



Tony Brown's COMMENTS

Message For Black Businesses

Ms. O.E.B. is a poet and writer and she reads my column in the Washington, D.C., black papers.

And her regard for me is very high "one of the truest civil rights comrades we have left." I quote her not only because I'm flattered, but to show that there is someone in the public's eye that she respects.

The remainder of her letter was not kind to "black politicians, black-use-to-be-civil rights leaders, black educators and black entrepreneurs...they wear talk out."

Specifically, she is concerned about the enormous self-hatred she sees expressed among blacks and the exploitation of the black "underclass" by those who make it. "They forget where they come from. This is the reason why I will walk two and a half blacks from where I live and purchase products from a non-black store.

"The black businesses have unfair prices, they have no community concerns and 70 percent of the time, the store isn't clean enough. They have very little respect for their customers and to show courtesy seems to be a sin," the lady wrote.

Ms. O.E.B. wrote me in the first place to respond to my column calling on the black consumer who spends only 6.6 percent of his/her purchasing power with black businesses to increase it. The response to the idea has been universally excellent and scores are responding to get their Freedom Card for Black Consumer Month in October.

But I am also getting one objection to the idea—from virtually all of those who are enthusiastic. It is the concern expressed by Ms. E.O.B.

In other words, the black community is ready for self-help and the redistribution of its \$170 billion in purchasing power to black businesses to create jobs and create new business opportunities.

But it is not, based on what I get everywhere, ready to give blacks in business a free ride. And blacks are fed up with high prices in the name of blackness and see no difference in insulting behavior whether from a white

store owner or a black one.

The very people—blacks in business—that our Buy Freedom Month will directly help are the very ones who by their own insensitive behavior can destroy that potential.

Neither is Ms. O.E.B. convinced, as I am, that the black business person will create more jobs for blacks if blacks create more wealth for him or her.

But, Ms. O.E.B., consider your options. The federal government and this country's economy have demonstrated that they cannot—or will not—bring joblessness below 20 percent for black adults or 50 percent for black teens.

The black male has become his own worst enemy. Black families are disintegrating. Black children are producing black babies into a cycle of poverty. No matter how many affirmative action programs that are started, we don't catch up with white income. Neither has the large increase of blacks in elected office dented the problem.

Like the alternative or not—buying from one another and sharing our enormous wealth—there is no other alternative. And if the consumer realizes the relationship between where income goes and jobs, families, schools, and safe neighborhoods, he or she can understand that a business, black or white, has an obligation to create a clean, courteous environment.

But a defeated, down-trodden, hopeless people will accept abuse. And a proud, productive people

will demand respect.

Black business people must live up to the needs of our community or they do not deserve our support. But the ones who do must not be lumped in with the deadbeats and destroyed by guilt-by-association.

And finally, Ms. O.E.B., when you send out love, love returns; when you send out hate, hate returns; when you send out wealth, wealth returns; and when you curse others with poverty, poverty returns.

As a poet, you might appreciate a verse from Proverbs (4:23): "Keep thy heart with all diligence, for out of it are the issues of life."

If you would bless those of us who are weak because we have lost in the battle against racism or those of us who have become angry and destructive because we hate our blackness because we are not white, you will give us the love that we need to survive.

"Whatsoever a man soweth that shall he also reap." Jesus taught, "By your words ye are justified and by your words ye are condemned."

Don't bring disaster on yourself by wishing disaster on those who have failed you. You see, it all boils down to faith, faith even in those who don't seem to deserve it.

"Tony Brown's Journal" TV series can be seen on public television Sundays on Channel 42 at 5 p.m. It can also be seen on Channel 58 Sundays at 6:30 p.m. Please consult listings.

PTL Reaches Out To America's Missing Children

The PTL Television Network has begun a nationwide outreach to the hundreds of thousands of missing children throughout the United States. As a public service for the National Center for Missing and Exploited Children (NCMEC), PTL is providing information on a daily, weekly, and monthly basis through network programming and publications.

Information provided includes the child's name, hair and eye color, present age, where and when the child was last seen, and a picture. Those with information are asked to call NCMEC's toll-free number, 800-843-5678.

Commenting on PTL's involvement with this issue, PTL President Jim Bakker said, "If just one child is found through our efforts, it's worth it all. There is not a price you can put on a human life, especially a child's. We have to take responsibility for those who cannot defend themselves."

Twenty-six of the 30-

second spots have been produced by PTL-The Inspirational Network, utilizing facilities at Park Road Productions. Additional spots will continually be prepared and material updated as it is provided by the NCMEC. The announcements are currently being aired three to four times daily on a run-of-schedule basis, making PTL-The Inspirational

Network the first national television network to provide missing children information seven days a week. PTL is also utilizing the "Jim Bakker" program, "Heritage USA Today" (a weekly magazine formatted program), the printed "PTL Satellite Guide," and the "Heritage Herald" newspaper as means of providing this information.

Walter Richardson, Director of Affiliates for PTL-The Inspirational Network, said, "Since this is a nationwide problem, we feel it is our responsibility as a national network to provide these services to

the children and their families." PTL-The Inspirational Network currently reaches over 12 million homes throughout the United States.

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