

THE CHARLOTTE POST

"The Voice Of The Black Community"

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BLACK MARKET
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Volume 8, Number 12

THE CHARLOTTE POST - Thursday, August 26, 1982

Price: 35 Cents

Earl Graves Is Banquet Speaker

Earl G. Graves, publisher of "Black Enterprise" magazine, will be the keynote speaker at the Charlotte Business League's 5th annual awards banquet. The banquet will be held October 29.

Graves was named one of the 10 most outstanding minority businessmen in the country by the President in 1972 and presented the National Award of Excellence in recognition of his achievement in minority business enterprise. He is also listed in Who's Who in America, and in 1974 was named one of TIME magazine's 200 future leaders of the country.

It was indeed a wise selection by the magazine staff, because today Graves heads six corporations. He is associated with the following organizations: Magazine Publishers Association, Interracial Council for Business Opportunity, National Minority Supplier Development Council, Inc., the Advertising Council Coalition for New York, and many more.

The recipient of the U.S. Army Commendation Award received his B.A. degree in economics from Morgan State University (Baltimore). He has received honorary Doctorate of Law Degrees from numerous universities, including his alma mater.

Long And Sons Mortuary Being Renovated

If you think Long and Son Mortuary Service cannot be of assistance because the building is getting a facelift, think again.

Lem Long Jr., owner and funeral director at the mortuary on 2312 Beatties Ford Road, wants everyone to know that arrangements have been made through local churches to continue convenient and efficient funeral services during the renovating period.

"In about two or three months, our building will be twice the size it is now," Long expressed. "We have invested nearly \$200,000 to enlarge the chapel, display room, morgue and even to add three more offices, and two bedrooms."

A large family room and shelter parking are also part of the plans. Long has even arranged to buy all new furniture except for a love seat which was given to him when he first opened his mortuary in 1947. Long and Son's Mortuary is open 24 hours. The phone number is 394-1111.

Nursing Course

The Greater Carolinas Chapter of the American Red Cross will be offering a course called, "Home Nursing."

The "Home Nursing" NOW chapters will hold a Red Cross, 2425 Park Road, Charlotte. The cost is \$10.50 which includes your textbook.

TURTLE-TALK



Our true acquisitions lie only in our charities, we gain only as we give.



ATTRACTIVE ANNETTE PATTERSON
...Announces future plans

Annette Patterson Is Beauty Of Week

By Teresa Simmons
Post Managing Editor

"With all the crime there is today I would like to do my part for society," commented our determined beauty, Annette Patterson. And becoming a policewoman is one way Ms. Patterson will give more of herself to the community.

Before becoming a policewoman however, Ms. Patterson plans to prepare herself by entering the army first and then attending college.

"Army will provide me with more experience and then I'd like to study at New York University.

Like most conscientious people our beauty has a backup plan. "If police work is not in store for me, then I would like to own a modeling school. It seems that the youth are maturing much faster today and I would like to provide a place for them to learn." Stepping away from Ms. Patterson's future into her present, one finds her writing poems, keeping up with the softball team at school and the Carolina Storm's games. At school she is also in Project Aries and the chorus; and her favorite subject is mathematics.

Is Frequently Asked!

What's That You Are Wearing?

By Loretta Manago
Post Staff Writer

"Oooh...that smells so nice! What's that you're wearing?" That phrase alone has sent millions of Americans rushing into department stores, dabbling on this cologne, splashing on this fragrance, in search of that perfect scent that turns them into unforgettable memories.

What has precipitated this mania of cologne consciousness? According to Mrs. Eula Rush, certified beauty specialist and distributor of CHLON fragrances, "people have always linked feeling good along with smelling good." "Now more than ever, Mrs. Rush added, with the downward turn of the economy, people's self-esteem has seemed to worsen and helping to boost those egos are colognes. "I have noticed that cologne is something people buy regardless of the bills to be paid," revealed Mrs. Rush.

When shopping for a special scent - the choices are wide and varied and it all depends on whether you're



Eula Rush
...Prefers Patou 1,000 interested in purchasing cologne, perfume, eau de toilette, or after bath splash.

The difference between these types of bottled scents is the ratio of essence oil and alcohol solutions. Perfumes, the most potent of all fragrances has 20 percent essence oil and 80 percent alcohol solution ratio; cologne has a six to 10 percent oil and 84 to 90 percent alcohol solution ratio; eau de toilette has a 13 percent oil and 87 percent alcohol solution ratio; and after bath splash con-



Bernice Johnson
...Adores Lauren tains five percent oil and 95 percent alcohol solution.

Selecting the right cologne is about as arduous a task as being fitted for a tailor made suit. It has to feel good and fit well after it is applied in order to be truly effective. The fragrance that most men seem to consistently ask for when they frequent Mrs. Rush's business is Opium. "For the ladies there is a toss between Bal-A-Versailles and Opium with Oscar De La Renta running a close third," remarked Mrs.



LaVerne Ellerbe
...Favors White Linen Rush.

There are many who aren't certain of any particular scent. Mrs. Rush mentioned that when they come in they are usually looking for "something light." How does cologne fit in with what you wear. Undoubtedly you wouldn't dress in a simple attire and have an overbearing potent fragrance on. "The cologne you choose should depend on what you're wearing," emphasized Mrs. Rush. And what is this beauty See WHAT On Page 12

Black Family Self-Help Plan Approved By Most

Medicare Rates Increase

The Medicare hospital insurance deductible, the amount a Medicare patient is responsible for when he or she first receives hospital inpatient services in a benefit period, will increase to \$260 in 1982, a Social Security spokesman said recently. The 1981 deductible was \$204.

Also scheduled to increase are the per-day amounts patients are responsible for after specified lengths of stay in a hospital or skilled nursing facility, the representative said.

After 60 days of inpatient hospital care in a benefit period in 1982, Medicare will pay for all covered costs except \$65 a day. The 1981 figure was \$51.

For each reserve day of inpatient care, Medicare will pay for all covered costs except \$120 a day. The 1981 figure was \$102.

After 20 days of care in a skilled nursing facility, Medicare will pay all covered costs except \$32.50. The 1981 figure was \$25.50.

The Medicare medical insurance annual deductible is also scheduled to increase in 1982, the first increase since 1973. The 1982 annual medical insurance deductible will be \$75, up from \$60. Medical insurance generally pays 80 percent of the approved costs or changes for covered services and supplies after a person incurs covered charges equaling the annual deductible.

More information about Medicare or about Social Security can be obtained at any Social Security office. The address and telephone number of the nearest Social Security office can be found in the telephone directory white pages.



Scott, son of Phyllis Armstrong, former National Council publicist, is pictured with his grandmother, Mrs. Gertrude Scott. They all reside in the Atlanta area.

Exchanging love and learning, they capture the essence of National Grandparents Day which falls September 12 this year.

National Grandparents Day Set For September 12

Special To The Post
Historically speaking, respect for the elderly has always come more natural in the black community.

This is especially true since economic conditions have often made it necessary for the children of working black parents to be reared by their grandparents. This is one reason why the new holiday, National Grandparents Day, now in its fourth year has taken hold so quickly. The holiday set for September 12, this year, always falls the first Sunday after Labor Day.

The idea of two generations of grandparents and grandchild sharing together is what it is all about. The symbolic event was originally conceived by a retired Atlanta businessman, Mike Goldgar. After a visit to see an elderly aunt at a nursing home, Goldgar was struck by the encircling wall of loneliness he saw there.

Determined to do something about it, Goldgar went on to lobby Congress

for some six years before he got the legislation finally passed in 1978, and signed into law by then President Jimmy Carter.

Goldgar, a grandparent himself, now heads the non-profit Atlanta based National Council for Observance of Grandparents Day which is the official entity set up to create awareness for the holiday.

This year, the National Council has an exciting innovation and a giant publicity boost, a record made expressly for the occasion by superstar Mickey Rooney.

The catchy number entitled "Grandparents (Ev'ry Baby's Best Friend)", is written and produced by gold record tunesmith Robert Colby and is being released by Moss Music Group of New York. Twelve children's

voices close on from Talent Town of Woodbridge, N.J., back Rooney in the recording.

The record, scheduled to go on sale country-wide just prior to the holiday, Sunday, September 12, is a "grand tune," says Goldgar, that truly extolls in a beautiful way the virtues of grandparenthood.

Expecting thousands more over the 20,000 observance held last year, Goldgar stated he doesn't know exactly how many observances were held in the black community, but he does know that it was considerable, saying "I noted this in the number of press clippings we received." Feeling respect for the elders is inherent in the black community, Goldgar states. "In this respect, black families are examples for society."



Miss Margie Lynette Prioleau, daughter of MSGT. James Prioleau and Carolyn Puryear, was recently crowned queen of the Western North Carolina District of the African Methodist Episcopal Church. The queen received the honor at an affair that took place in High Point. She is a member of Greater Bethel AME Church, Charlotte, where she serves in the Young People's Department. A 1981 graduate of West Charlotte Senior High School, Margie is employed with the Charlotte-Mecklenburg School System and Atlantic and Pacific Tea Company.

Goodlett Disagrees With Plan

By an overwhelming 71 percent majority, a television opinion poll approved a "Black Family" self-help plan proposed by the Congressional Black Caucus (CBC). The poll was taken in Cincinnati, Ohio during a live-telecast of "Tony Brown's Journal," which utilized the QUBE two-way talk-back system.

The special program entitled "Congressional Black Caucus Plan: Yes or No?" analyzed the merits of a proposal by the CBC for a national black self-help movement.

"Tony Brown's Journal" is the nation's longest running black affairs series and has been sponsored by Pepsi Cola Company for seven consecutive years. Televised nationally on public television, the program will be seen in this area on Channel 58-check listing.

In an interview with host Tony Brown, CBC Chairman Walter Fauntroy argued the merits of the plan which he describes as a proposal for the unity, survival and progress of black people. Fauntroy, a Congressional Delegate for the District of Columbia, said that the plan was designed to meet the current across-the-board challenge to the quality of life for all black Americans and he outlined its 12 major points.

However, Dr. Carlton Goodlett, publisher of Reporter Publications in California, said the plan was one of the most pitiful remedies ever prepared and describes it as a plan for genocide, not for survival. He called it an "evil document" tragically compounded by "would-be leader." Dr. Goodlett felt that because plans haven't worked in the past decades, that blacks should adopt a basic ideology and not agendas.

Congressman Fauntroy refuted Dr. Goodlett's assessment and said that Dr. Goodlett's apparent lack of familiarity of the plan prevented him from being a fair judge of the proposal. He added that these are unsettling times for black America and that many of the gains of the 60s have been eroded by a well-organized white community and misinformed elements of the black community. Therefore, Congressman Fauntroy believes, the plan is a necessity.

Some of the major points of the plan highlighted were a call for blacks to "buy and bank black," "support the black church," "register to vote" and increase the financial support of black institutions by sending in a monthly contribution.

Women's Rights

On Saturday, August 28, the members and supporters of Charlotte National Organization for Women and other North Carolina NOW chapters will hold a PAC-WOMAN Walkathon to raise funds for the NOW-EQUALITY-PAC