

THE BETTER WE KNOW US ...

by Miller Carter, Jr.

HIGH POINT—What does a social worker, a probation officer, and a Director of Community Affairs have in common? They are all helpers of the people in their community. They help their community with problems in adjustment, communications and rehabilitation. One of the three forestated positions is held, presently, by this week's personality, MR. DON FORNEY. If you know him, then you know his present position. If you don't know him, then read on to find out more about him.

For those of you who haven't guessed which position he presently holds, Mr. Forney is the Community Affairs Director for WGHP-TV, Chan-

nel 8 television station in High Point.

Mr. Forney was born in Asheboro, North Carolina, but now resides in Greensboro. He also attended college in Greensboro, A&T State University, majoring in Sociology.

After graduation in 1960, Mr. Forney worked, first, in the High Point area as a social worker. His second job also was based in High Point as a Guilford County probation officer. Later, Mr. Forney went to another position but always maintained his status and concern for helping people. His next job venture was that of Deputy Director of OEO (Office of Economic Opportunity) and later he went on to be the Executive Director

of the Model City Commission.

The story Mr. Forney tells about how he got into television is what he calls "an accident". He had worked part-time with Channel 8 on an informative talk show hosted by Rev. Tom Watson. He worked part-time for approximately two years before he was asked to take the job of Community Affairs Director.

Before going to Channel 8, Mr. Forney had intentions of going to law school but after a careful examination and study of the court and criminal system, he found that a lawyer was not what he wanted to be. He could not see himself sending anyone to prison or reform school

with the thought that, that wasn't the way to help a person.

Mr. Forney has always felt the need to work with people which was displayed in his college study and through his work after college. He describes his present employment as one that fulfills the needs and acknowledges the problems of the community. That's why he refers to his work as being the "people business."

As Director of Community Affairs, Mr. Forney's job is to identify the problems of the community and work a television program (dealing with that problem) around the situa-

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**A VIABLE, VALID REQUIREMENT
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THE TRIBUNAL AID

VOLUME III, No. 22

WEDNESDAY, OCTOBER 22, 1975

\$5.00 PER YEAR

PRESS RUN 8,500

MEMBER: North Carolina Black Publishers Association — North Carolina Press Association, Inc.

N. C. Black Millionaire Wants More Millionaires

GREENSBORO—"I want to make 200 black million-

aires, 2,000 blacks worth \$500,000 and another 1,000 worth \$300,00 or more."

Joe Dudley's battle cry has become more than an empty creed; with him it's a religion.

Already himself one of the nation's fastest rising and most successful black businessmen, Dudley is now into this thing of wanting to share his kind of economic success with blacks across the country.

Dudley, whose cosmetic firms and 400 door-to-door salesmen have helped him to gross over \$1 million for each of the past three years, said it is the economic plight of blacks in the U.S. which caused him to undertake his self-sufficiency program.

"Blacks don't know that they can become self-sufficient," said Dudley, who at the age of 38 has just about become that.

"Anybody who is really willing to make changes can become a success," he said, "and under my plan, everybody will make money according to his ability."

What Dudley really wants to do is to set up distributors for Fuller products, which helped to enrich Chicago's S. B. Fuller some years ago.

Fuller is generally believed to have been the first black businessman to earn millions of dollars through his cosmetics and other business interests.

Dudley maintains that if his plan is successful, within 10 years he would have helped to generate "102,200 self-sufficient blacks."

"Mr. Fuller has been working on this self-sufficiency program for 40 years," said Dudley, "and I want to

continue it." The Greensboro businessman is scheduled to become the president of the Fuller enterprises some time next year.

"I am really concerned about the problems of black people," said Dudley. "A people which buys more than it sells is in trouble."

Dudley already has distributorships in a half dozen cities in North Carolina as well as in Virginia, Washington, D.C., and New York City. He said he hopes to become involved in most of the nation's largest population centers.

Dudley's philosophy is that door-to-door selling can be a direct route to a good life for many blacks.

"There are 3.5 million people selling door-to-door and across this nation, and doing better than ever. This many people can't be wrong," he said.

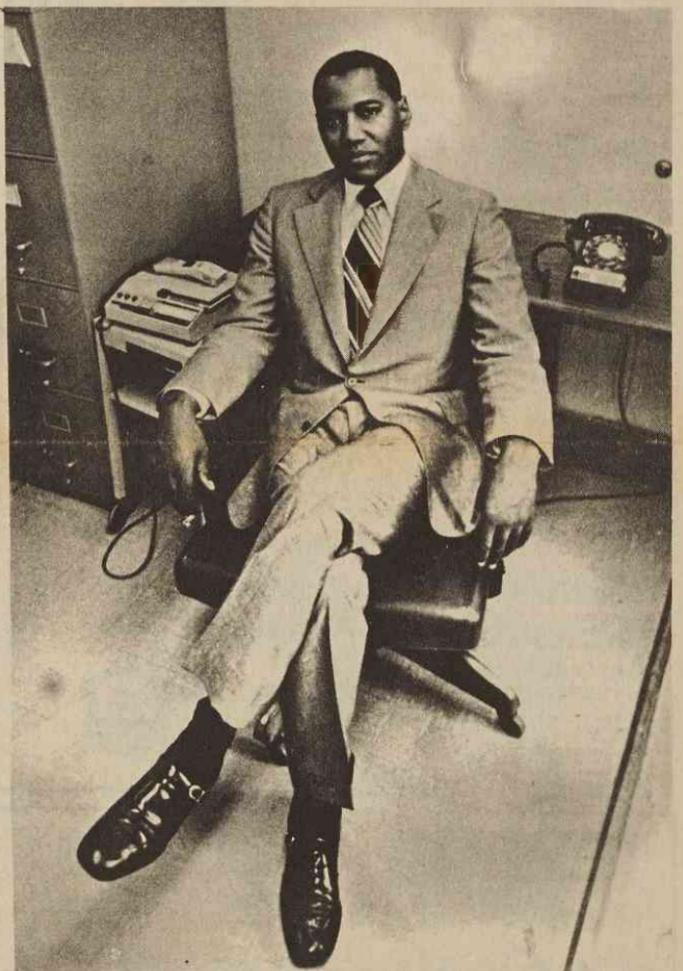
He said that his company's business has actually been better during the nation's economic slump.

Dudley said door-to-door selling has an appeal for economic classes from domestics to professionals. He told this reporter recently of a dentist who "practices dentistry and is seeking to become a branch manager for us."

He also talks about high school and college dropouts who are now taking home upwards of \$300 per week.

Dudley will spend the next few years meeting with persons interested in improving their economic lot, that is, in becoming owners of something.

"All these persons have to do is contact me in Greens-



boro," he said, "and I will show them my plan for success."

When Dudley talks, this is no pie in the sky, nor is it a Rev. Ike Philosophy of just imagining that you are going to come into something. It

is built around a belief in the American capitalistic system, a system which Dudley says blacks can make work for them.

He often recalls with a kind of pride, his own rural

background in tiny Aurora, N.C.

"I was reared in a poverty-stricken area with 14 members of my family living in three rooms," said Dudley. "But I wanted a college education and my parents encouraged me to work and earn money to attend college."

After completing part of a year at A&T State University, Joe left college because of money problems. A year later he went to New York and began selling Fuller products door to door. When he met Fuller himself, he quickly became sold on the merits of door-to-door selling.

"I remember one time I almost changed my career because I wanted to raise hogs. Mr. Fuller told me to raise people instead of hogs," remembers Dudley.

A big cog in the successful Dudley wheel is his wife, Eunice, whom Dudley was also able to put through college on his his early door-to-door sales earnings.

The number of persons unemployed 15 weeks or more

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Railway Sales Representatives In Competitive Business

ASHEVILLE—Greg Lewis, a black Sales Representative for Southern Railway in Asheville, North Carolina, considers himself one of the "young, new breed" college graduates just getting his feet wet in the world of business. He graduated from Wilberforce University with a bachelor's degree in business management in August, 1972. He started working for Southern almost immediately after graduation.

Southern Railway was one of many companies Greg investigated when interviewing for jobs. "I was impressed with the areas for employment with Southern," he said, "and the advancement potential was most encouraging for someone like myself who doesn't mind working to reach a certain goal in life." Greg is originally from Columbus, Ohio, and part of his nine months of training with Southern was done in Cincinnati, Ohio. He also spent time in Southern's Washington, D. C. complex. Greg had to learn the "basics of railroad-ing and what makes Southern tick and how," as he put it. He was briefed on the general workings of Southern Railway's entire operation from laying track to administrative policy.

Greg is part of a Sales team responsible for Southern freight customers in the Asheville area. "Most large companies use rail services," he explained. "Trucks are more flexible in some instances, but rail is more economical since we can carry more in one shipment and most times at a cheaper rate." Boxcars for freight are either 40, 50, 60 or 85 feet long. Greg explained that rates for freight shipments are usually based on tonnage, distance and commodity.

A well-worn freight tariff (catalogue including price) is a big help to Greg in his Sales work. There is a computer in the Sales office used in tracing cars shipped by Southern's customers. "Sometimes a car might not reach its destination on time," Greg said, "and we must track it through our networks and those of other railroads if the car must connect with other rail lines when it leaves our tracks." He admits that his work is never dull. "There is always something going on. There's never an idle moment in Sales," he said.

Greg is looking forward to advancing to other areas of work with Southern. "I definitely don't mind relocating," he said, "and I am interested

in personal values and fulfillment as well as career responsibility." He realizes that he is a public relations representative for Southern when he approaches both present and prospective freight customers. "Many of my customers were accustomed to dealing with more seasoned Sales Representatives than I," he confessed, "but I mustered all the know-how and confidence I could and they accepted me on performance and not on age, sex or color. That's the way I want it."

Greg's work is a vital link in the Southern chain of services. "Sales work is a highly competitive and fast moving business," he said. "I work to see that my customers get the best shipping arrangements for their needs and their money, and if I continue to do that successfully, they will keep coming back to Southern."

Greg and his wife, Diane, find the Blue Ridge Mountain city of Asheville, North Carolina, quite different from living in Ohio. They agree that the experience has been both trying and refreshing. "But," he adds, "we are young and we have miles to go from Asheville on."



Unemployment Continues To Rise

Washington -- The unemployment rate for blacks remained essentially unchanged at 14.3 percent in September, the U. S. Labor Department's Bureau of Labor Statistics reported.

In August, the unemployment rate for blacks was 14.0 percent. For whites, the unemployment rate in September was 7.6 percent, the same as in August. Nationally, the unemployment and total employment were little changed in September, while nonagricultural payroll employment continued to rise.

The unemployment rate was 8.3 percent, little different from July and August when it was 8.4 percent, but substantially below the recession peak of 8.9 percent reached in the second quarter of the year.

Total employment—as measured by the monthly survey of households—was about unchanged from August to Sept-

ember after posting a gain of one and a half million in the previous 5-month span. Employment had declined by 2.6 million over the September-March period.

Since the June low, payroll employment has risen by 870,000, which has resulted in a considerable narrowing of the recent trend differences in the household and establishment series. (Establishment data have been revised based on new benchmark levels and seasonal adjustment factors, as in past years.)

The number of persons unemployed totaled 7.8 million in September, seasonally adjusted, essentially unchanged from the levels prevailing since July. The rate of unemployment has also shown little movement over the past 3 months but, at 8.3 percent, was six-tenths of a percentage point below the recession peak registered in the second quarter

A year ago, when the sharp increases in joblessness first began, the rate was 5.8 percent.

As was the case in August, the stability in overall joblessness masked divergent movements among the major labor force groups. After declining to 6.6 percent in August, the jobless rate for adult men returned to the June-July level of 7.0 percent. This change also was reflected in increased joblessness among household heads and married men. The rate for teenagers, on the other hand, which had increased sharply in August, declined to 19.3 percent in September, approximating the levels prevailing in June and July. The jobless rate for adult women continued its downward drift that has totaled a full percentage point from the second quarter high of 8.5 percent. Unemployment rates for most of the other

labor force categories, including the major industry and occupational groups, showed little or no change over the month.

Although the unemployment rate for workers covered by regular state unemployment insurance programs was unchanged at 5.8 percent in September, it has dropped sharply from the peak of 7.0 percent attained in May.

There were 3.9 million persons (seasonally adjusted) claiming regular state U.I. benefits, but the total number of unemployed insurance claimants is much larger when the 2.5 million persons (not seasonally adjusted) claiming benefits under various special programs, including the Federal extended benefits programs, are taken into account.

The number of persons unemployed 15 weeks or more

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