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

Berry Heads JCSU 1983 UNCF Appeal

Johnson C. Smith University officials recently named Phillip Berry chairman of the JCSU 1983 United Negro College Fund Appeal.

As chairman, Berry will head a telethon steering committee to benefit the United Negro College Fund. The telethon entitled "Lou Rawls Parade of Stars" will be aired on WBT-TV, Channel 3 on March 19, 1983.

Berry, a Charlotte businessman, is representative elect of the North Carolina House. He was elected to the Charlotte-Mecklenburg School Board in 1972; served as chairman of the school board from 1976-82; and is ending a term as president of the North Carolina School Board Association.

Because of the economy, Berry said, it is becoming increasingly difficult for minority students to obtain financial aid to attend school; and even more difficult for the students attending traditionally Black colleges.

"Times are difficult, but we must do more to see that support continues. We must continue to get the message out on how important Black colleges are to our overall community and how Black colleges serve the entire community," Berry said.

"We know that Black colleges continue to produce the most Black doctors, lawyers and Black professionals in all fields, and this great source of talent is vital to our community and country," Berry stated.

Arrive Alive,

Don't Drink, Drug And Drive

Most people realize that if they've had too many alcoholic drinks they don't function the way they normally do. But many people don't realize that they may not be functioning normally the entire day after drinking.

The North Carolina Medical Society advises that the period during a hangover, as the condition is called, can be as hazardous as the time period immediately following heavy drinking.

As long as alcohol is in your system, your judgment will be affected and your coordination will be reduced.

The morning after a night of heavy drinking can leave you feeling thirsty, with a headache and possible nausea.

There are some measures you can take to reduce the misery of a hangover:

Drink less.

Try to eat something before, during and after drinking.

Remember to drink several glasses of water before going to bed since drinking alcohol beverages causes loss of water to the body's tissues.



PERSONABLE VEDA GIBSON
...North Mecklenburg senior

Veda Gibson Is Beauty Of Week

By Teresa Simmons
Post Managing Editor

At age 17 Veda Gibson has a high spiritual awareness. Partially because of her parents, Rev. and Mrs. Clifford B. Gibson, but for the most part because of the gift of understanding God chose to bestow upon her.

I put a lot of trust and faith in God. He helps me a great deal in school and elsewhere...in my leadership roles and in clubs and organizations," Ms. Gibson commented.

"If I could make a change I would start by advising everyone to get good religion behind them, to love everyone," she continued.

Even disease can be changed Ms. Gibson realizes. "If everyone was happy there would be no disease or sickness. Disease and sickness is evilness. Happiness and love are the keys to everything."

Ms. Gibson feels that through love many accomplishments can be made. "Love can succeed anything," she explained.

Influential in her life have been her parents and the Bishop of her church, The House of Prayer For All People, Bishop W. McCullough. "Bishop McCullough gives me very encouraging words at times. Through God he gives me a lot of strength."

"My parents remind me to get things done for myself in order to help others while at the same time they encourage me to become whatever I want to," Ms. Gibson stated.

"I've been taught that life is worth living if you live it right. You must make yourself be someone."

Ms. Gibson is one who loves working along with people. At North Mecklenburg Senior High School where she is senior, Ms. Gibson is a member of the National Honor Society; Red Cross; Project Aries;

Friendship Force

The Charlotte Friendship Force Exchange, a program that promotes personal friendships between people through exchange visits throughout the world will hold a social gathering for interested individuals Saturday, January 8th.

This meeting will be held at the Jewish Community Center on Sharon Road, from 7-9 p.m.

If you would like to travel to a European city or host visitors from Europe you are invited to this social meeting. Wine and cheese will be served.

TURTLE-TALK



Nothing is more depressing than to feel bad in the morning without having had any fun the night before.

NCSU Economist Says Economic Recovery In

The Forecast For 1983

Food

Prices

Decline

Washington - The Consumer Price Index released last week indicates retail food prices declined 0.2 percent in November before seasonal adjustment - according to Assistant Secretary of Agriculture William Lesser.

"Declining food prices reflect larger supplies of many food commodities, and weak consumer demand," Lesser said.

"Prices for food bought in grocery stores fell 0.4 percent in November, the fourth consecutive monthly decline. Prices for food purchased away from home were up 0.2 percent, the smallest rise this year.

"November food prices were 3.4 percent higher than a year earlier," he said. "This reflects 2.7 percent higher prices for grocery store food prices and 4.8 percent higher prices for food away from home. In contrast, prices for non-food items have risen 4.8 percent over the past year."

Retail prices for fresh fruits were important factors pushing last month's food CPI down. Fresh fruit prices declined 8.9 percent in November as increased supplies and lower prices of apples and oranges offset higher prices of bananas.

Prices for fresh vegetables rose 3.7 percent but were still 4.2 percent below November a year ago. The rise was due to higher prices for tomatoes as rains damaged the California crop.

Retail meat prices were down 0.5 percent in November reflecting increased supplies.



Carolyn Linyear
...BDC manager



Bobby Lowery
...CBL President



President Reagan
...Signs bill

Of Minority Enterprise

President Reagan Is Serious

About Improving Environment

By Karen Parker
Post Staff Writer

"I think President Reagan is serious about improving the environment for minority enterprise," stated Carolyn Linyear, manager of the Charlotte-Gastonia Business Development Center.

Linyear was referring to a bill which President Reagan signed recently to help minorities "achieve fuller participation in the market economy." The President proposed to provide approximately \$1.5 billion in credit assistance and \$300 million in management and technical assistance to minority business development centers along with Small Business Administrations.

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formation of minority businesses.

According to Linyear, there are approximately 150 Business Development Centers throughout the country. To make Reagan's outlook on minority business advancement a success, these centers along with Small Business Administrations will promote minority business by providing management and technical assistance about capital, opportunity and manpower.

Bobby Lowery of the Charlotte Business League certainly believes minorities in Charlotte should take advantage of this assistance and pursue entrepreneurship. "The President is finally taking a step to say he will support the development of minority business and minorities need to take advantage of this opportunity," Lowery noted.

Lowery could not promise that minorities will not have difficulty getting financial assistance from local banks if their financial support is not stable.

"It's always been a little harder for creditors to view minority businesses as anything more than a venture," Lowery stated. "But I don't think minorities with good, solid financial credit will have any problems starting or expanding their businesses."

Those who may experience turnarounds for financial assistance should rely on the government agencies like Business Development and Small Business Agencies. They promote increased participation of private firms and other public sector resources.

Within the bill signed by President Reagan is a promise that the Federal government will increase procurement opportunities for minority businesses.

Agencies like the Charlotte-Gastonia Business Development Center, which Linyear manages, and others like the Small Business Administration will be responsible for helping to expand at least 60,000 of the already existing 600,000 minority businesses. These agencies are also expected to encourage

Decreasing Jobless Rates Projected

By Bob Cairns
Special To The Post

Economic prognosticator calling for recovery in 1983 are playing a tune they made popular last year -- "It's just a matter of time."

"The expectations for 1983 are similar to the picture we'd hoped to see in 1982," said Dr. John S. Lapp, a North Carolina State University associate professor of economics.

"Significant economic growth and decreasing unemployment rates are expected for the coming year; we just aren't sure when the changes will occur," Lapp said.

Lapp believes interest rates will continue to decline and the progress against inflation should be sustained.

According to Lapp, Real Gross National Product (the production of goods and services in the country), which increased marginally in 1982, is now expected to accelerate.

"When the business sectors finds production to be more profitable, economic activity will increase," Lapp said. "This will lead slowly to a decrease in unemployment rates."

Lapp cautioned that although unemployment will decline, it may take several years to reach the normal rate of about six percent.

Assuming that the government doesn't attempt to stimulate the economy by increasing the money supply, inflation should remain at about the same level as in 1982," he said.

"If the Federal Reserve opens up on the money supply as it did in 1977, inflation may well increase," Lapp explained.

Lapp says that short-term steps of this sort can prove costly in the long run.

"We've been fighting inflation for the past several years by tightening up on money. We're just now beginning to see some results," Lapp said. "Unemployment has risen, but it always does when inflation is pushed down sharply. Everything cuts two ways in economics."

Lapp sees two forces pushing in opposite directions influencing U.S. interest rates for 1983.

"On the one hand an economic recovery may increase the demand for credit and produce rising interest rates," he said.

"On the other hand, as the financial markets adjust to slower inflation, interest rates can begin to fall."

Of these two forces, Lapp says the impetus toward lower rates is stronger, especially in the long term.

"While short-term rates may rise during some of 1983, overall long-term interest is expected to decline in the coming year," he said.

How will 1983 economics affect the average American citizen?

Robert Davis Is Dr. Martin L. King Humanitarian Awards Day Speaker

Special To The Post



Robert L. Davis Jr.
...CRC vice-chairman

the parents and students at J.T. Williams Jr. High School named their football stadium after him for 16 years of service to the school.

Awards at the affair will be presented by Bishop R. L. Speaks, resident bishop of the AME Zion Church. Those to receive rewards include Homer Lucas, Fannie Holmes, Thomas Randall, John McLaughlin and Dr. George D. Hill.

Lucas is a newspaper columnist for the Salisbury

Daily Post. Miss Holmes is the oldest black saleswoman employed at J.C. Penny Company. At one time Miss Holmes operated a shoe shine parlor on Main Street. The business was located in the center of the downtown business district. A hat shop and other varieties were sold and produced a thriving business. Miss Holmes employed several boys who are now listed among college graduates and community leaders.

Randall, who will also be honored at the event is the city's oldest barber. Still active at age 70, he makes weekly rounds to the Rowan Memorial Hospital and local homes giving free service to shut-ins. Before directing his own beauty and barber shop, Randall was an outstanding football player at Livingstone College.

McLaughlin, a local merchant and Dr. George D. Hill, a pioneer black veterinarian and operator of Aid-More Animal Hospital

will also receive awards. Others included on Sunday's program are Congressman William F. Hefner of the Eighth Congressional District; Mayor W. L. Lash; Mayor B. F. Craig of East Spencer. Mayor Craig will proclaim the day of Martin Luther King's birthday as a holiday for all workers in East Spencer.

State Senators and legislators will also be present. Community leaders like members of Phi Beta Sigma Fraternity, Zeta Phi Beta Sorority and Alpha Phi Alpha Fraternity will make presentations. The public is invited to attend this annual event. S. R. Johnson Jr. is pastor of Mt. Zion Baptist Church.

WomanReach

WomanReach, Inc. will meet Tuesday, January 11, at 1009 East Blvd. Potluck supper at 6 p.m. and general meeting at 7:30 p.m.

All women welcome.