

# EDITORIALS

## Let's Enhance Our Sheriff's Department

Sheriff John Baker has reportedly expressed a desire for the Wake County Sheriff's Department to own a boat as part of the equipment for departmental operations.

We believe this idea has significant merit.

The Wake County Sheriff's Department has as part of its jurisdiction substantial bodies of water, including the section where two bodies have been found recently.

Apparently, where criminal activity is involved, perpetrators must be of the opinion that Wake County's lakes and streams are areas where they may take advantage of for their purposes. This kind of thinking must be corrected.

We think it grossly inappropriate for the criminal element in our community to have access to equipment and an area that our police cannot equally manage as they deem effective.

The most recent missing person situation wherein a body was found Tuesday morning should

make us aware that our law enforcement departments must have the necessary equipment and means of doing a credible and professional job in protecting our citizens.

In some situations time and availability of equipment become crucial. Rescue and search operations can be much more effective if the emergency personnel have available to them any and all equipment and supplies necessary. Lives and property can be saved with some proper planning and investment.

We urge the Wake County budget decision makers to strongly consider the sheriff's suggestion. One life saved is worth more than the possible \$15,000 that may be expended in purchasing a boat for the sheriff's department.

Wake County's sheriff's department leads as a progressive and professional law enforcement agency. Let's enhance that concept by providing even better protection for our citizens.

## Easter: Constant Through The Ages

The Easter story is both a somber reminder of the condition of man, and an account of victory and hope from that condition.

There is little now in the affairs of mankind that is different from the condition of man during the time of Christ's sojourn on earth.

Man thinks the same.

Man behaves the same.

Man's motives and emotions have not changed.

And mankind's tendency to yield to its own weaknesses remains.

Consequently, Easter reminds us that there are many relatives of those who cried "Crucify Him" with us today.

There are friends of those who mocked and spat on Him walking and talking in our midst daily.

There are many acquaintances of Jesus' detractors still lurking around attempting to practice the

same activities.

The Easter experience is a grim reminder that nothing has changed—except some of the faces and names.

While we are aware that we have in our midst many of those persons who were at the cross that day, we also know that the same guiding hand that ministered unto Him at that time, also seeks to minister today.

We are confident that the victory which was declared at the tomb that week is to be part of our experience today.

Though the names and faces may have changed, the love, pity and grace have remained constant throughout history.

We are thankful for this constancy, these victorious blessings and the giver of all good gifts.

Let us all unite this weekend in the spirit of love, thankfulness and good will to all mankind.

## As Jesse Runs, Now Is The Time For Raleigh-Wake

The Jesse Jackson presidential campaign is paying off in a most significant and meaningful manner locally as hundreds of Wake County and Raleigh citizens become involved in the local effort.

Last weekend's county Democratic convention is an example of the contribution this campaign is making toward increasing black participation in the political process and educating thousands of our citizens to the electoral process.

Because Jackson has to build his voting strength from the ground up, his campaign must involve citizens from the grassroots as a foundation upon which the campaign is structured. These citizens must be the ones to participate in caucus meetings, precinct meetings, county, district, state and national conventions, strategy sessions and the detailed and exhausting work of running a campaign.

This should be one of the most valuable experiences a citizen, heretofore uninvolved, could have in exposure to the American political process. For homemakers, ministers, laborers, clerks, students and a host of other persons with varying backgrounds to join in an effort of the magnitude of a presidential campaign, foregoing their individual concerns in the interest of laying the groundwork for a

better future for black America, is commendable!

Jackson then has inspired an atmosphere for learning, participation, unselfish commitment and hard work. These are worthy objectives within themselves.

Add to these elements of progress the greater and broader agenda of rewriting the role of blacks in the practice of American politics, and it then can be said that 1984 was the year that black America graduated to a higher level—a level of greater political consciousness, maturity and involvement.

We then have no choice but to question the commitment of those who would rather that the status quo continue in black political participation.

We must wonder about the thinking that the time is not right.

We must examine the thinking in the black community that we are not ready, i.e., that blacks are yet second-class citizens.

The Raleigh-Wake community has an excellent opportunity to exhaust to the maximum the chance to educate and expose its youth, the uninvolved and the interested in a historic occasion.

Who knows what 1984, 1988 or 1992 may yet offer?

Why can't other Raleigh-Wake sons and daughters aspire to the White House?

Now is the time to implant that commitment. Now is the time—as Jesse runs.

## BIBLE THOUGHT

O magnify the Lord with me, and let us exalt His name together. I sought the Lord, and He heard me, and delivered me from all my fears. They looked unto Him, and were lightened: and their faces were not ashamed. This poor man cried, and the Lord heard him, and saved him out of all his troubles.

Psalms 34:3-6

## A Dark Point Of View

BY BILL MOSES

### FLOWERS DESERVE THE RIGHT TO LIVE

Flowers deserve the right to live (and the right to die). Around the world the yellow daffodils welcome the advent of spring, symbolizing the renewal of life. Through our many cherry blossoms, apple blossoms and flowering shrub festivals we pay tribute with flowers to the celebration of life. The multiplicity of events in our lives, no matter how little or how big, are generally blessed with the presence of flowers, from a simple individual birthday to Pasadena's annual Tournament of Roses.

Lives of flowers, like the lives of human beings, are transient. However, the words of man can and do live on after the demise of the speaker and writer. After the guns of war are silenced the spoken and written words of man are remembered and often canonized in the archives of civilization.

Our florists (a worldwide industry), purveyors of cut flowers and potted plants to promote any occasion whatsoever, give a sure and continuous service to civilization. Florists prolong the life of their products through controlled climate and refrigeration; but once they are released to customers they are meant to be seen and appreciated for their variety of color and texture, and the aromas until they wither and die.

Recently while recovering from a hospital visit I received a huge, beautiful floral arrangement which had served as a centerpiece at a local Founders' Day celebration of a renowned national woman's organization, of which my wife is a member. I was pleased and overwhelmed by the gesture; and, half in jest, I suggested that such a grand and obviously expensive floral arrangement would be more appropriate as a funeral piece; and my wife should break it up and pass the flowers around to our neighbors. She disliked the idea, implying I was unappreciative; and immediately relegated the piece to an unheated enclosed porch rarely used during the winter, where it remained for five or six days.

A closing thought: Flowers are not meant to be enjoyed and savored for their freshness and variety of colors and aromas until they wither and die. So please don't hide them in the dark, unfrequented places just to prolong their life. Flowers, too, have a right to die.

## Tony Brown's Comments

WHAT'S GOING ON?

An unborn child, an eight-month-old fetus, is already addicted to heroin. This is the second unborn child that a Chicago woman has abused because of her own heroin habit.

While the current fetus was being fed from the poisonous drugs of its mother's body, Marvin Gaye was shot to death in Los Angeles on April Fool's Day, the eve of the anniversary of his Aries miracle 45 years ago.

Not only were the circumstances tragic, but the fact that his own father shot him gave the event an even more bizarre twist. However, Marvin Gaye's body carried the marks of a societal failure that is reaching into the enclaves of the rich and famous, as well as into the bodies of junkie mothers, and destroying life—even before it begins.

A police source, reported the Los Angeles Herald Examiner, said, "There's already a little bit of evidence that suggests that he'd (Gaye) been using cocaine lately. Apparently, the left nostril was rather destroyed."

It's called a "deviated septum." The membrane that separates the nostrils has been burned away and there is a hole in the passage. Which is why you can notice a cocaine user sniffing frequently. Only expensive plastic surgery can repair the condition, but even with that extreme remedy, cocaine can never be used again.

"Also, one of his pinky fingernails was extremely long. Those two things suggest that he (Gaye) was still into the drug culture," the police source added.

"Marvin had a drug problem. At one point he told me he wanted to break the habit. He went four days (without drugs), and then one of his friends brought him some without being asked," Deborah Derrick, Gaye's 22-year-old girlfriend, said.

Rev. Marvin Gaye, Sr., whose son added a small "e" to the family name when he became a professional singer, admits that he shot his son. He also claims that his son was using cocaine heavily during this period and had frequent bizarre outbursts.

"He turns into something like a beastlike person (when he uses cocaine). I heard him all the time—the sniffing," the 70-year-old father added.

Gaye's father described him as a troubled man, prone to violent outbursts and obsessed with the fear that someone was trying to kill him. At the time of his death, an assault and battery lawsuit by Carole Pinon Cummings, an ex-girlfriend, hung over his head.

"He was paranoid about his life. He felt that everybody was against him," Deborah Derrick explained. "When he came home, he was always paranoid that someone was going to kill him. He thought everybody was after him," Gaye's father said.

Derrick describes Gaye as a man in his own prison. "He stayed in his room (at his parents' home)... Every night he would check the outer gate to the house, then the locks and windows and he slept with a gun under his bed every night."

While Gaye lived at the home of his parents—where he also died—pushers and hustlers swarmed over the house. It was drugs all night, People magazine reported.

Marvin Gaye had tried to kill himself with cocaine before "by ingesting more than a gram in less than an hour," People said. But given half a chance, cocaine will kill you.

It prefers, however, to do it the painful, tedious way. Cocaine works on your mind; you become suspicious and paranoid. And your soul is dying along with your mind and body.

Marvin Gaye is not the exception; he is simply conspicuous. Elected officials, athletes, executives, scholars and other celebrities have also become victims of a new middle-class junkie culture.

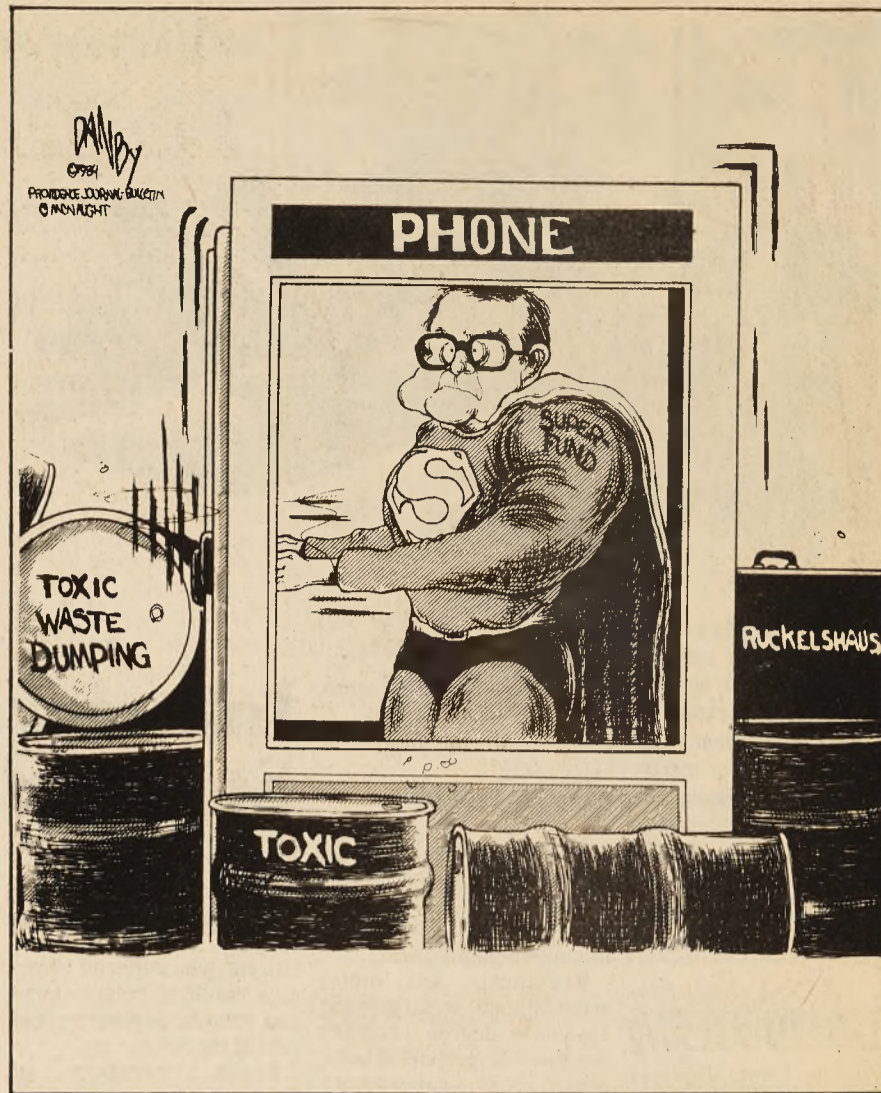
"What's Going On?" Marvin Gaye asked the country in 1971. His protest album was, of course, questioning poverty, Vietnam and pollution.

Poverty hasn't destroyed us, and neither did the Vietnam war nor pollution. But drugs—especially the silent killer cocaine—are wreaking havoc and turning this society into a middle-class "shooting gallery."

I was in Los Angeles the day Marvin Gaye was buried. I was interviewing one of the biggest names in the movie industry.

And with all of his money and fame he admitted that drugs had claimed him also. He was taking it "a day at a time."

If this is success—"What's Going On?" "Tony Brown's Journal" TV series can be seen on public television Sunday on Channel 4 at 6:30 p.m. Please consult listings.



NNPA FEATURE

## COPING

by

DR. CHARLES W. FAULKNER

### HOW TO SELL YOURSELF

This is the final column in our series on psychological manipulation tricks of the trade. Next week, we will deal with another topic. I would be interested in knowing how successful you have been in your endeavors. Write me at P.O. Box 50016, Washington, D.C. 20008, and let me know how you are doing with the techniques that I have presented. Let me know what aspects of behavior you would like me to write about. What personal problems are you seeking answers for? Also, give me your idea about my column.

Following are more methods that can be used to sell yourself (or your product) successfully:

1. Never be turned around. Remain positive and assertive. Repeat this commitment over and over: "I will respond in a positive manner to every objection that is made by the person whom I am attempting to impress."

"I understand and sincerely appreciate your concern. I think that you will find that my product (our product) has the following advantages..."

"Your objections confirm my view that you are a thinking person who fully evaluates things in a careful manner. I admire this quality in a person. You will be pleased to know that our product has overcome those problems which you just described..."

These comments are but a few of the positive responses that you will make to any objection that your client may have. Never engage him/her in an argument. Always be positive, understanding, and reassuring. Do not argue, oppose or challenge. If the client dislikes you, he/she will engage you in mortal verbal and psychological combat. You will most likely lose such a battle. So avoid it.

2. Display emotional self-control. Repeat to yourself: "I will control my nervous mannerisms so that I will not make my client nervous." If you display your nervousness by fidgeting, clearing your throat, stammering, tapping your foot, or looking away from your client, you might make the client nervous and uncomfortable. Take deep breaths to relax yourself.

3. Have a plan of action. Motivate

yourself by saying, "I will work out a precise plan of action and will stick to it consistently no matter what happens." You should know everything that you can about your product, your clients, your procedure for selling and your hourly activities in advance for every day. You should know how much money you want to earn and what to do to earn it in your lifetime. Losers work arbitrarily from one day to the next, without a plan of action, never knowing what to expect next. Winners have a precise daily plan from which they never deviate. They have alternative plans to successfully solve any unexpected problem.

4. Practice. "I must practice the technique of successfully selling until I master them. If a client rejects my offer, it is because of a flaw in my plan, not in myself." Never criticize yourself. You are not personally to blame for any failure. Accept all rejections as temporary. Psychology works, so practice until you iron out the flaws in your presentation. Be certain that you are not causing the failure. Study, practice and have confidence that you will succeed.

5. Have a professional appearance. Repeat to yourself, "I know that my appearance will be the client's first basis for judging me and it is my first opportunity to make an immediate impression." You should be neat, conservative or businesslike and dressed as if you are overwhelmingly successful. Your client will judge you by how you appear to be rather than how you really are. You should dress and carry yourself as though you have sold a million dollars' worth of your products. Clients will purchase from successful salespeople before they buy from failures.

6. Wear impressive clothing. It need not be expensive. Repeat the following: "How should I dress for success? I should dress the way successful people dress."

7. If you convince someone that they should have a product, they will purchase it whether they need it or not. Few people are able to differentiate between their wants and their needs. If a client has an impulsive want for a product, that product suddenly becomes a need. As a salesperson, you can control this emotion.

## CAPITOL COMMENTS

BY JOHN W. LEWIS, JR.

WASHINGTON, D.C.

The results of the recent New York primary have erased any lingering skepticism about the ability of Jesse Jackson to mobilize the black electorate and place black-interest issues on the national political agenda.

Without the benefit of radio and television ads, with meager financial resources, the Baptist minister captured 26 percent of the statewide vote, and an astonishing 33 percent of the New York City vote. Jackson inspired the largest black turnout in New York history, won 87 percent of black votes and helped add thousands of blacks to the voter registration rolls.

The newly registered black voters now create the possibility that New York City might elect its first black mayor in 1985. Jackson's campaign in Chicago as well as earlier campaigns in the Southern primaries also brought a record turnout of black voters.

In Philadelphia, although

its first black mayor, Wilson Goode, supports Walter Mondale, it is expected that Jackson will win the majority of black votes and also stimulate a large black turnout. By any standard, Jackson has begun to accomplish the goals he set for his historic bid for the presidency.

He has brought about a small revolution in black voting habits, stimulated a massive interest in local black politics, placed himself to be in a position to become a broker for black interests at the San Francisco convention and served as a role model for millions of black youngsters.

POLITICAL POTPOURRI

Congressman Alan White joined recently with congressional colleagues to approve legislation to authorize the printing of a special congressional gold medal to commemorate President Harry S. Truman.

White is a member of the congressional committee planning a joint session of Congress on May 8 to honor the 100th anniversary of

President Truman's birth. Congressman Wheat represents Missouri's Fifth Congressional District, which includes Truman's permanent residence in Independence, Mo.

Congressman Augustus F. Hawkins, chairman of the House Subcommittee on Employment Opportunities, wrote recently to Secretary of Labor Raymond Donovan expressing his grave concern with the department's agreements with several major U.S. companies which bypass the department's normal anti-discrimination enforcement practices. The agreements were negotiated by the department's Office of Federal Contract Compliance Programs under the recently initiated National Self-Monitoring Reporting System.

Congressman Louis Stokes was the lead-off witness for a recent hearing focusing on the reauthorization of the Family Planning Assistance Program. The Ohio congressman told the (See COMMENTS, p. 10)



President William Howard Taft weighed 350 pounds. He had a special bathtub made for him which was so big that when it was delivered, four White House workmen climbed in and had their picture taken in it.