

'You're A Part Of The Solution, Or You're A Part Of The Problem'

Things You Should Know

Things You Should Know

MASSINISSA

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KING OF NUMIDIA AFRICA—HE WON MANY WARS, ALL FOR LOVE / AS A BOY HE STUDIED MILITARY TACTICS IN CARTHAGE—BY AGE 17 HE WAS A MASTER SWORSMAN, A HORSEMAN WITHOUT EQUAL AND SOON HE HAD DEFEATED THE FOREMOST GENERALS OF ROME AND SPAIN WITH HIS FAMED BLACK CAVALRY / HE RULED FOR 50 YEARS AND LED HIS LAST GREAT BATTLE AT THE AGE OF 88!

COMMEMORATE FEATURING



PIEDMONT PROFILE

BY CECIL BUTLER



Short Thoughts

Why must we continue to pay for the past mistakes we have made in medical care? We have invested several million dollars in the Reynolds Memorial Hospital facility but are not getting half of the potential out of it. In contrast Forsyth Memorial Hospital is operating at a total capacity to the degree that the hospital authority is thinking of adding more wings to the building. The fact is if someone gets in an accident on Highway 52 North South, less than a quarter of a mile from Reynolds Memorial Hospital and time is of essence in saving the person's life, the life would have to be risked by going many miles out of the way to get to Forsyth Memorial Hospital because there is no emergency room at Reynolds Memorial.

These days people are hard put to get the most out of their dollar. It would seem to be a wise move for the Hospital Authority to save taxpayers money and get the most

out of the buildings already available by making better use of Reynolds Memorial Hospital. I am tired of seeing local government, city and count (the former commissioners) spending tax money for buildings for which a need has not been truly ascertained, city hall, hall of justice, etc. I had thought the high prices of segregation was well behind us, but I fear Reynolds Memorial is quite indicative of a lot of work needed in that area.

As surely as an oak tree can not return to an acorn neither can we return to what was. It is OK for old friends and party allies to get together and talk about the grand old days, but it is quite another story to become excited about returning to those outgrown days. We must look at where we have come as mature political leaders, build upon what we have and not suppress the growth we have

Continued on Page 6



THE ROY WILKINS COLUMN

Black's Outster, Rewarding

No one can call the characters in the Watergate drama beautiful. But Negro Americans, while having no part in the tossing around of tens of millions of dollars, have less to cheer about than some others. What might be termed "the Watergate mind," not connected by any hard evidence (as yet) with the so-called Watergate conspiracy, has included Negroes racially in the persecutions incident to the all-demanding task of getting the President re-elected in 1972.

The report is that Charles W. Colson, former special counsel to President Nixon, used his influence improperly. In his zeal to re-elect the President, Mr. Colson felt that if black people blocked the main goal, they were to be brushed aside. If their feelings were hurt, if their racial ambitions were blotted out and if their mere presence offended powerful supporters of the President, then they must be ousted.

It is alleged that Mr. Colson asked the Labor Department (1) not to appoint a black man as regional director in New York, and (2) to "harass" all-black unions of construction workers to keep them from competing with white unions. The nominee for regional director, Clayton J. Cotrell, was appointed by the White House only because Laurence H. Silberman, Under Secretary of Labor, threatened to resign if Cotrell was not named.

When Peter J. Brennan was confirmed as Secretary of Labor, one of his first tasks was the demotion of Mr. Cotrell by two grades and removal from the post. The teamsters' union was supporting the re-election of Mr. Nixon and hence the pressure on the Labor Department. Mr. Colson resigned his White House job early in 1973 and his Washington firm reportedly has been retained by the teamsters at a six-figure fee.

Mr. Colson's reported language

Continued on Page 6



THE POINTER

by Albert A. Campbell

Helping Yourself

At the outset of this newspaper it was readily recognized that advertising would be the main support of this publication. Quickly it was determined that merchants would not and could not afford to advertise in any publication which did not have a substantial circulation. After all, the purpose for advertising is simply to inform a large percentage of the public the availability of the merchandise or service being offered. Consequently, the advertiser tries to choose the media that does the best job in reaching the largest number of the community. In this era specialization, no one media can boast of reaching all people. Like medicine or law, specialist are required to meet the various needs of the people. Likewise in the news media, many types are needed to reach the many attitudes, personalities, characters, yes and even ethnic groups.

There are newspapers and magazines serving the needs of every race in this country, and all are needed. This newspapers is no exception. Much of the news that you read in this paper would never get into other newspapers...Even if it is requested. Therefore, this paper attempts only to publish information that is not always published in other newspapers. Duplications will sometimes occur, but only because of the importance of the article.

This then provides the advertiser with a wider array of publications to better reach the entire community. If the publication is not subversive or obscene, then the advertiser in most cases will use its pages to display its provisions. Although sometimes, the advertiser will not always agree with some of the news published, the advertiser must be assured that the publication is reaching the community. In short, he wants to know if his money is being wasted, or if it is being well spent.

How does the advertiser determine this? How does he know that his ads are reaching the people? The answer to that is response. Either the sales of the merchandise advertised will increase, or at least his overall business will increase during that particular "Sale". The other portion of that response is word of mouth. Customers telling merchants that they saw the ad in the paper. This is the kind of response the advertiser likes to hear. Even though you might not like the particular item on sale, you will at least let the advertiser know that his ad was seen.

Now why should this be done, and what does it accomplish? First, if you feel that there is a need for this as well as other papers it is definitely necessary. As I stated before, advertising is the largest support of this and any other newspaper. Consequently, if you show the merchant that you are in his store because of his ad, then he will continue to advertise in this paper. Additionally he will buy larger space as times goes on. It immediately lets him know that he is not wasting his money with a newspaper that does not reach the people. In other words, he is assured that the paper is being read.

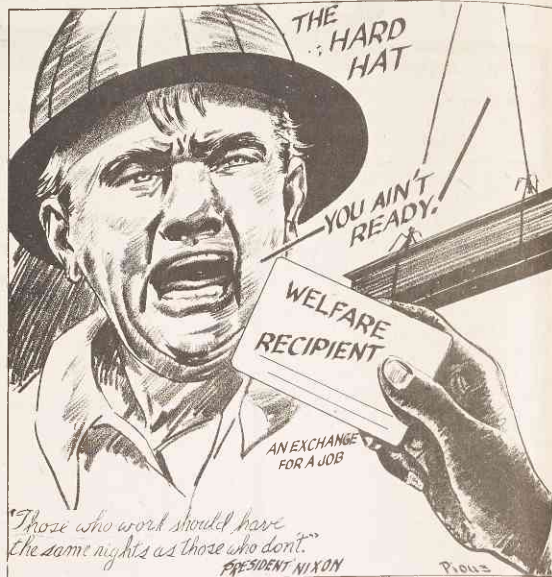
By doing this, it also helps provide this paper for the public, most especially the Black community. When a merchant advertises in this paper, he is in fact supporting the existence of this paper. This is his way of saying, "Yes, the paper is needed and I'll be happy to support it!! In return, he then expects your support and deserves it. After all, he could ignore your paper and only support the one that ignores you.

Give him your support, if you want to continue reading THE TRIBUNAL AID.

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Albert A. Campbell, Managing Editor

They Would Gladly Exchange, Mr. President

THEY WOULD GLADLY EXCHANGE, MR. PRESIDENT



TO BE EQUAL

by Vernon E. Jordan, Jr.

Employment Problems

With ten million people unemployed or under-employed, with another ten million working full-time all year long for less than \$5,000, with large sub-groups of the population — minorities, teenagers, veterans, and women — bearing the burdens of a malfunctioning economy, it is clear that some drastic action is needed.

At the National Urban League's Annual Conference last week I called for a Full Employment Policy that would insure a job for every person who wanted one. Every definition of "full employment" winds up accepting rates that mean two, three, or four million people out of work. Real full employment means everyone holds a job, earns a decent salary, and has his place in an abundant economy. There is no reason why we should be satisfied with less; there is no reason why we should accept definitions of full employment that leave people out of work.

Many of the proposals that have been made to help cut unemployment have been tried and failed, or have shown their potential but weren't carried far enough. Others are dangerously unacceptable.

In the "tried and failed" category we can put voluntary hiring by private industry. This works best in good times, but when recession comes, newly-hired workers are back on the streets. Many industries too, can't create jobs for workers who don't have the education and skills they require, and they are not encouraged to embark on really wide-scale training because of market conditions and lack of subsidies and other incentives.

The Public Employment Program was a step in the right direction. It put 100,000 people to work in local government with federal funds, and it should be sharply expanded. Instead, the Administration wants to end the program.

Most dangerous is the proposal that teenage unemployment can be cut by means of a wage differential — paying younger workers below the minimum wage. I'm against this because it hasn't been proven that such a step would actually

lead to more jobs for teenagers, and it raises the possibility that employers will fire the father to hire the son. Worst of all, it would punch another hole in the already inadequate coverage of minimum wage laws. And who is to say that the next step won't be proposals for lower wage rates for black workers since their unemployment rates too, are high.

It seems to me that a rational national Full Employment Policy would include several elements. One would be realistic, performance-oriented job standards and tests. We should do away with present tests and educational standards that aren't job-related and which serve mainly to exclude people from jobs they could handle.

Another step would be for federal stimulation of private and non-profit sector job-creation through subsidies and training programs broader than the ones we now have. Such a program could be part of a national economic development program of planned growth and subsidized construction of housing, parks and sewers that will broaden private companies' demand for workers.

Finally, but perhaps first, there should be a massive federal job-creation program in the public sector. Some years back a Presidential Commission found that public needs in cities and small communities all over the country were so great that some five million people could be put to work in public service jobs.

For many people, this country is going through a terrible Depression. For all of us, the quality of life is declining because public services are fewer and less well-run than they used to be. These two problems could be solved by putting people back to work in decent jobs doing things that need to be done at decent salaries.

A Full Employment Policy can also depolarize a country that's been torn apart by racially divisive issues and suspicions. It is something that affects whites and blacks equally. It is something we desperately need.