school, earned two bachelor's and two master's degrees and now seeks a Ph.D. And that reminds us of Warren Rhodes, the eighth grade dropout, who now holds a Doctorate

degree in clinical psychology and teaches at Delaware State College.

Each of these individuals - and we could name many more-has at least one thing in common: a driving ambition to succeed and a willingness to put forth the effort to make success possible. Ali, who admitted he had some doubts during training for the big fight reportedly said to himself, "Suffer now, and live the rest of your life as a champion." Dona Patterson, Ron LeFlore and Warren Rhodes are champions too because they suffered and sacrificed as they made an effort to achieve a desired goal. These individuals were, to use the Rev. Dr. Robert Schuller's words, "Possibility Thinkers"—people who believed they could achieve something by dedication and commitment to a goal.

In conclusion, faith, hope, and a commitment to work oriented goal yourself than is the route of food stamps, welfare and-or self-pity or hatred of others.

Thus, we believe it is each person's responsibility to think through what

his goal and willingness to work and sacrifice to achieve such goals. That, with all it implies, is what make America the America that it is.

"BLACKS' RETICENCE TO SEIZE THE INITIATIVE TO ORGANIZE THEIR COMMUNITIES" SAID DOUGLAS G. GLASGOW, DEAN OF HOWARD UNIVERSITY SCHOOL OF SOCIAL WORK, IS A MAJOR FACTOR AND AN IMPORTANT FACTOR CONTRIBUTING TO OUR COMMUNITIES' UNDEVELOPED STATUS"

- POLITICAN
- BUSINESS MAN
- DOCTORS
- LAWYERS
- ARTISTS
- TEACHERS
- MINISTERS
- WORKERS
- COMMUNITY ORGANIZATIONS
- SOCIAL WORKERS
- FRATERNAL GROUPS
- FINANCE
- COMPUTER SCIENCE
- INSTITUTION ADMINISTRATION
- ENGINEERING
- PLANNING
- ARCHITECTURE
- BLACK PRESS



Blacks' Destiny In Own Hands

For Survival

"Black Ethnicity" Needed

The principle of "Black ethnicity" is a major key to the survival of Black business and Black economic self-sufficiency, according to George E. Johnson, President, Johnson Products Company, Inc.

In a speech before the annual convention of the National Beauty Culturists' League in Detroit, Johnson said giant corporations, conglomerates and multi-nationals are vigorously competing for and seeking every dollar they can get in the Black Community.

Johnson, in 25 years, has turned a \$250 loan into America's largest Black manufacturer of hair and beauty products. He also founded a bank on Chicago's south side 14 years ago, that is now one of the largest Black-owned banks in the country.

"The Black insurance industry is our oldest organized Black business enterprise, followed by our beauty industry and then the Black funeral business," Johnson pointed out. "The Black beauty industry has much in common with the Black insurance and funeral businesses in that we are limited to the Black consumer market, as are most other Black businesses."

"Until Johnson Products Company went public in 1969, the major white cosmetic companies looked upon the Black beauty industry as just a nickel and dime business. Today, when whites look at the Black beauty industry they see that it is not only beautiful, but green and plenty green. In the last five years, practically every major white cosmetics company has made a concerted effort to copy the product line of Black

companies and market these products specifically to Black consumers. White companies are making strong efforts to take over at every level of our kinky hair business."

Black businesses must suffer the onslaught of this competition, Johnson said, because "the free enterprise system in this country is not yet a two-way street for Blacks. Whereas white companies are free to enter our market and glean from it all they can get, we are not free to market our products in the general market. White people traditionally, do not buy anything from Blacks that they can get from whites."

The answer, in part, to this problem, Johnson said, is for "Black business leaders, community, church, and political leaders to all understand that the principle of ethnicity is the key to our survival, and we must sell the entire Black community on this principle."

Johnson declared, "We must stop the flow of our dollars from leaving the Black community to build the economy of other communities. Until free enterprise is a two-way street, the only market we have is the Black consumer market."

He explained, "This concept of Black ethnicity means that we must build the economy in America's Black communities by going out of our way to support one another in a thousands ways. We must buy the goods and services our brothers produce and sell, even if it means going a little further, searching a little harder, and even at times, paying a little more. Loyalty is the very essence of ethnicity. Without

loyalty to our own, we will not survive."

Johnson added, "The message is clear. We must come together, communicate, cooperate, collaborate, and coalesce our resources, and together re-orient ourselves on to a new course of enhanced economic growth. Sure, there are obstacles to overcome, one of which is our propensity to distrust each other. This dilemma is a hangover of the slave mentality which many of us still suffer."

Letter To The Editor
East Mecklenburg

Adult Center

Dear Friends:

We at East Mecklenburg Adult Center want to do everything that we can to let the members of our community know about the courses and programs that we offer through Central Piedmont Community College.

A great many people are not aware of the fact that senior citizens can take courses through CPCC at no cost! This is an excellent opportunity for many people, if only they were aware.....

It would be greatly appreciated if you could help us spread this information in our community. Enclosed is a brochure which lists all our course offerings for the Fall Quarter. You can see that it is indeed a very full schedule of courses. Please pass this information on to our community. Thanks for your help. East Mecklenburg Adult Center

TO BE EQUAL



By Vernon E. Jordan Jr.

Toward People-Based Budgeting

In recent years we've seen numerous sophisticated systems developed. The latest is zero-based budgeting, in which government agencies start with zero expenditures each year and have to justify their existence and their programs annually.

All of these devices are attempts to get a fix on managing government agencies more effectively. But they don't really get to the heart of the budgeting process, which is political by its nature.

That's why I've proposed what I call "people-based budgeting." That's simply a handle for a concept that says government budgeting ought to make people needs the priority.

Developing the federal budget, for example, is a complex process in which each department or agency spells out its needs for the fiscal year. That's a "want list" that goes to the White House where the ultimate decisions are made about who gets what.

That's where "people-based budgeting" comes in. As the Office of Management and Budget shapes the overall federal budget, it has to set priorities. And those priorities should be set according to the most pressing social, or people, needs.

The military for example, always gets an enormous budget, even when experts demonstrate where the fat can be cut and which new weapons systems are not necessary for an effective defense policy.

Sometimes the military itself will acknowledge that a specific weapon is needed for defense purpose, but it supports its development on the grounds that the Russians will think we're getting soft if we don't go ahead with it.

New weapons systems are incredibly expensive. And even the original cost estimates, high as they are, barely scratch the surface. Building a new type of aircraft carrier, for example, implies extra aircraft, electronic systems, and support vessels whose costs are never mentioned in the original estimates. And that doesn't even touch the enormous cost overruns typical of new weapons systems.

So people-based budgeting would in effect weigh the benefits of different kinds of federal programs. It would decide whether it is more important to build a battle tank for a million dollars or to cure several hundred drug abusers and return them to productive lives.

Those kinds of budget decisions are critical to the nation. Should we build a new aircraft carrier for 2 billion dollars or should we use that money to build 80 or 100,000 public housing units?

The budget-makers generally don't ask those kinds of questions. The aircraft carrier will either be approved or rejected based on other considerations. Some of those are not really relevant to the worth of the project itself. And sometimes the need to placate some Congressman will result in approval of unnecessary expenditure.

But people-based budgeting would pose the question directly—does the nation need another aircraft carrier or does it need public housing?

And before answering that question a trip to inner city slums should be mandatory. Perhaps if the budget-makers could see and feel the misery among America's poor they'd be less inclined to cut out necessary social programs for "balanced budget" reasons.

Longer Council Terms, Yes!

At the City Council meeting on Monday, Councilman Ron Leeper asked his colleagues in writing to think about the possibility of 4-year terms of office. While we believe this is a good idea whose time is long overdue, we do not necessarily agree with 4-year terms.

Just as we believe the districting system has brought the citizenry closer to their government, we believe longer Council terms on a staggered basis would be another step in the direction of more efficient government.

The obvious advantages of longer terms are (1) Council members could concentrate more fully on city business, (2) Council persons would be better able to avoid the pressures of election-year politics in decision-making, (3) the Council would have greater stability and continuity, (4) Councilpersons such as those we Council could implement long-range planning than it would be able to witness in the execution stage (5) We urge the Mayor and City less costly for candidates seeking Council to give Councilman Ron public office and (6) it would enable Leeper's recommendation careful more citizens to seek public office.

These are more than ample reasons for lengthening the terms of our Council persons. Most important and even the year 2000, however, is the fact that as the city

grows and new demands are made for public service, it is essential that a stable council with considerable

continuity be over-seeing and direct these activities.

Our reservation about 4-year terms stems in part from the length of the terms for the Mayor and the Council persons-at-large. It might be more practical to give the district Council persons 3-year staggered terms and the Mayor and at-large council-persons 4-year staggered terms.

Whatever the length of the terms, to repeat, we believe longer terms will make for better, more efficient government. However, underlying it all is the more important fact of having dedicated and competent councilpersons such as those we have now.

We urge the Mayor and City Council to give Councilman Ron Leeper's recommendation careful consideration because of its relationship to a bigger and better Charlotte.

As we rapidly approach the 1980's and even the year 2000, however, is the fact that as the city

as i see it

Winning Seasons Built On Money And Programs

by Gerald Johnson

The football season is still young, but the spectators that follow the Golden Bulls of Johnson C. Smith have seen enough. The Bull fans who started the season with high hopes and even higher expectations have been rudely awakened to start realization that winning seasons aren't built on hopes or expectations, but rather on money and programs.

The over zealous fans built their hopes and expectations on a new coaching staff that brought a new kind of motivation to the football players. The fans that had asked Former Coach Eddie McGirt's head thought that a new coaching staff was the answer to a football program that had produced two consecutive losing seasons and four losing seasons in the last five years.

Well, after three reasonable facsimiles of football games it was obvious that the J.C.S. Bull fans will end this season on a losing note. But before more heads are requested by the grand stand coaches, several points must be made. First, the new coaches are coaching materi-

al that they did not recruit. Moreover, there seems to be a great deal of confusion between coaches and players. This is not uncommon since the players must adapt to a new coaching staff.

The coaching staff has worked hard in trying to prepare these young men and can't be held totally responsible for the team's failure. There is one thing that puzzles me about the coaching, though. They have three quarterbacks; one is an option quarterback, one is a running quarterback, and one is a passing quarterback. The offensive line is inexperienced and downright awful. Consequently, it would appear to me that the simpler things are kept the easier it would be for the players to adapt. Shuffling different styled quarterbacks requires different strategies for an offensive line, hence, it appears to me that unnecessary pressure - being placed on the already untested offensive line.

Also, I can't understand why the only pass patterns run all are post patterns and down and ins. Every game I saw this year the defense was



Gerald Johnson

giving down and outs, pop passes, and screens. But then what do I know. On defense the line is fairly decent. The linebackers are fair, and the defense backs are poor. I watched the right side cornerback who obviously can't read keys. On almost every play he followed the wide receiver wherever he went. The lucky thing for Smith was Hampton didn't notice it, and only ran wide to his side a few times. You see on a sweep to his side, the rightside corner backs has the responsibility of turning the sweep play. The Bulls corner

back was out of place on every running play. Hampton did not take advantage of this.

After cursing throughout the game, I realized that the basic problem. It is the players, themselves. They don't possess I.D.T. I.D.T. stands for intelligence, desire, and talent all three of which are necessary ingredients to win and in that order.

A talented athlete that is dumb is not teachable. Consequently, he can't fit into an organized team sport. An intelligent, talented player that doesn't want to play is hopeless. A player that is intelligent, really wants to play but has to talent is a prime candidate for team statistician. You get the point.

In 1976 the last Bull winning season had a fine blend of academic athletes. The likes of Darrell Jackson, Tim Harkness, James Wideman, Linwood Spindle, Steve Hogan, and Warren Jones all of which were intelligent young men and leaders.

A look at grade point averages of athletes over the past three years will prove that the days of the academic athletes are gone at Smith. In fact

scholastic achievement is not given priority at Smith at all. This is quite evident because the school offers no scholastic scholarships. All of the financial aid is government grants of loans based on financial need, and not on scholastic ability.

The truth of the matter is that the institution has serious

Labor Faces Challenge

Continued from pg. 1
Louisiana to elect state officials who will work to repeal that state's right-to-work law.

"The repeal of right-to-work in Louisiana will become a major campaign of the national labor movement," said Hill.

Hill wants to chance the climate for labor, especially in the South. "Efforts to unionize J. P. Stevens textile plants and Winn-Dixie supermarkets are very important," he said. The AFL-CIO has called for national boycotts against these companies because of their labor law violations and refusal to recognize employee-elected unions.

There are 12 affiliates of the A. Philip Randolph Institute in

and deep rooted problems that are not really addressed. The poor athletic program is the only indication to the public that something is not right.

The athletic program is only a reflection of an institution plagued by the changing times.

North Carolina. The State president is N. G. Washington of Fayetteville, a member of the United Rubber Workers of America. James Lawrence heads the Charlotte chapter.

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