

THE BETTER WE KNOW US ...

by Miller Carter, Jr.,

WINSTON-SALEM—The way was rough in the early 1900's for Mr. Carl Russell, a Winston-Salem funeral home director, but hard work and smart thinking has made him the successful businessman he is today. Mr. Russell is a native of Winston-Salem where he attended public schools.

Although Mr. Russell comes from a financially poor family, he managed to attend J. C. Smith University, of which he is a graduate with a B.S. degree. He later attended the University of Minnesota where he finished embalming school in 1939. He was planning to go on to medical school but found that he was financially unable. Directly following his com-

pletion of embalming school, he opened his own funeral home.

You're probably wondering how a man just completing embalming school could open his own business. This is where the hard work and smart thinking really paid off.

After completing J. C. Smith University, Mr. Russell worked as a teacher, a life insurance salesman and moonlighted, using his car in funerals, which is where he got his interest in the funeral home business. Realizing there was no real future for him in teaching or as an insurance salesman, he became deeper involved in the funeral business through Brown's Funeral Home of Winston-Salem.

Before attending embalming school, Mr. Russell had completed an apprenticeship at Brown's. Mr. Russell says he got his practical experience first because it made it easier for him to pass the examination to get his embalmer's license. He explains that it is easier this way because "the information on the test came directly from school and by going through apprenticeship first, you could forget everything you learned in school. But, when you get the schooling last then when test time comes, everything is still fresh in your mind."

While in Falls Church, Virginia, Mr. Russell bought all of his funeral equipment from a funeral home that was

going out of business which made him "ready for business" after he completed embalming school.

Mr. Russell started his first business on Seventh Street in Winston-Salem, and was forced to move to Ninth Street. He has been at the Ninth St. address for ten years, but has had his own business since 1939.

Along with his successful funeral home business, Mr. Russell is very active in politics. He is on the Board of Aldermen and has been on the Board for 15 years. He has also served as Mayor Pro Tem for eight years - he was the first black to hold that office. Further, Mr. Russell belongs to the

Continued on Page 4



A VIABLE, VALID REQUIREMENT
RESPONDING TO
BLACK NORTH CAROLINA

New Electrical Rates Proposed

GREENSBORO — In a speech to the Greensboro Civitan Club, August 29, 1975, Senator McNeill Smith urged that the price of electricity vary with the time of day, like the telephone. The Senator stated that it costs much more to make electricity at the peak hours (5 to 8 p.m.), and whoever uses it then should pay what it costs. The reason behind this, as explained by Senator Smith, is that when a power company meets the peak demand each day, it has to bring into service its highest cost generators, like the gas turbines, or its oldest and least efficient plants which have been on stand-by. This

means electricity produced during peak hours is a more costly product.

Senator Smith told the group that the power companies use these "peak hour figures" as the basis for rate increases, when actually, the total sales of both Duke Power and CP&L dropped 2 - 5% within the past three years.

The Senator feels that a rate structure for electricity based on time-of-day usage would provide incentive for consumers to cut off their appliances during peak hours, thus preventing rising electricity costs.



RALEIGH—WSHA ENTERTAINS CITY—WSHA-FM, Shaw University's educational radio is currently broadcasting news, music, and information 18 hours a day to the Raleigh community. WSHA will increase its transmitting power to 12,600 watts during September. The increase will enable the station to broadcast over a 50 mile radius. Carl Saunders, (standing), instructs student announcer Walter Armstrong on proper log maintenance.

Family Reunion Held

SALISBURY—The Annual Walker, Hemphill, and Barber Family Reunion was held at First Calvary Baptist Church, Sunday, August 31 at 2:30 p.m., at Salisbury, N. C. The Rev. Theodore Walker is pastor of the church.

Approximately 125 members of the Reunion were in attendance from the states of North Carolina, South Carolina, District of Columbia,

Maryland, and New Jersey. Most families of the reunion are natives of North and South Carolina.

Activities consisted of picnicking, a talent program, and worship service. There being three minister brothers in the family circle (Reverends T. M. Walker of Gastonia, N.C.; Theodore Walker of Salisbury, N. C.; and Thomas F. Walker of Hampton, Va.) the reunion

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F.T.C. Accusations Purely Unfounded

Recent charges by the F.T.C. (Federal Trade Commission) have sparked an abundance of negative responses from funeral directors all over the state. Such

charges as "bait-and-switch" selling tactics, "body snatching", and "little price" competition are the results of a two-year investigation.

Comments on these accusa-

tions were given in a recent interview by the past president of the Funeral Directors and Morticians Association of North Carolina, Inc., Mr. Jerry C. Gilmore, III. The

following comments are the opinions of Mr. Gilmore, one.

*The first charge discussed was "body snatching", which is defined as picking up or

embalming corpses without the family's permission.

To this charge Mr. Gilmore says that body snatching is "virtually impossible". He goes on to comment that today is not like it was 20 years ago, when a funeral director would check the hospitals for dead people. Today, in order to get a body, a funeral director must have signed documents from the hospital and family before the body ever leaves the hospital. He also stresses the fact that a funeral director could get sued for this type (body snatching) action.

*The second charge was that if a customer showed concern for price, this indicates a lack of concern or respect for the deceased. This charge also points out that there is very little price competition.

In response, Mr. Gilmore says that families that come in for service are not shoppers. They are not looking for the cheapest thing they can get. Gilmore further states that he only takes the customer into the showroom and lets him make his own decision. He doesn't throw a "sales pitch"

Continued on Page 2

United Hikes Trade With Minority Firms

United Airlines spent \$1.3 million for goods and services from minority business firms in the first half of 1975, compared to \$377,000 during the same period last year.

Warren E. Alberts, vice president, system operating services, said United's minority purchases were made from some 185 firms of more than 400 contacted by the company and amounted to 87 percent of the airline's full year goal of \$1.5 million.

"The increased amount of business with minority firms results from expanded efforts to identify minority suppliers capable of providing goods and services at competitive prices," Alberts said. We are hopeful of reaching \$2 million in purchases from minority companies by the end of the year."

The airline's effort to increase the amount of business with minority groups is conducted through the Minority Vendor Purchasing Program and the Minority Construction Program.

The purchasing program was established in early 1974 to help the airline meet its obligations for affirmative action in minority affairs by increasing its businesses with minority-owned firms.

Martin E. Innes, vice president, purchasing, defined such minority-owned companies as having at least 50 per cent ownership by minority groups, including Black American, American Indians, Spanish Americans, Oriental Americans, Eskimos and Aleuts.

"The program began as a corporate effort including United's food services division and maintenance operations division and was recently expanded to the airline's three geographic operating divisions," Innes said.

Goods and services include food and dairy products, maintenance supplies, repair and operating supplies, carpeting and installation, and moving and storage.

A second program - Minority Construction Program - established late in 1974 seeks out minority firms which can provide building and engineering services to United on a competitive basis.

RALEIGH—Often individuals confined to nursing homes feel powerless when it comes to voicing complaints. Relatives of the elderly fear that accusations toward these institutions will result in mistreatment.

Many of the problems of the nursing home resident are not brought forth until after the death of the person.

Now, these older citizens and their families have an advocate who is easy to contact and will confidentially help them.

The advocate is the new nursing home ombudsman in the Office for Aging (formerly Governor's Coordinating Council on Aging) of the Department of Human Resources.

By calling 1-800-662-7030, anyone in North Carolina can be referred to the ombudsman, through the Department's CARE-LINE.

The nursing home ombudsman is part of a nationwide pilot program started by the Department of Health, Education and Welfare to give nursing home residents and their families a way to be heard.

"This is the first time that a person has been named who can go to the nursing homes, talk to the patients and ask them: their problems," said Vince LoMonte, the state's first nursing home ombudsman.

LoMonte's chief responsibility is to resolve complaints of residents of these homes.

He helps patients with concerns such as accounting for funds and other personal property, protection against involuntary transfers from one nursing home to another or to a mental hospital, and problems with physical

Ralph L. Staller, Jr., director, facilities engineering, heads up the construction program which reached 91 per cent of its \$500,000 1975 goal before mid-year.

"If we're successful in the

second half, the 1975 goal could be exceeded by a significant margin," Staller said. "And we're working hard to see that this happens."

Alberts explained it has

Continued on Page 3

CARE - LINE For Nursing Home Complaints

and psychological abuse.

After receiving a complaint, LoMonte can go to the community in which the nursing home is located and personally talk to the relatives

of the patient, visit the institution and contact local social service and health departments when necessary.

A report is made to state level agencies involved with

nursing home care, such as the Division of Facility Services, which licenses the over 159 nursing homes in the state.

The ombudsman takes

whatever action necessary to correct the situation. He may choose to talk to civic groups and churches to stimulate interest in starting volunteer programs, which will help

Southern Railway Appoints Black Superintendent

"The trick to cooking is satisfying the eye; if it looks good, you've satisfied the taste," firmly asserts D. A. Williamson, newly-appointed Superintendent of Dining and Sleeping Cars for Southern Railway.

Indeed, Mr. Williamson might be considered quite an expert on the art of cooking, in general, and railway cooking, in particular. Employed by Southern, a basic passenger railway from Washington, D.C. to New Orleans, in a food-related capacity for 24 of his 55 years, D. A. began his career with the railway as—what else—a cook, 4th class. "At the time, anyone hired by the railroad always started as a 4th cook," stated D. A. The 4th cook position consisted mainly of preparing vegetables and washing dishes.

However, D. A. advanced more rapidly than the normal 120 days work requirement one must fulfill before being considered for a promotion. Bypassing the 3rd cook classification he was promoted to 2nd cook and in a short time was promoted to Chef Cook.

For 18 years, D. A. worked as Chef Cook, and in this capacity he perfected his skill of preparing and arranging dishes tempting to the eye, which he considers "the key to good food."

Steadily advancing within

the system, D. A. was requested by Southern to assist in the development and implementation of a grill car service. As a grill car attendant, he assumed the dual responsibility of part-waiter, part-cook. Serving in this position for three years, he "covered the whole scope of railway dining service."

Describing the duties of a steward as a person who is "in charge of dining car service in route and supervising the crew and serving the passenger," D. A. took over the position with ease. As in the past, he held the position for only a short period of time before he was appointed Superintendent of Dining and Sleeping Cars.

As Superintendent of Dining and Sleeping Cars, D. A. confesses that there are no "set rules" as to the range of his duties or responsibilities.

"Basically I am in charge of supplying nine official cars and I do the bulk buying of necessities for Southern's sleeping and dining cars," explained D. A. Working very closely with the Manager of the Dining and Sleeping Cars within D. C., D. A. is instrumental in the management and arrangement of the working crew.

Generally, D. A. was exposed to the art of cooking at a very early age. His mother



was paralyzed from the waist down the greater part of her life. "I had to be my mother's hands and legs," remembered D. A., the oldest and only survivor of four Williamson children.

Before coming to Southern Railway, D. A. worked at numerous odd jobs, although most of them were directly or indirectly related to cooking. A native of Birmingham, Alabama, he attended Lincoln Elementary School, Industrial

High School, and Morehouse University for two years. "I was a shiftless youngster," laughed D. A. when reflecting on his younger years.

The father of four, D. A. readily admits that 90 percent of his success is due to his wife, who is a supervisor of nurses in anesthesia. His family is still living in Atlanta, Georgia, and soon will be moving to Washington, D. C.

Continued on Page 2

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