

To Advertisers

BMA Ad Watch Committee Provides Do's And Don't's

The Ad Watch Committee of the Black Media Association (BMA) recently provided some do's and don't's to advertisers at the request of The Council of Better Business Bureaus, in Arlington, Va. The Council is made up of representatives from the 161 Better Business Bureaus in the nation.

BMA is an organization of professionals who work in radio, television, newspaper and public relations. Rosalyn Gist Porter, the chairperson for the Ad Watch Committee, stated the list included the following advice: "Do's" for

unbiased advertisers were: (1) Use black product spokespersons that talk intelligently without resorting to jokes, songs and/or dancing; (2) Show studious, serious black youth; (3) Show dual-parent families; (4) Show black parents concerned about their children's health, safety and education; (5) Show blacks in professional positions, as decision makers.

The "don't's" for advertisers were (1) Don't portray all criminals as being black; (2) Don't portray blacks as being intellectually inferior to whites; (3) Don't portray

blacks as lazy, always looking for handouts; (4) Don't stereotype all blacks as being poor, unemployed and disadvantaged; (5) Don't portray black mothers as always being overweight; (6) Don't leave blacks out of situations where they are present in real life.

The above list was published in the October edition of the Council of Better Business Bureaus' trade publication, "Advertising Topics." Porter explained the Ad Watch Committee's goal didn't begin or stop with the sug-

gestions to the Council. Since 1982, the Committee has sent letters to 30 advertisers. Fifteen of the letters have been praising specific advertisers using blacks in dominant roles; while the other 15 ads have been criticizing specific advertisers who have chosen to use blacks in stereotypical roles or for leaving blacks out of situations where they are present in reality.

"We want to heighten the awareness of both advertisers and black consumers about the portrayal of blacks in print and broadcast ads," Porter stated. The Ad Watch Committee continues to mail one complimentary and one critical ad each month to different advertisers. Regardless of the type letter mailed to advertisers,

nearly all of them respond to the opinions of the committee. Anyone concerned about the portrayal of blacks in advertisements, can contact the Black Media Association, P. O. Box 35771, Charlotte, N.C. 28223.

Classified Ads Are The BEST BUY For Your Money!
The Charlotte Post
876-0000



Thomas Moore
.....TV personality

Community Celebration Features Thomas Moore

A community celebration featuring Charlotte entertainer and TV personality Thomas Moore will be sponsored by Plaza United Methodist Church, 5600 The Plaza, Sunday, February 5, at 4 p.m.

Persons of all ages in the Plaza areas of northeast Charlotte are being urged to participate in Thomas Moore's brand of concert and community sing-along. The event is free and open to the public.

"The church is seeking to establish a sense of unity between the church and community around it," according to Plaza member Louise Woods. This program is aimed at provid-

ing "an opportunity for fun and celebration for the total community," she said.

Thomas Moore, widely known for promoting self-esteem and mutual support among children, will focus on bridging the gaps between races, ages, religions and cultures through music, Mrs. Woods announced.

Moore will emphasize that "we can face the challenge of differences with God's help and build a healthy family, a model church and community," she said.

For more information, call 536-0335.

Wood-Burning Stoves Fast Becoming Popular

Wood-burning stoves are fast becoming a popular way to heat homes in the Mecklenburg County area, and abandoned scrap wood is often seen as a cheap fuel source. However, the burning of treated wood and plywood can cause serious health problems, according to Mecklenburg County Environmental Health Coordinator, Don Willard.

Wood used for building is often treated with a preservative. Commonly used preservatives include creosote, pentachlorophenol (pent, PCP), and a mixture containing copper, chromium and arsenic (CGA).

There are a number of documented cases of poisoning as a result of burning CCA-treated wood in fireplaces. Willard said. Toxic metals such as chromium, copper, and arsenic can accumulate in fireplace dirt, dust and ash. Exposure to these toxic metals can result from breathing airborne particles or from direct contact with the ash.

In the case of wood treated with creosote and pentachlorophenol, toxic gases can be emitted and inhaled. Burning wood that has been painted with a lead based paint is a potential source of lead poisoning, as is the burning of battery cases.

The wood-treating industry is well aware of the dangers of burning treated wood and cautions against its use, according to Willard, and the County's Environmental Health Department also cautions against the burning of treated wood.

The money you might save by using this readily available wood is not worth the risk to your family's health, Don Willard added.

Pamphlets containing additional information on wood-burning stoves will be available from Department of Environmental Health in mid-February. Persons interested in obtaining a copy of this pamphlet should call 376-4903.

Sorority Brunch

You are invited to join the members of Sigma Gamma Rho Sorority, Beta Omicron Sigma Chapter, for a morning of relaxation, cards, brunch and professional modeling on Saturday, January 28, from 10 a.m. to 2:30 p.m. at Montaldo's, 220 North Tryon Street.

There will be valet parking for the benefit, which will be in the store's hospitality room.

Sorors of the chapter are Geraldine Taylor, Bastien, Adelaide Hunt, Dora Mason, Mildred E. Davis, Louise Dean, Eden Hamilton, Valecia Beatty, Lavenia Young, Warrens Hankinson, Mantzie Johnson, Dorothy Ngongang, Alean Conner and Hope Perry.

Louise Dean can be contacted after 6:30 p.m. at 376-1132 for more information.

This Is Your Paper, Use It!

Baptists Oppose Death Penalty

Raleigh - More than 1,000 black North Carolina Baptists voiced their opposition to the state's death penalty during a banquet in Raleigh last week.

Minorities and members of the 400,000-member General Baptist State Convention of North Carolina voted unanimously to go into prayer for Governor James Hunt, Jr. and all judicial officials who are involved in deciding the fate of people on Death Row. The resolution was passed during last Friday's banquet in honor of Dr.

Martin Luther King, Jr. held at the Raleigh Civic Center.

"We thank the Lord that he's convicted murderer James W. Hutchins is still living," said Dr. E. Burns Turner, GBSC president, after the state failed to execute the prisoner January 13. "We wish him to live as long as He (God) who gave it (life) to him, should so desire. We stand opposed to capital punishment. Life is so precious."

The resolution was

passed as approximately 1,200 people, including gubernatorial candidates Jimmy Green, Lauch Faircloth, John Ingram and Tom Gilmore finished their meals. Drafted by the Convention's Political Action Committee and read by Rev. J. J. Johnson of Fairmont, the resolution called on President Turner to appoint a committee of three persons to meet with Governor Hunt as soon as possible and to "discuss this grave issue.

Public Hearing Scheduled On Sales Tax

The Mecklenburg Board of County Commissioners will hold a public hearing at 10:05 a.m., Monday, February 6, to consider the levy on a one-half percent supplemental local government sales and use tax. The hearing will be in the Board Room, fourth floor, Education Center, 701 E. Second Street.

The public is urged to attend the hearing, and to express opinions on the proposed tax. Those who wish to speak are asked to call Hazel Hatley, Clerk to the Board of County Commissioners, 374-2463, to have their names placed on the agenda. It is suggested that remarks be limited to three minutes.

House Bill 426 adopted by the 1983 General Assembly authorized County governments to levy an additional one-half percent local option sales tax. The tax is to be distributed to Counties and municipal governments based upon population and not origination of sale. At least 40 percent of the total tax proceeds must be used for school system capital needs for the first five years, and 30 percent for the next five years. Thus, the tax would provide an additional funding source to meet Charlotte-Mecklenburg School System capital outlay and capital replacement needs.

SUPPORT OUR ADVERTISERS!

...Meet Loretta Manago

Whether it's the people who make things happen or the happenings themselves, Loretta keeps you informed through her weekly featured entertainer and her "Charlotte Area Happenings" column. Read Loretta each week in The Charlotte Post.

Loretta Manago

The Charlotte Post

Jeff Handy's AUTOMATIC TRANSMISSIONS, INC.

We have specials every day, because we have not raised our prices in the past 5 years on exchange transmissions!

Also **HANDY USED CARS**

1978 Mercury Cougar XR7. Now only \$3,295.00.
1974 Pinto Station Wagon. Now only \$1,495.00. (extra slice)

We Also Have **RYDER Trucks For Rent**

TWO LOCATIONS:

1851 W. Ind. Blvd. Phone 373-9182 7651 South Blvd. Phone 554-6385

HOURS:

8 a.m. - 5 p.m. Mon.-Fri. Both Locations
8 a.m. - 1 p.m. Sat. - South Blvd. Location

Visa, M-Card, Amer. Express, TeleCheck

Winter Used Car CLEARANCE

CONTACT **GEORGE DUREN**

1983 Mazda RX7: Auto, a-c, am-fm stereo, power sun roof, 1,200 mi. **\$12,425**

1982 Datsun Stanza: 2 dr., burgandy, auto, am-fm stereo, cruise. **\$6,940**

1982 Datsun 200SX: 2 dr., burgundy, 5 spd., a-c, am-fm, 15,000 mi. **\$7,655**

1981 VW Rabbit: 4 dr., white, 5 spd., a-c, am-fm. **\$5,530**

1980 Datsun 210 Six: Wagon: blue, 5 spd., a-c, am-fm. **\$5,175**

Independence DATSUN

3001 INDEPENDENCE BLVD. 535-4012

ALL RESIDENTS CALL TOLL FREE 1-800-532-0425

We're Taking Charge

Special Marketing Director

With up to \$1,500 Cash Rebate on all 1984's excluding Corvettes. (Rebate can be used for your down payment.)

See Clayton Perry Today!

LaPointe Chevrolet
376-3131

CLEARANCE SALE

USED TIRES \$5

FACORY RETREADS \$17

FALCON 90 BATTERY \$3.95

POLYESTER CORD \$22

FIBERGLASS BELTED RADIAL WHITEWALL \$28

STEEL BELTED RADIAL WHITEWALL \$30

ALL SEASON RADIAL \$33

40,000 MILE STEEL BELTED RADIAL \$40

ONE PRICE TIRE STORES

CITY CHEVROLET'S USED CAR SALE OF THE SEASON

1983 CHEVY CHEVETTES \$5,800**

4 Door Automatic, Air, AM-FM Radio, Power Steering

Many To Choose From

CHEVROLET

THE "DEAL MAKIN" MAN SAYS...

THANK YOU CHARLOTTEANS! 212% SALES INCREASE OVER LAST YEAR! YOU ASK WHY?

Quality Built Cars At VALUE PRICES

Such As The 1984 Chrysler LASER XE

HIGHEST TRADE-IN ALLOWANCE

BANK RATE FINANCING

QUALITY SERVICE Winner Of The Distinguished Chrysler Service Award

50,000 miles or 5 YEAR WARRANTY

RENTAL

LIFT WITH THE LEADER ROANOKE HUSTLER

See Our Inventory of Bobcats

- Easy Maintenance
- High Clearance
- Capacity 11-6000-6-11-9000-G
- Diesel
- Models - John Deere
- Model - 4219D
- Hydrostatic Drive

R.A. BRASWELL CO., INC.
371 S. Cannon Blvd., P.O. Box 88, Kannapolis, NC
Kannapolis phone 923-2249
Charlotte phone 378-1720