

# Welcome Johnson C. Smith Alumni, Friends

BLACK NEWSPAPERS  
EFFECTIVELY REACH  
BY FAR, MORE  
BLACK CONSUMERS

# THE CHARLOTTE POST

"Charlotte's Fastest Growing Community Weekly"

YOUR BEST  
ADVERTISING MEDIA  
IN THE LUCRATIVE  
BLACK MARKET  
CALL 376-0496

Vol. 5 No. 15

THE CHARLOTTE POST - Thursday, November 1, 1979

Price 30 Cents

## Primary Reading Program

In 1975 a special program was initiated to improve the reading achievement of North Carolina students in the primary grades. The program was designed to establish an effective means of teaching reading in the first three grades. The Legislature appropriated 2.75 million dollars for a two year period to implement and evaluate the primary Reading Program as a demonstration project. During the first year, \$750,000.00 was allotted to operate and evaluate the program in 234 classes in 40 schools across the state.

In 1977, the General Assembly appropriated the sum of \$15,910,647.00 for the operation of 2,681 classes and in 1978 the program was the recipient of an appropriation of over \$33 million to be used in establishing 5,401 classes in the Primary Reading Program. This year, the Legislature appropriated over \$47 million dollars for the operation of 7,690 classes. Additionally, 600 classes were funded through the Comprehensive Employment Training Act (CETA) making a total of 8,290 classes. That's approximately 80 percent of the states' primary grade students. According to State Superintendent Craig Phillips the program should be fully implemented by the fall of 1980.

The Primary Reading Program is evaluated through the states' Annual Testing Program under the direction of the Division of Research. In the Spring of 1980 all students in grades 1 and 2 will be administered a form of the Pre-scientific Reading Inventory. Students in grade 3 will be administered the California Achievement Test also in the Spring.

Since the program was started, the evaluations have revealed improvements in reading comprehension, particularly in the first two grades. By using test results obtained through the Annual Testing program had higher average scores than students enrolled in the regular classes. The program specifically had a positive impact on minority and low income students, the students who have traditionally scored the lowest in the statewide testing programs.

**THE NEED IS CRITICAL Vote**  
**YES for Health Care**  
**November 6**

**DURLE-TALK**



Folks call it "TAKE HOME" pay because there is no other place you can afford to go with it.



CHARMING BARBETTE CRAWLEY  
...Dudley salesperson

## Barbette Crawley Is Beauty Of Week

By Teresa Burns  
Post Staff Writer

To become successful and wealthy is the American dream for many. And our 20 year-old beauty, Barbette Crawley would like to make her dream come true by the time she is 25.

"My goal is to be a millionaire by the time I am 25," Crawley said.

And what will she do with the millions?

"After that, I want to help Blacks get jobs so they can be self sufficient. They can become job makers - not job takers."

Well, there you have it, a beauty who is young, witty and ambitious.

She now sells Dudley products and travels to cities such as Greenville, Spartanburg, Columbia and Rock Hill, S.C. This weekend she will travel to Norfolk, Virginia and she felt excited about the venture.

"There are no disadvantages to my work. I meet new faces and I like selling Dudley products," Crawley said.

Crawley has established her own style of selling, and because of it she was chosen as the top new salesperson last month.

She reads business books like "The Magic of Thinking Big," and watches "Dallas" - a television drama depicting a wealthy family - to familiarize

Correct

Preparation Of

Holiday Mail

Postmaster O. B. Sloan is reminding customers that for the best service this Christmas season they should use ZIP Copes. Place their return address in the upper left corner of the envelope and proper postage.

"By following these suggestions," Postmaster Sloan says, "Customers will be assured good mail service this holiday season."

It is important, the Charlotte postmaster says, that families "Double check" envelopes and cards to be certain that proper postage is affixed. Envelopes without postage will be returned to senders, if possible, or delayed by postage-due procedures.

herself with financial prosperity and how to achieve it.

To achieve her goals, Crawley has techniques of her own that are sure to make her a business wiz.

"You have to help your neighbor. If you help lift someone up, you have to get yourself to do it," she said.

Crawley feels she has gained much through selling Dudley products. In fact, she most admires the knowledge and success of Betty Crawford, the manager of Dudley's Beauty Center in Charlotte.

Standing 5'11", our beauty enjoys swimming, tennis and reading. Basketball was one of her activities at Hickory High in Hickory, N.C. She is a graduate of Caldwell Community College where she studied secretarial work.

The parents of Crawley are Gladys and Otis Crawley of Hickory, N.C.

There is an excellent chance our beauty will have the success she is seeking. With the determination, optimism and self-confidence she radiates, there's no telling how wealthy Crawley will become.

## At 36th Convention

# NAACP National Leaders To Project

## "Priorities In Economic Crisis"

GREENSBORO - National NAACP leaders will attend the 36th Annual Convention when the North Carolina NAACP convenes beginning Thursday, Nov. 8. The annual "Ministers & Church Emphasis Day" with Rev. L.O. Saunders, Chairman of the State Conference Religious Affairs Committee, presiding, will kick off activities.

National NAACP Director of the Department of Religious Affairs, Rev. J.C. Hope, will be luncheon speaker for the Minister's Luncheon. The Religious Affairs Committee will also announce the "NAACP Minister of the Year."

The keynote address will be delivered by the director of the NAACP Washington Bureau, Ms. Althea T.L. Simmons, on Friday evening, at a public meeting at the United Institutional Baptist



Kelly Alexander Sr.  
...Presiding officer

Church, Dr. George Simkins, Jr., president of the Greensboro branch will preside. The public is invited.

The Friday morning plenary session will be held at Convention Headquarters, the Golden Eagle Motor Inn, 201

E. Market St. The president of the State Conference, Kelly M. Alexander, Sr., will preside and deliver his annual address to the convention.

There will be a Fellowship Luncheon on Friday, Attorney Margaret Ford, Assistant General Counsel NAACP and Staff Coordinator for Project Rural. She will provide information about government and private programs aimed at assisting black land-owners in the areas of legal and financial assistance, (taxes, etc.), estate planning assistance, (wills, trusts), cooperatives (soy bean, cucumber, watermelon, etc.) mineral surveys and restoration programs. A conservative estimate, Atty. Ford states, of the value of black land and mineral products lost between 1910 and 1970 is approximately 6 million.

Friday afternoon, Mrs. Ina Boon, Director of the NAACP National Membership Department will discuss the NAACP Membership Program for the 80's and explore problems branches are having with membership production.

Saturday's activities will begin with an in-depth discussion of plans and programs to increase the voting strength of Blacks in North Carolina. There is a drop in the number of young Americans who register to vote and the NAACP is cooperating with other groups, on the national level, to sign up high school senior classes at schools across the nation. This is a non-partisan effort. Leslie Myrie, Chairman of the N.C. NAACP Political Action Task Force, of Southport, N.C. will preside.

Joseph E. Madison of See NAACP on page 12

# Bill Culp Predicts 9,000

# Blacks Will Vote Tuesday

### Voting Closely Linked To Homeownership

Homeowners voted at twice the rate of renters in the November 1978 elections, according to a report by the Bureau of the Census, U.S. Department of Commerce. The report is the first comparing homeownership and voting.

The report notes that in November 1978, 59 percent of the owners said they voted compared with only 28 percent of renters. The difference occurred regardless of age or race and apparently reflects owners' stronger community ties and interest in government decisions.

Voting was also higher among long-time residents. Sixty percent of the people who had lived in the same house for at least six years voted compared with 26 percent of those who had been residents for less than a year. Voting was particularly low among new residents aged 18 to 24; only 15 percent reported voting last November.

Education also played an important role in voter turnout; 64 percent of people with four or more years of college voted in 1978 compared with 52 percent of those with one to three years of college. Voter turnout among high school graduates was 45 percent; for those with one to three years of high school the figure was 35 percent. Only 29 percent of those with less than eight years of school said they voted.

The report indicates that white-collar workers tend to vote more than other occupational groups (55 percent) and blue-collar workers vote the least (35 percent).



Steelworkers Local 6141 on strike at Everlock Company. Elizabeth Reid, Earnestine Fowell, Alice Watts, Mary Jordan, Gail Hall, Gene Sanders and Dorothy Poole. (photo by Eileen Hanson)

## Steelworkers Local 6141

### "Fighting For Livelihood"

by Eileen Hanson  
Special To The Post

"We're fighting for our livelihood," said Evelyn Sanders, striking member of Steelworkers Local 6141.

Since Oct. 1 the 200 union members have been picketing 12 hours a day in front of Everlock's Pineville plant. They say their pickets have been 100 per cent effective, that is until Oct. 29, when one production worker went into the plant.

The main strike issue, according to local president Ernest Benfield, is money.

"We're trying to keep our heads above water," he said. "Last year the company increased wages 5 per cent while inflation rose 12 per cent. This strike is so we won't have to go to the poorhouse working."

The plant of 220 workers makes rods for door locks and is the major supplier for the

auto industry.

"No other plant does this work," said Benfield. "Their stocks must be exhausted by now and they can't fill their contracts. The company thought the auto workers would strike in October, but they didn't."

General manager of the Pineville plant, Russ Johnson, refused to comment to The Charlotte Post about the strike and the nature of Everlock's business.

Everlock is a division of Microdot, which is owned by the giant conglomerate Northwest Industries of Chicago. Northwest employs 42,000 people nationwide and had revenues of \$1.88 billion last year. It is listed as the 119th largest corporation on Fortune magazine's "500 top companies" list.

Gene Sanders of Charlotte's Westside, has worked at the plant since it opened 18 years ago.

### Black Vote An Important Influence?

by Eileen Hanson  
Special To The Post

Who will lead Charlotte into the 1980's? That question will be decided Tues., Nov. 6 when voters go to the polls to choose a new mayor and city council. Voters will also decide on bond issues to improve school and hospital facilities.

Election superintendent Bill Culp predicts that 8 - 9,000 black voters will go to the polls. While this prediction is down from the 13,000 blacks that voted in the Sept. 25 primaries, the black vote will have an important influence especially in the mayoral and at-large council races.

To promote the vote in the black community, the Vote Task Force and the Black Political Caucus will be working to get voters to the polls on Tuesday. Anyone needing a ride should call 333-0907 between 9 a.m. and 9 p.m. daily, or on Nov. 6 from 6 a.m. to 7:30 p.m.

Facing off in the mayor's race are Democrat Eddie Knox and Republican Barry Miller. Knox, 42, is a lawyer and former State Senator (1971-74). While in the Senate he headed the Advisory Budget and Correctional Programs Commissions. Miller, 54, is a dentist with years of experience in civic and youth affairs. He recently headed the Mayor's Crime Commission.

Running for the four at-large council seats are Democrats Dave Berryhill, Betty Chafin, Marnie Shuford and Herbert Spough Jr.; and Republicans Linwood Bolles, Rick Butler, Rudy Hendricks and Pat Locke.

In the three districts with the largest percentage of black voters, Democratic council members Don Carroll (Dist. 1), Charlie Dannelly (Dist. 2) and Ron Leeper (Dist. 3) are running unopposed.

In District 4 incumbent Laura Frech (Dem.) faces Elliott Newcombe (Rep.). In District 5 incumbent Minette Trosch (Rep.) faces John Q. Burnette (Dem.). In District 6 it's incumbent George Selden (Rep.) against Sandy Judson (Dem.), and in District 7 incumbent Tom Cox (Rep.) faces Gene Goldberg (Dem.).

The two bond issues on the ballot are a \$15 million health care bond for Charlotte Memorial Hospital and a \$28 million bond for improved school facilities.

The polls will be open Nov. 6 from 6:30 a.m. to 7:30 p.m. in 87 precincts. For information about polling places voters should consult the voting cards mailed to each registered voter in September, or call the Board of Elections at 374-2133. Curbside voting for the handicapped will again be available at each polling place.

The Black Political Caucus announced its endorsements. See BLACKS on page 8

### Hooks Applauds

### Home Fuel

### Assistance Bill

Benjamin L. Hooks, Executive Director of the National Association for the Advancement of Colored People, hailed the United States Senate vote which will provide 1.2 billion dollars to help poor and low income families pay winter heating bills.

Hooks noted that the NAACP had played a major role with the Administration and the Congress in passing the measure.

The NAACP Executive Director said his organization had sought a much larger subsidy, and had called for the use of "fuel stamps." He noted however, the present measure "should be supported as the best alternative we could hope for this late into the winter season."

The bill voted on had been tied to a windfall profits tax measure, which will now have to be worked out in conference between members of the Senate and members of the House of Representatives.