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Of Love—"Evangelism At  
Christmas" Scheduled**  
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Men Should Put  
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## Women Consumers Wield Clout

"It's beginning to look a lot like Christmas" as shoppers fill the stores and shopping malls. More goods and services are purchased during this month than in any month of the year.

Eighty percent of those goods, and all goods in the U.S., are purchased by women, participants of the recent Governor's Conference on Women and the Economy learned.

"Women have a tremendous amount of economic clout," Laura Carpenter Bingham, conference director, said. "We need to be aware of this clout, and to exercise it to the best benefit of our families and ourselves."

The conference, held October 31 - November 2, drew 1,000 women and men to Raleigh to discuss 111 recommendations affecting women and their relationship to the economy.

The recommendations were presented to conference participants by the 150-member N.C. Assembly on Women and the Economy. They represented six months of work by the assembly and input from N.C. citizens. Changes and additions were made to the recommendations during the conference, an the N.C. Assembly will issue final recommendations in a report early next year.

"We have learned that women are an important economic force in this country," Bingham said. "The final recommendations will help women make that force a more productive one."

For more information, contact the North Carolina Department of Administration.

## J.C. Smith

## Holiday

## Schedule

Johnson C. Smith University will finish final examinations Thursday, December 15. Residence and dining halls will close from December 18 - January 9. Freshmen and new transfers will undergo an orientation program on January 9-10. Registration for all students will be from January 11-13. First day of classes for spring semester and the last day to enter school will be Tuesday, January 17. Non-academic personnel will continue to shoulder the ox yoke through Thursday, December 22. Most will return to work on Tuesday, January 3.

## TURTLE-TALK



The greatest truths are the simplest; and so are the greatest men.



Lovely Yolanda Foster  
.....North Meck majorette

## Yolanda Foster Is Beauty Of Week

By Teresa Simmons  
Post Managing Editor  
Many times what we expect out of life is served on a platter of dissatisfaction. Alas, it's not what we expect at all in life that is important, it is whether or not we can withstand reality.

In the case of our beauty Yolanda Foster, a 12th grade student at North Mecklenburg, it is her belief in God that has helped her to keep faith in herself. Even at this youthful age Ms. Foster has realized the importance of placing God first and then having the self confidence to fulfill her dreams.

"You have to believe in yourself and keep striving for the very best in life," Ms. Foster commented. The head majorette, North Mecklenburg, Ms. Foster aspires to enter the business field and perhaps land a job in some aspect of advertising. She would like to attend either the University of North Carolina at Charlotte or Lenoir-Rhyne College.

"I am the type of person who communicates well with others," she continued. "At times I am quiet, but I am very outgoing and easy to get along with."

Her parents, James and Frances Foster, have raised their daughter to be inquisitive and adventurous. "There are times when my life is exciting," Ms. Foster beamed. In addition to being head majorette at North Mecklenburg, she is also in the French Club and Project Aires, plays clarinet in the band, is a member of the Student Council and Students in Action For Education. She participated in the Inroads Pre-Collegiate Program at UNCC (for students with a 3.0 grade average or better) and was

## First Aid

The Greater Carolinas Chapter of the American Red Cross will offer an "Advanced First Aid and Emergency Care" course for persons who give emergency care to sick and injured.

The course will be held Thursday, January 5 - May 24. Classes meet at the Red Cross, 2425 Park Road, Charlotte. The course fee is \$28.38.

## But Political Progress Stalls VEP Reports 88 Southern Black Majority Counties

## Blacks Have Economic Clout

## Blacks Hold Voting Age Advantages

By Loretta Manago  
Post Staff Writer

According to Tony Crumbley, Research manager at the Charlotte Chamber of Commerce, the 1980 Census reports hold some very interesting facts for blacks living in Mecklenburg County - economically, educationally and in population growth.

The total spendable income of blacks in Mecklenburg County stands at the extraordinary figure of \$500 million or 14,517 per person. Seen singularly the figure isn't very impressive, but collectively is where the strength lies.

That total, which represents 18 percent of the total \$2 1/2 billion spent in Mecklenburg County, equals half the sum amount of spendable income in the states of Delaware, Wyoming or Vermont.

With this economic strength Crumbley asserted that when it comes to companies projecting positive images in advertising and hiring practices, the black dollar cannot be ignored. "It's a lot of money (\$500 million) and obviously it has to be considered; it's a significant part of the County."

Information on how that income is broken down for blacks was not available, but Crumbley was able to provide an expenditure breakdown of another segment of the population - white-oriented upper management: 17 percent. See BLACKS On Page 13A



REV. H. S. DIGGS  
—Accepts challenge

## Groundbreaking Ceremony Set For \$2 Million Project

The Mayfield Memorial Baptist Church, as sponsors, applied for and received a loan of \$2 million from the U.S. government agency HUD for the Mayfield Memorial Apartments. According to Rev. H.S. Diggs, the Mayfield Memorial Church considers this a major accomplishment. At the time of the approval of the loan to Mayfield, there were 10 projects let in North Carolina and the only minority group to receive approved funding was Mayfield. The church also sees this as another opportunity to minister to the needs of the total man. With realization that much work, time, energy and effort must go into the keeping and operation of this project, Mayfield accepts this challenge with pride and great optimism.

Groundbreaking services for the Mayfield Memorial Apartments will be held on Oneida Road, Derita area off North Graham, Sunday, December 18, 4 p.m. The project is expected to be completed by December 19, 1984.

This planned service is the culmination of months of effort and activity on the part of the Mayfield Memorial Apartments, Inc., a corporation formed by the Mayfield Memorial Baptist Church for the purpose of acquiring funds, overseeing the building and operation of the apartments to be built for the elderly and handicapped citizens. "We believe that most young adults can take care of themselves," stated Rev. Diggs.

The site on which the apartments are to be built

is an 8.6 acre tract with a 2-acre lake in the middle of it. The houses will be built around the lake. The corporation intentionally chose this land because they felt this feature (lake) would enhance the enjoyable living of the elderly and handicapped. At the completion of the building, the lake will be stocked with fish along with bus services for the elderly to attend church. "We consider it another ministry," Rev. Diggs added.

The units of housing will be rented to persons who qualify for rent subsidy from the United States Government.

The Mayfield Memorial Apartments, Inc. elected as its officers: President, H.S. Diggs; Vice President, James T. Hamlin; Secretary, John T. Massie; Corresponding Secretary, Geraldine Lowery; and Treasurer, Roosevelt Gooden. Other members of the corporation are: Diana Johnson, Vertina Cooper, Ben Worthy, Tommie Sadler, James Hubbard, Thomas Williams, Lester Trapps, Wyatt Roseboro, Lula Bell and William P. Sealey.

The corporation meets regularly at a scheduled time in the conference room of Mayfield Memorial Baptist Church.

Persons and firms connected with the building of the apartments are: Architect, Clinton E. Gravelly & Associates; Consultants, D. L. Bram & Associates; Builders, Site Construction, Inc.; Managers, John H. Crosland Co.; and Attorney, Melvin Watt of the Chambers Law Firm. Deposits from this project are made in the Mechanics and Farmers Bank of Charlotte.

The entire public is invited to attend this history-making event.

Other projects being sponsored by Mayfield Memorial are: An African

Special To The Post

Atlanta, GA - A report issued by the Atlanta-based Voter Education Project reveals growing political potential for blacks in 88 counties across the South. Of 1,104 counties in 11 Southern states examined, 88 were found to have black majority populations. More significant,

the report shows that in 65 of those counties blacks hold a majority of the voting age population. In five counties black and white voting age populations are evenly divided (50 percent); and, in the remaining 18 counties white voting age populations range between one percent and four percent over that of blacks.

Black voting age advantages, however, has not yet been translated into the political equivalent of equal representation. Out of 1,826 elected officials serving at the county level, whites maintain 74 percent of elected offices compared to 26 percent for blacks.

Black office-holders fall into two categories, such as school board members and county commissioners, while whites are broadly distributed in all elective offices. VEP Researcher King Farouk Brimah said, this trend reflects "gross under-representation of blacks" in these counties and can be attributed to "persisting barriers to black voter registration and participation."

Brimah said that barriers to black voter participation are pervasive in many of the black majority counties which include inaccessible registration sites, inconvenient hours for registration, gerrymandering, second primary systems, economic threats, and personal intimidation.

The VEP report emphasizes that in only 12 of the 88 black majority counties do blacks hold the majority of elective offices.

After intensive publicity and registration drives in Mississippi this past summer, the total number of black elected officials increased by only 24 in the August elections. Although Mississippi has a black population of 36 percent (registration by race is not available in Mississippi) civil rights organizations were puzzled by final election results. For instance, in Quitman County which is 56 percent black and where black turn-outs was brisk, whites retained a 4-to-1 majority on the county board.

## Dr. Cox States Knowledge Level Of JCSU Business Students Is Below High Quality

## Students Is Below High Quality

By Lori Grier  
Post Staff Writer

"An advantage of Johnson C. Smith University is private ownership and small size which leads to its ability and flexibility to change quickly and implement ideas without a lot of red tape. My initial contact with the business community about Johnson C. Smith's business program has been very favorable and enthusiastic. This shows the community is interested and concerned about Johnson C. Smith University which is very encouraging," cited Dr. Taylor Cox Jr., who means business.

When Dr. Cox was appointed head of the Department of Business Administration and Economics at Johnson C. Smith University (August, 1982), he



Dr. Taylor Cox  
.....JCSU Department head

wasted little time and minced few words in stressing the need for competence of JCSU business graduates. Cox stated, "The know-

ledge level of some of the business students leaving here is below what would be expected as high quality. I hope to move toward improvement in the know-

ledge and level of professionalism of our own students as compared with students from top business schools."

His initial findings led the Detroit native to drawing up a three-year development plan.

"I wouldn't have come here from the University of North Carolina at Charlotte unless I felt the potential existed here to build a quality program," emphasized Cox.

A five-part program to upgrade faculty; increase student competency and output; evaluate existing and implement needed majors and curriculums; improve facilities and equipment; and establish an on-going program evaluation is underway.

"Part of our education See Knowledge Page 16A

See Groundbreaking On 6A