

Your Opportunity to Access the Community

Minority Opportunity News

VOLUME 2, NUMBER 6

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DALLAS, TEXAS 75207

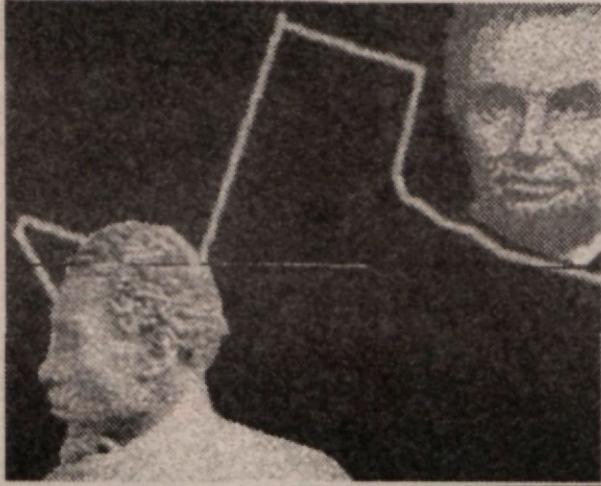
Was Jesus Black?

Was Jesus Christ a "Man of Color" as suggested by some powerful evidence, or are we making a big deal over nothing



Celebrating Freedom

MON recounts the history that led to Texas slaves learning of their freedom—today celebrated as Juneteenth.



Special Juneteenth Issue



**From the
Publisher**
Thurman Jones

Equitable Solution

As you know, *Minority Opportunity News* is committed to sharing information with the African American community that could benefit economic empowerment. In this vain, there are conversations taking place in our State Legislature that could significantly impact this area. Specifically, I refer to the Senate Bill 1126 and House Bill 2150, also known as the Equity Loan Act.

Essentially, these pieces of proposed legislation would allow homeowners to be able to borrow against their home equities. Currently, the only type of loan that a homeowner can receive against their home equity would be to pay delinquent taxes. Texas stands alone as the only State with these restrictions. If passed into law, this legislation would allow a number of avenues for homeowners to access their home equities while maintaining ownership of their domiciles.

By way of background, the Homestead Act was passed in the State of Texas in 1839. It was established to provide safeguards to prevent homeowners from "over borrowing" against their homes and run a greater risk of foreclosure. In an attempt to prevent this potential problem, liens against homes were limited to either loans for delinquent taxes or liens for home improvement. Other than these two areas, there are no current means, other than the outright sell of your home, to access the equity.

A number of financial institutions in our State and most notably the Texas Banking Association, have lobbied extensively to legalize home equity loans. These institutions serve to benefit considerably from the potential flood of home equity loans that would result. As a result, the Texas Banking Association and its member financial institutions are advocating the passage of these pieces of legislation as a grass roots initiative of homeowners rights.

Although I suspect the altruistic concerns of the financial institutions, I am also very much aware of the potential benefits that could result from the availability of home equity loans. As I have mentioned on numerous occasions before, entrepreneurship is perhaps the most succinct way for the economic empowerment of the African American community. Given our difficulty in accessing our primary capital through existing financial arrange-

ments, home equities could provide a much needed pool of dollars to fund new business start ups.

Our senior citizens are very interested in provisions provided through a reverse mortgage. A reverse mortgage is a method by which senior citizens can convert their equity into income without having to sell their homes. Reverse mortgages allow cash poor homeowners to improve the quality of their lives by increasing their income. Unlike a home equity loan, a reverse mortgage does not require the borrower to make monthly payments. Instead, the lender makes monthly payments to the borrower or establishes a line of credit the borrower can use as he or she sees fit. With most reverse mortgages, no repayment is due until the last of the homeowners die or sell the property. An important point is that since the borrower does not have to make monthly payments, he or she cannot default on a reverse mortgage due to missed payments. Therefore, foreclosure is not an option for the lender.

These new opportunities come with some concerns. Particularly, whether there will be a substantial increase in the number of foreclosures due to an increased use of home equity lending. To minimize the potentially negative effects, the proposed legislation also has provided certain consumer safeguards. They are as follows: 1) only licensed lenders could make these loans. This should minimize the possibility of any unscrupulous lenders taking advantage of unwary homeowners. 2) To give homeowners time to reconsider their decision, a fifteen day cooling off period would be required in addition to the Federally mandated three day Right of Rescission. This should provide ample time for homeowners to be aware of all of the terms and conditions before they finally execute the loan. 3) All home equity loans will be completely voluntary and continue Texas' current protection against judgment creditors. As it currently stands, with the exception of Federal Tax Liens, a homeowner is protected from the taking of their home because of credit debt. This feature would be maintained under the proposed legislation. 4) Each Texas homestead will be permitted only one equity loan. In an attempt to minimize the potential for over borrowing, only one home equity loan may exist on a single residential property.

There are currently over 363,000 homeowners in Dallas County. It is my opinion that Texans should have their opportunity to decide if they desire this new source of financing. Inevitably, there are many benefits that could be provided, with proper safeguards, for the African American community to benefit from this legislation. I encourage you to contact your State Legislator to ask that Texas join the rest of the country in providing this option for our citizens.

In the News

Lamaar Vines receives GM of the year award

This award is given by the Hotel Sales Marketing Association International. Mr.



Vines began his career in the hotel industry at age 15 and rapidly climbed the corporate ladder at the Loews Anatole as Assistant General Manager. Presently serving on the board of directors of the Greater Hotel/Motel Association, the North Texas Food Bank, the Community Advisory Board of Joseph J. McMillian School and is a speaker for IMMA program at Paul Quinn College.

Kruger's Nominations Applauded by Senate Black Caucus

(Austin), U.S. Senator Bob Kruger nominated several African American Texans for high-ranking federal positions. The Texas Senate Black Caucus readily applauded this move. State Senator Rodney Ellis said, "Bob Krueger has demonstrated his dedication to integrating the federal judiciary and high ranking federal offices. All of these Texans nominated are highly qualified and worthy of this recognition by Senator Krueger."

Senator Royce West heralded Krueger's actions as "historic."

Cullen/Frost Bank Elects Lending Officer

Recently, Mr. Perry S. Ewing was elected as lending officer of Cullen/Frost, N.A.



Mr. Ewing is a native of Austin, Texas and graduated from the University of Texas with a Bachelor of Arts degree in Economics.

Bank Of America Names Neighborhood Development Officer

Mr. Alfred Norman has been named assistant vice-president and neighborhood development officer for Bank of America Texas' Dallas District. As neighborhood development officer, he'll supervise district calling teams which maintain ongoing contact and build productive relationships with neighborhood groups, non-profit organizations, community leaders and gov. agencies

Southern Dallas Development Corp.

Billy Rosenthal, President and Chief Executive Officer of Rosani Foods, Inc., presented Mayor Steve Bartlett and SDDC's Chairman Robert L. Sims with a symbolic \$228,508.24 check, representing the payoff of a 1990 \$300,000 SDDC loan to Rosani Foods, Inc.

The Rosani Foods, Inc., refrigerated processing plant is located in the Redbird Industrial Park, 4114 Mint Way, on a 7 acre site. The plant has almost 70,000 square feet of refrigerated space, 8,242 square feet of freezer space, a 2,300 square feet maintenance garage and 9,400 square feet of administrative space. Recently, Mr. Billy Rosenthal announced an expansion plan to increase their presence in Southern Dallas.

Etta's Dance Expression

Etta Piper Jamison Dance Expression students were outstanding in their May 23, recital. The recital was held at Cedar Valley College.

On July 28 through August 1, the students will compete nationally in Virginia Beach, Virginia. They also have a drive underway to raise money to defray cost of the trip for at least 20 students. For information for sponsorship call 530-8226.

Burrell Appointed To Governor's Panel

Dallas Area Rapid Transit's Minority Affairs Department, Martin Burrell, was recently appointed to Governor Ann Richards' Task Force on Discrimination in Contracting. Burrell was appointed by Texas Lt. Gov. Bob Bullock as one of three public members on the panel. He was recommended for the post by State Senator Royce West. Burrell will assist in addressing underutilization of contracting and procurement practices.

Minority Opportunity News
African American News

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Letters

Churches' responsibility

I want to address an issue that is of special interest to me and of great value to our community. That is the issue of preparedness.

Our churches have a responsibility to minister to the whole man. The spiritual, physical and emotional/mental well being of our community is hanging in the balance. As a pastor I have some serious questions about how good a job we are doing to prepare our people to assume the responsibility for our prosperity. We have men and women who are putting their lives on the line on a regular basis in order that we may obtain our fair share of what our tax dollars are purchasing. Wouldn't it be a shame if all of their efforts produce the kinds of opportunities we say we want and then we not be prepared to manage them? A few years ago I was privileged to hear Dr. Zan Holmes deliver a message entitled "arrival theology." When we get where we're going, what are we going to do? We have bible classes and seminars that teach us what the bible says. My inquiry is about how we apply the bible to our everyday lives. As Christians we are empowered to be witnesses for Christ, not just in spiritual things, but natural things. Finances, politics, food, clothing, real estate and areas that touch people. The church has a responsibility to empower men to be witnesses in these areas as well.

Why instead of so many revivals don't we see more seminars like the "Excellence in Communication" seminar that was held at Light Unlimited Christian Center. Seminars and confer-

ences that teach our people how to communicate more proficiently or business management seminars on how to start and operate successfully your own business or even seminars on how government works or how to run a successful political campaign, or perhaps how the banking industry works would be of great value to us.

In addition to our Bible-centered curriculum, why not develop one that is more geared to empower our people to deal wisely in areas where we can make a tangible difference in the quality of life in our community?

Scripture tells us to love God with everything we have and everything we are and that includes our minds. The time has come for us to apply the word to areas where people can be touched more effectively than just in our sanctuaries. Most of our witnessing is not done when we congregate but when we gather in the workplace and marketplace. A successfully managed business is a more potent witness than a large church congregation. Bank managers, business owners can touch more people more effectively than any preacher can. Church Sunday schools are needed to prepare our people to handle the responsibilities that come with the quality of life in our communities we are marching and picketing for. We need Sunday schools that teach us how to own and manage a grocery store, a bank, or be a mayor, governor, or elected official—the list is endless.

A biblically centered career management curriculum would empower our people to improve life in our communities and prepare them for life in the century to come. My question is are we prepared, and are our churches preparing us totally? Are we really ready?

Ron Shaw
Light Unlimited Christian Center

"Injustice anywhere is a threat to justice everywhere."

Martin Luther King, Jr.

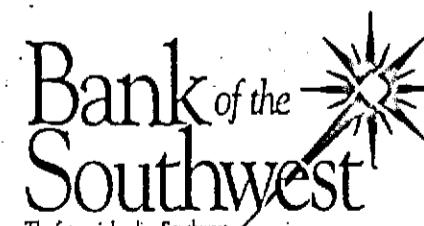
As African Americans in Texas prepare to celebrate Juneteenth, we at the Dallas Housing Authority would like to pay homage to all those who have sacrificed so much to advance the causes of freedom and equality.

Happy Juneteenth

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Contract Caution

When purchasing a home in Contract for deed, know what you're getting into



**Curtis
Yates**

You've finally bought yourself a home, but there's only one problem—you don't have title to the property. You paid two-thousand dollars down and your payments are five-hundred dollars a month, but until the contractual agreement is completed, and that's after twenty years, you'll possess no title to the property. Contract for deed is precisely that.

Clearly, it is a contract entered into between the buyer and seller to deliver a deed at some future date. A contract for deed may last as long as ten years or longer, depending on the terms. This type of contractual agreement is generally applied when a piece of property is owned "free and clear," and the seller wants to stay in complete control of ownership. Such a contract has been likened to a marital agreement because

the parties have entered into an agreement for a long period of time that may produce adverse results they had not anticipated at the time they made the deal.

There is very little difference between a buyer-seller relationship under a contract for deed and a landlord-tenant relationship except that the buyer (unlike the tenant) expects to gain title to the property at some future date. All of the buyer's rights to the property are defined by that contract, just as a tenant's (lessee) rights are defined by a lease.

There are several major pitfalls in a contract for deed. First of all, there is usually no escrow required for the deed instrument (know where the contract is stored with instructions to a third party to carry out the provisions of an agreement). Second, there is normally no warranty that the seller can deliver "free and clear" title. Third, there is very seldom any provision for a title insurance policy. Fourth, in the event of default by the buyer, the seller merely tears up the contract for sale, and there is no recordable interest that the buyer can use to protect himself. Fifth, if the seller dies, becomes mentally incompetent, goes bankrupt,

moves back to California, neglects to pay his income tax, refuses to pay off creditors, or transfers his interest to an eight year-old orphan boy in Forget It, Indiana may cause real legal complications for the contract for deed buyer.

The advantages of contracts for deed are clear and simple if a seller is acting in good faith. These type of contracts can assist low-income families who can't qualify for financing. Also, such contracts would help better the financing condition for low-income housing. Unfortunately, the contract for deed has been a useful tool only for unscrupulous sellers. Since contracts for deed are seldom recorded, there have been repeated situations where sellers have sold the same property to several different people. Again, contracts for deed are contracts for the sale of real estate that normally extend over a period of years. There have been statutory provisions enacted in Texas that provide additional rights for buyers under contract for deed in the event of default. Contracts for deed are not all bad, however, and have been used to effect a convenient method of financing for low-income housing.

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With Wendi Schofield in the morning drive
Reginald Brown in the afternoon drive



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"What Should Juneteenth Mean For Us?"

We should honor those living "Heroes" as well as our ancestors



**Thomas
Muhammad**

I don't know what comes to mind for you, but for me Juneteenth means the same as Kwanzaa, Harambe or the Third Eye's Black Awakening Conferences. These events bring one thing to mind for me—Liberation."

You know you are truly liberated when your deeds and actions back up this feeling. One way people have been able to show this true expression is by constantly displaying those images of people who they feel remind them of the great liberators of their past. So it is not by accident that you see images of great Anglos and Europeans each and everyday—on money, billboards, TV commercials and movies as newspapers and books. Those images tell their chil-

dren that you did great things in the past and you can do great things in the future. There's nothing wrong with this; we did it with Egypt, Ethiopia, Kenya etc.

I thought for this story I would concentrate on some people who we tend to take for granted because their stories are not told as much as others. And what better time than now when we are feeling liberated?

There are three people that I consider as true, strong leadership, because you can see their deeds and it shows us the right kind of leadership that leads by example. Those individuals are County Commissioner John Wiley Price, DISD Boardmember Kathryn Gilliam and former Deputy Mayor Pro-tem Diane Ragsdale. Since Commissioner Price has had lots of exposure of his accomplishments lately, I will focus on Gilliam and Ragsdale.

Mrs. Gilliam has been a school boardmember for at least 17 years

and has served admirably. She has worked to assure that her District 9 schools have some of the most qualified teachers in the DISD.

But not only that, minority contracts have been an issue that she has supported strongly. She has worked to assure that we have African American administrators in key positions so that we get our share of DISD's \$500,000,000 budget. And if you look at how beautiful our schools look in South Dallas/Fair Park. . .man, homegirl has been busy.

Mrs. Gilliam is also involved outside of the DISD in such programs as Clean South Dallas/Fair Park Inc., Our Time our Agenda, District 9 On the Move and others. We owe her a great debt of thanks.

As for former councilwoman Diane Ragsdale, I have spoken of a number of programs that she has sponsored and you will be hearing of others in the future. However, I would be remiss if I did not mention some of her great contributions to our communities that maybe you didn't know. Every time you attend The Martin Luther King Family Health Clinic, The MLK Senior Citizen Complex, the newly remodeled MLK child Day Care Center,

the Harambe Festival, the Junior Black Academy of Arts and Letters, both NationsBank and Bank One MLK.

With Ms. Ragsdale's leadership we filed the first Community Reinvestment Act (CRA) in the history of Dallas and received a \$25 million agreement for loans to minorities throughout the city. This may not mean much to you, but ask the many small businesses who can now make change for their customers. They used to have to turn customers away or close down their stores and go across town to get change to run their stores effectively. Residents also had to pay through the nose to cash checks or get money orders at high prices from Asian-owned stores before banks moved in to the community.

There are two African American owned shopping centers in South Dallas/Fair Park with plans to acquire and build four more soon.

Affordable housing is no longer a dream for low- to moderate-income residents in the community. And the list goes on and on.

These are the images that I feel need to be reinforced for our people on an ongoing basis if we are to survive as a people. Strong cultural ties, great sensitivity for ownership, and strength to speak up and speak out for our cause.



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Cummings
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670-6876
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Celebration
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Beckley-Saner
114 Hobson
670-7595
FREE

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Celebration and Parade
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Willie B. Johnson
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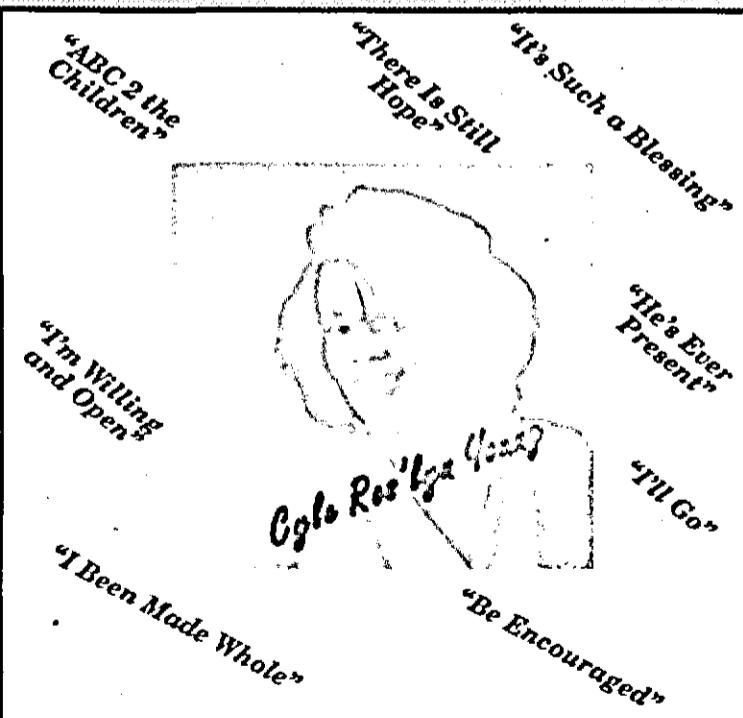
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 Sam's Record Shop - 1122 Sam Rayburn Hwy


Education
 Juanita Austin

Planning to Succeed

I recently read *The Measure of Our Success: A Letter To My Children and Yours* by Marian Wright Edelman, founder and executive director of the Children's Defense Fund in Washington, D.C. In a powerful, yet easily presented text, Ms. Edelman shares twenty-five lessons for life which are worthy of study by us all. "A magnificent blueprint for living" is Ann Landers' review of the text. Bill Cosby wrote "This book is filled with wisdom and inspiration. I recommend

it to everyone concerned about the future of our children."

While all twenty-five lessons are excellent, there are several that will inspire students to accomplish greatness. Below is a paraphrased list of them. 1. Set goals and work systematically toward them. 2. Don't be afraid to take risks. 3. Never give up; be a can-do, will-try person. 4. Keep a positive attitude—you are in charge of it. 5. Don't ever stop learning and expanding your mind. 6. Pay tribute to your elders and the forebears' shoulders on which you stand. 7. Be reliable, faithful and tenacious. 8. Remember there is no free lunch. Hard work and dedication create success.

In part three of the book Ms. Edelman writes a statement that to me summarizes the key to life—"Treat others as you'd like to be treated. It is the only ethical standard in life you need."

I wholeheartedly recommend this book to anyone who is concerned about children, the future and world.

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Political Convulsions

Despite African Americans' strong endorsement of the Democratic Party today, history shows that the Republican Party was once the choice of most Blacks

By Edlen Cowley

African Americans have fallen prey to a systematic political "con game" and have been caught in the middle. The only way to fight our way out of the current political quagmire is to reeducate ourselves and reevaluate the party that has always promised "change" for us, but has fallen short of changing the attitudes of America concerning Blacks. Both parties have left African Americans hanging in the balance of representation, so both deserve review.

The Democratic Party has been the choice of African Americans for over 80 years, and it has gone unchecked, unregulated, and has only paid attention to the African American situation when the violence or unrest has forced action. Many people wonder how the courtship between African Americans and the Democratic Party began.

Weighing African Americans' present endorsement of the Democratic Party is interesting when set against the historical role that party played in Blacks' lives. Historically, Blacks aligning with the Democrats was not by choice—it was by force.

In the late 1800s Blacks were being killed for voting their then party of choice—Republican. As the deal was struck between Republicans and Democrats that ended reconstruction and gave Republicans the Presidency, Democrats wanted to reassert their dominance in the South. Where many blacks had advanced in society during Reconstruction monitored societies, they were now being thrown out of office and found the press and Washington turning their backs to them. Left alone they tried to stay loyal to the Republican party, and faced certain danger from Democratic terrorists. The thought of Republican victories in the South now mobilized these terrorists and gave them a common cause.

John McEnergy, a Louisiana terrorist had this to offer: "We shall carry the next election if we have to ride saddle-deep in blood to do it."

This sentiment toward blacks was growing in this time. Gen. M.W. Gary leader of the South Carolina "straightouts" had an even more delineated plan: "Every Democrat must feel honor bound to control the vote of at least one Negro, by intimidation, purchase, keeping him away, or as each

individual may determine how he may best accomplish it."

As noted in *Before the Mayflower*, many Democratic clubs owned cannons which were very useful, often times turning the tide in the endless skirmishes and guerrilla wars fought by Black and white voters. This definitely had an affect on the psyche of Black Republicans as they could not find work, their wives couldn't buy supplies, and their children could not get medical attention. By all accounts, Black women led the fight to stay Republican. Young ladies would refuse to marry, date or cohabit with black men who weakened or deserted the Republican party. Landladies evicted black Democrats, and wives were showing Democratic husbands the door. One lady in South Carolina said she did not intend to sleep with "a Democratic nigger."

Though the outcome was certain, the Black Republicans fought to the end, but without money, land, and credit facilities, it was an uphill journey they eventually

lost because of the Southern terrorist element, the breakdown of the coalition with the North, and other effects of the post-reconstruction era. As time progressed, Democrats became the party of choice for Blacks.

Political choice was but one of the many ideals that was set by whites at this time, but it is apparent that it has been long-standing, as we can see that over 90% of African Americans voted Democratic in the 1992 Presidential election.

In the 60s, when Blacks faced another turbulent time in politics, other opinions were interjected about the Democratic party. Though the party was responsible for the legislation that gave many rights to African Americans, there was a question of the sin-

cerity and ability of the legislation to achieve its desired goals. There were constant questions about the ability of the government to solve the problems blacks faced.

Malcolm X, one the period's most influential fig-

ures, constantly railed on the inability of the Democratic party to provide substantive change for African Americans. "In this present administration they have in the House of Representatives 257 Democrats to only 177 Republicans. They control two-thirds of the House vote. Why can't they pass something that will help you and me? In the Senate, there are 67 senators who are of the Democratic party. Only 33 of them Republicans. Why the Democrats have got the government sewed up, you're the one who sewed it up for them."

He then went onto say: "I'm not trying to knock out the Democrats for the Republicans, we'll get to them in a minute. But it is true—you put the Democrats first and they put you last."

Looking back on the 60s one thing is certain—you cannot legislate love, morality, understanding, or common sense. To further understand the consequences we have found ourselves in, a look at the past 20-25 years shows

constant improvement by the African American community matched with constant improvement by the white community.

In the *Statistical Record of Black America* the African American community has progressed in population by an average of about 1.4 percent boosting the popula-

tion from 19

million in 1960,

to 29 million in

1987, whereas

the white pop-

ulation is on a

consistent decli-

nse since 1960.

Though popu-

lation figures

show changes,

money issues

have seemed to

stay the same.

In *Black Amer-*

icans: A Stat-

istical Handbook

the figures are

even more tel-

ling. Since 1975

the numbers have essentially stayed

the same. For example, in 1975 there

was a ratio of income of \$18,538 for

Blacks, compared to a \$30,129 average

for whites. Through the years the

numbers for both grow but the differ-

ences stay the same. In 1988 the figures

Cont. on next page

**Historically,
Blacks aligning
with the
Democrats was
not by choice—
it was by force**

Blacks Political Participation

Democratic Conventions Republican Conventions

Year	Democratic Conventions			Republican Conventions		
	Delegates	Percent	Total	Delegates	Percent	Total
1912	0	0.0	1,094	65	6.0	1,078
1916	0	0.0	1,092	35	3.5	985
1920	0	0.0	1,094	29	2.9	984
1924	1	0.1	1,098	39	3.5	1,109
1928	0	0.0	1,100	49	4.4	1,098
1932	0	0.0	1,154	26	2.2	1,154
1936	12	1.0	1,204	45	4.5	1,003
1940	7	0.6	1,094	32	3.2	1,000
1944	11	0.9	1,176	18	1.7	1,057
1948	17	1.3	1,234	41	3.7	1,094
1952	33	2.6	1,230	29	2.4	1,206
1956	24	1.7	1,372	36	2.7	1,323
1960	46	3.0	1,521	22	1.6	1,331
1964	65	2.8	2,316	14	1.0	1,308
1968	209	6.7	3,084	26	1.9	1,333
1972	452	14.6	3,103	56	4.2	1,348
1976	323	10.6	3,048	76	3.4	2,259
1980	481	14.4	3,331	55	2.7	1,993
1984	697	17.7	3,933	69	3.1	2,235

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were \$19,329 for Blacks, compared to \$33,915 for whites.

Another important figure to consider is the unemployment rates during this time. The handbook gives unemployment figures from 1975 through 1989. A strange trend to notice is not only does Black unemployment run the highest throughout the study, it also runs at least 5-25 percent higher concurrently. Through 1985 the statistics are also broken down by sex. The highest rate of unemployment is 41 percent, and we find that number applies to black families in 1975, and black males in 1985. This raises questions because of the number of programs that were put in place in the 60s to help with employment and education. The final figures in 1989 show us that the unemployment rate for Blacks was 11.5 percent, compared to 4.5 per-

cent for whites. These numbers point to something wrong going on.

African Americans should look back on the politics and the promises given by the Democratic party and ask the question—Is it working? If so many things were done in the past to help Blacks, why have they stayed in basically the same position in society with smokescreen progress? We must look at the job of voting with more responsibility and respect with a keen eye for review, and recall of officials—Democrat or Republican—who have been elected. That is what political maturity is all about.

Evaluation and study must go into political choices. We must step off the treadmill we've been walking on since the late 1880s. Whether you vote Republican or Democrat, check out the candidates and be aware of the consequences—history tends to repeat itself.

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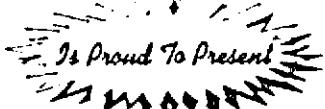


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Celebrating Freedom

Historical perspective on why Black Texans celebrate Juneteenth

By Angela Washington-Blair

Summer is just around the bend, bringing occasion for flurries of activities including vacations and celebrations. One special occasion marked on the summer calendars of many black Texans is June 19, or "Juneteenth" as it is more fondly called.

You won't find much information about Juneteenth in history textbooks or encyclopedias. You won't find it in the *Dictionary of Cultural Literacy*. You may just know it as a yearly celebration having something to do with slaves in Texas obtaining their freedom. You may just know it as an occasion for family, food, and fun.

So, what is Juneteenth?

Juneteenth is a holiday celebrated in Texas by black Texans since the latter part of the nineteenth century. Juneteenth marks the day slaves in Texas first learned of their freedom. The yearly commemoration is a source of pride for many—while for some

Juneteenth is a source of pride for many—but for those who want to forget slavery, it is viewed as a continued source of embarrassment

who want to forget the "peculiar institution" of slavery, it is viewed as a continued source of embarrassment.

Yet, with the 128th anniversary of the first Juneteenth just around the corner, it is a good opportunity for us to reflect and review our history as African-Americans in Texas. By learning the history of blacks in Texas, we can fully understand the significance of having a special day like Juneteenth.

First, we must go back to that painful time in our history when

countless ancestors of ours were slaves.

Slavery in Texas lasted fewer than 50 years, not like some other areas of the south, where it existed over 200 years. The slaves

in Texas worked mainly on cotton and sugar plantations, bringing wealth to their owners.

Before Texas became one of the United States, remember, it was first under the rule of the French, Spanish, Mexican, and then the Confederate governments.

While under Mexican rule, until 1836, Texas was being settled primarily by Southerners who brought their slaves with them. The Mexican government outlawed both foreign and domestic slave trade and tried to ban the bringing of slaves into Texas.

The settlers, however, by having the slaves sign agreements that they were indentured servants—not slaves—and making it extremely difficult for the bondsmen to pay off the "debt" owed, were able to keep their slaves in Texas.

In 1845, after the Mexican War, the United States annexed Texas. The number of slaves or bondsmen had grown from 443 in 1825 to over 30,000 in 1845. In 1860, the census counts showed over 182,000 bondsmen, as the slaves were considered.

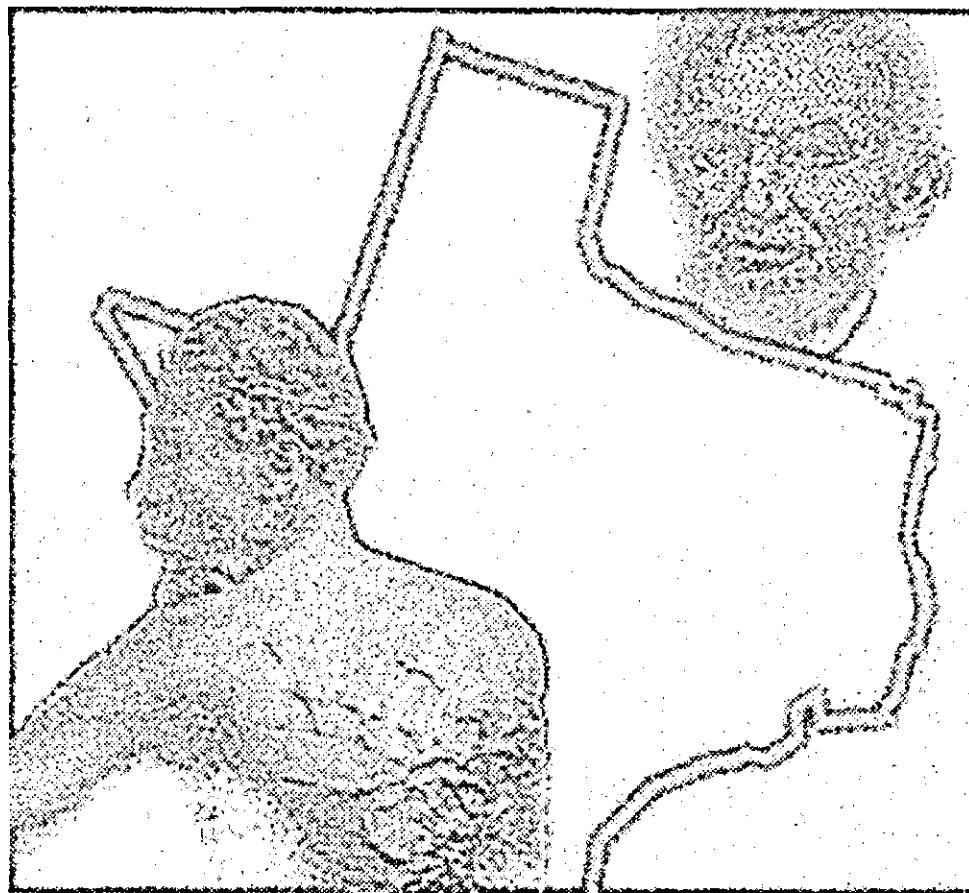
That was a phenomenal growth of the slave population in Texas in a relatively short amount of time.

During the Civil War years from 1861 to 1865, Texas, even though it had seceded from the Union and became a Confederate state, was hardly affected by the war because troops did not battle in or invade "major slave holding" parts of the state. One exception to this was the Union occupation of the port city of Galveston from 1862-1863, which made many slaveholders flee the city. Slave culture in the rest of the state pretty much continued on as usual.

On September 22, 1862, President Abraham Lincoln issued a preliminary Emancipation Proclamation freeing the slaves. On January 1, 1863, he issued the final proclamation which stated:

"That on the 1st day of January, A.D. 1863, all persons held as slaves within any State or designated part of a State the people whereof shall then be in rebellion against the United States shall be then, and forever free; and the executive government of the United States, including the military and naval authority thereof, will recognize and maintain the freedom of such persons and will do no act or acts to repress such persons, or any of them, in any efforts they may make for their actual freedom..."

That executive decree applied only to confederate states of Arkansas,



It took more than two and a half years after Abraham Lincoln delivered the Emancipation Proclamation that the news reached the slaves of Texas. The celebration of their hearing of the joyous news is the reason Blacks in Texas celebrate Juneteenth.

Texas, Mississippi, Alabama, Florida, Georgia, North and South Carolina, Virginia, and parts of Louisiana.

It did not actually free any slaves—and the Civil War continued.

Two and one-half years after Lincoln issued the Emancipation Proclamation, news reached the slaves in Texas. On June 19, 1865, slavery formally ended in Texas. It took awhile for the news to spread through the informal "grapevine," but eventually that summer all slavery in Texas had ended.

The first news of freedom began when Major General Gordon Granger and his Union troops arrived in Galveston on June 19, 1865. He issued General Order No. 3, and as he stood on the balcony of a building at the corner of Strand and Twenty-second street in Galveston to read the Proclamation which granted freedom to the more than 200,000 slaves, imagine the overwhelming sense of joy, relief, and thanksgiving the ex-slaves must have felt as they received the news:

"The people are informed that in accordance with a proclamation from the Executive of the United States, all slaves are free. This involves the equality of personal rights and rights of property between former masters and slaves, and the connection theretofore existing between them, becomes that between employer and hired labor. The Freed men are advised to remain at their present homes, and work for

wages. They are informed that they will not be allowed to collect at Military posts; and that they will not be supported in idleness either there or elsewhere."

This freedom was, indeed, cause for celebration.

And so, Juneteenth was "born."

Dr. Marvin Delaney, a history professor at the University of Texas at Arlington, suggests the book *O Freedom! Afro-American Emancipation Celebrations* by William H. Wiggins (University of Tennessee Press, 1987) for further reading on the origins and significance of Juneteenth and other freedom celebrations throughout the U.S.

Many states have unique emancipation celebrations, as historian Wiggins aptly calls them in his book. The dates vary and occur throughout the year.

Here in Texas, and states with "transplanted Texans" including parts of Oklahoma, Louisiana, Arkansas, and even California, Juneteenth is celebrated.

Some celebrations have continued for over a century. In Mexia, Texas, (Limestone county) the celebrations have been occurring since 1866. Every year at the black-owned park, Booker T. Washington park (Comanche Crossing), thousands of merry-makers and revelers celebrate the special freedom day with family reunions, barbecue, baseball games, music, dances,

Cont. on next page



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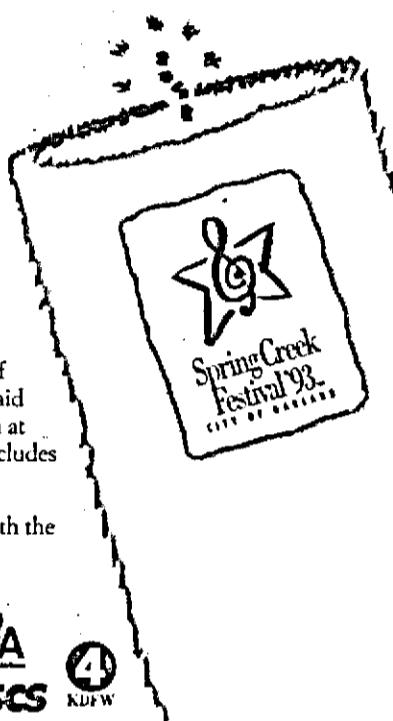
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Cont. from page 9

and other commemorative activities.

Juneteenth celebrations in Texas vary, but have common features such as sports events (baseball and rodeos), music, barbecues, parades, and speeches and sermons. Many families use this as an occasion for family reunions. Celebrations may be large public gatherings or small, family group activities. Celebrations may last for as long as a week.

Like Martin Luther King, Jr.'s birthday, black state legislators campaigned in the 1970s to make Juneteenth a state holiday. According to Wiggins, "In 1972, two black congressmen, Zan Holmes of Dallas and Curtis Graves of Houston, introduced a resolution which recognized 'Juneteenth' as an annual, though unofficial, holiday of significance to all Texans and, particularly, to the blacks of Texas, for whom this date symbolizes freedom from slavery...."

In January 1980, House Bill 1016, which was sponsored by Rep. Al Edwards of Houston, became effective, making Juneteenth a State holiday.

This year as in the past, there will be plenty to do on Juneteenth. In addition to fun, we will probably pause to reflect on our history in Texas and in America, not to be ashamed of it, but to be proud that countless of our ances-



tors had "moxie" and survived the cruelties of being physically in bondage.

We should really celebrate the freedoms and opportunities we enjoy today, in spite of lingering racism. We have come a long way from the slavery and Jim Crow eras.

"Neither slavery nor involuntary servitude, except as a punishment for crime whereof the party shall have been duly convicted, shall exist within the United States, or any place subject to their jurisdiction. Congress shall have the power to enforce this article by appropriate legislation."

— Thirteenth Amendment of the U.S. Constitution, ratified in December 1865

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— Abraham Lincoln

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Hearing the Homeless

Homelessness is a problem Dallas has long turned a blind eye to, but there are those who reach out to help out

By Gary Brown

For several decades America has boasted about being the world's great super power. It has painted a picture around the globe that its citizens achieve the American dream, all that is required is discipline and hard work.

The televised media frequently showcases business tycoons worth millions, athletes paid millions, and Hollywood superstars paid thousand per minute.

America also assists other nations. It annually devotes millions of dollars to Israel, provides Japan with her military, aids Saudi Arabia, and is now concerned with Bosnia.

With all of its attention diverted, America often neglects the needs of its troubled citizens. Among these victims of neglect are the homeless.

There are over 1 million citizens in this country who are homeless. Approximately 73 percent of Dallas' homeless are African American males. The majority are under age 40.

Many regard the issue of homelessness with apathy. They frequently express that the homeless have gotten themselves in their situation, are costing the taxpayers money, and would not be homeless if they were willing to work.

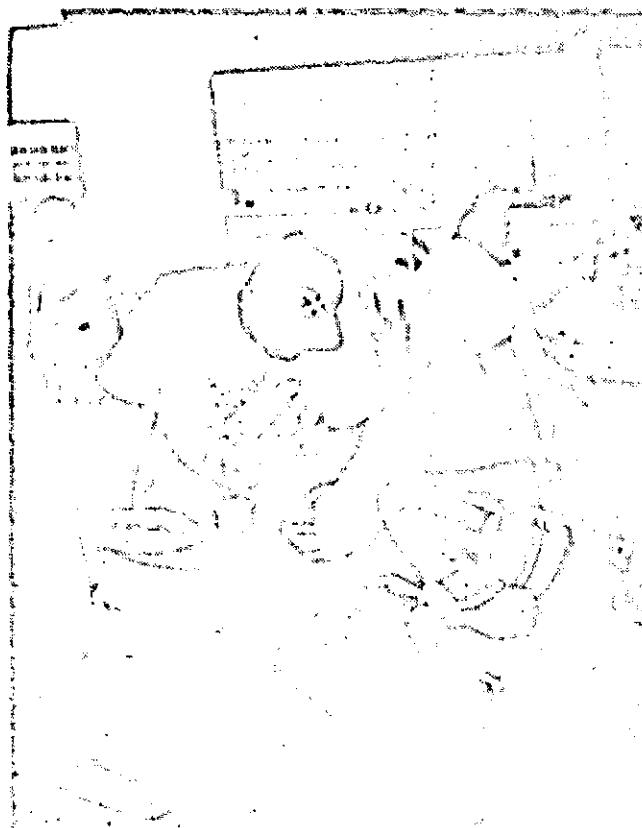
Who best can answer how one becomes homeless better than the homeless themselves? Many reasons surface explaining these tragic circumstances, ranging from loss of employment to ex-convicts denied opportunities for employment.

"I lost my job when I used to have a place of my own," said one homeless man from Africa. "When I lost my job, I wasn't able to keep up with the rent."

Unemployment was the most typical reason given why people feel they no longer have a roof over their heads. One man said he has a bachelor's degree and can't find stable employment.

"I have a college degree in broadcast journalism from Langston University in Oklahoma," another man admitted. "I got laid off from Texas Instruments in 1988 and have not found permanent work yet."

Many of the homeless do work, but most jobs accessible to them are temporary. So they are able to feed themselves occasionally, but clothing is often difficult to obtain, and maintaining their own shelter is often impossible.



KKDA-AM radio personality Steve Ladd has been instrumental in a feeding program for the homeless at an I-45 underpass every Monday afternoon.

Regarding the various homeless shelters around town, the homeless said money is required even be allowed to enter. One homeless man who sometimes lives in the shelters declined to comment on the shelters for fear that he would no longer be allowed to live there.

The immediate concern about homelessness is what to do about it. Two attitudes seem to surface when considering actions to take—helping these homeless citizens or getting them out of the way.

The City of Dallas was recently going to evict the homeless from under an Interstate 45 overpass. But on May 17, city officials postponed the eviction and began plans to shelter street people in a new pavilion near downtown.

Two nonprofit housing groups, Common Ground and Operation Relief Center are partially responsible for the postponement of evicting the more than 100 homeless people from under that I-45 overpass. Common Ground has agreed to donate property for the pavilion and Operation Relief Center has committed to operating a shelter there.

A group of African Americans provides food to the homeless provid-

ed by African American owned businesses on Mondays. The group, headed by coordinator James Vinson, has been feeding the homeless under I-45 for 18 months.

One of the group's diligent workers is KKDA-AM's noon radio personality Steve Ladd. The "real doctor," as he is affectionately known, emphatically urges his Soul 73's listeners to get involved and help eliminate a problem that would not exist if people cared. "The average person will just drive by and say, 'Oh, that's a shame,' but nobody really actually sits down and talks to these people," he said. "And they also get confused, thinking these people are running a game."

"You've got a homeless individual, a panhandler, and a freeloader. The panhandler is that guy standing on the corner with that sign saying 'God Bless You? I'll Work For Food,' but if you notice one thing, he's always on that corner and never gets into a car to go do any work. That's nothing but a game."

Mr. Ladd said that people confuse panhandlers and freeloaders with the homeless individuals he works with who are down on their luck just trying to straighten out their lives. He added that he can count on one hand the amount of times these individuals have asked him for money during the 18 months he has worked with Mr. Vinson's program.

Many people feel that if the homeless would really try, they could find work, feed themselves and have their own shelter. The homeless' advice to this viewpoint is to simply try to first get an understanding of their situation before labeling them as lazy and being without ambition.

"I don't pay too much attention to statements like that because people don't understand what I'm going through," the homeless man from Africa argued. "Some people have money only for food and others have no money at all."

The Langston University alumnus possibly summed up the day to day situation best for those who may not understand. He described what is available and its impact, and emphasized the need for people to simply come and

talk to them to get an understanding of how one becomes homeless.

"I would have to tell people to come out here and experience it for themselves," he said. "We've got all those million dollar businesses, these big time shelter, clothing for you, a place to eat, but nobody's got a job for you."

"People say that there's a lot these people can do. It's not very much they can do because it takes transportation to get to the job and it takes training to maintain it."

Steve Ladd further explained that it is not as easy as people think it is to recover from homelessness. These individuals have nothing but the clothes on their back.

"Nine times out of ten, it will cost him money to even go and accept a job paying minimum wage. In other words, they pay \$4.50 an hour, it might cost him \$15 just to get to the job," says Ladd.

"I know where there's at least a thousand openings right now cleaning airplanes, but they're only paying \$4.50 an hour, and the place where you've got to go is out in Las Colinas. So you figure a guy living in Oak Cliff can drive out to Las Colinas to make \$4.50 an hour? There's no way to hang."

Steve Ladd also has donation bottles called "The Steve Ladd Hope for the Homeless." These are large water bottles donated by Sparklett's to help feed the homeless, but to mostly fund the development of transitional housing for the homeless by Operation Relief Center.

If you would like to contribute toward the feeding of the homeless and toward the transitional housing, you can find Mr. Ladd's donation bottles at Mr. Blues Record & Gift Shop, and The Rattler's Club in South Dallas. They can also be found at Phil's Bar B Que shop in Oak Cliff and at the Coaches Corner in West Cliff mall.

Some of the homeless don't want to work and have lost the desire to end their crisis. But many are simply down on their luck and are anxious to become self-reliant individuals again. They only ask for assistance in terms of helping them to help themselves.

Contributing what you can to help eliminate homelessness will, in one way, push America closer to truthfully being the land of opportunity. It could also prevent a future homeless individual from being you.

**The City of Dallas
was recently
going to evict the
homeless from
under an I-45
overpass**

A Man with a Vision

New Image Business Associates pushes empowerment

By Sonia Jordan

The New Image Business Associates began doing business in 1991. Launched by "the man with a vision," Mr. Sanmi Akinmulero, NIBA was created to serve as an umbrella for other businesses.

Mr. Akinmulero becomes very passionate when he talks about African Americans either patronizing black

business or black businesses sharing their wealth of information with others. "We need good business leaders," says Sanmi, "and we can succeed if we put our money together."

Mr. Akinmulero and New Image Business Associates create environments where African Americans can network and present their businesses and share ideas with others all ready in business or those thinking of going into business.

NIBA is committed to offering as many avenues to success for African American businesses as they can. On Cable Access of Dallas., channel 19B,

every Tuesday at 6:00 p.m. and every Thursday at 7:30 p.m. one can view "Business Perspective" and gain a wealth of information. Or there's the Wednesday business luncheons at the Bill J. Priest Center. NIBA's executive director, Mr. Akinmulero, serves as Steve Harvey's official host on Network Night, 5:30 each Tuesday at The House. For more information on becoming an NIBA member call (214) 350-9599.

When you speak of giving back to the community, Sanmi does that and then some. Focusing on youth, Mr. Akinmulero presents programs to high schools for young adults called "Your Turn To Talk," which is his way of getting to the heart of problems that face our youth. This program allows them to interact and share with others their reasons for drug abuse, gang involvement, etc.

Since 1989 he has owned another business called Acute Messenger Service which can be contacted for your business deliveries at (214) 350-9599. He is also presenting "A Taste of Africa America Festival" on June 19 at Kiest Park. The Festival was created by Nelson Nickerson of N.F. Nickerson Enterprise. "The idea is to promote cultural awareness, education, networking, love, respect, patronizing of black business and above all unity," says Mr. Akinmulero. There will be a Three on

Three basketball tournament, a Celebrity and Amateur Slam Dunk Contest, and a Three Point Shot Contest for those of you who enjoy sports.

The festival is not without entertainment. The overweight lover Heavy D will be in concert along with Levert. There is even going to be a Cultural Art Show promoting cultural heritage. And it's all FREE. If you are a vendor and would like to reserve booth space, call 350-9590, the cost is minimal. Sanmi says with conviction, "We don't have to wait for someone from another state to present a Black Expo for us, we can do our own. Black people are a very talented, creative group of people...we can do anything."

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Likewise, your banker will expect you to advise him in advance of any issues and new opportunities that face your business. Not only does no one like surprises, but often your banker can provide advice and assistance that will help you meet your challenges. Keep your banker abreast of any significant changes in your business and make sure that all financial information is prepared accurately and on a timely basis.

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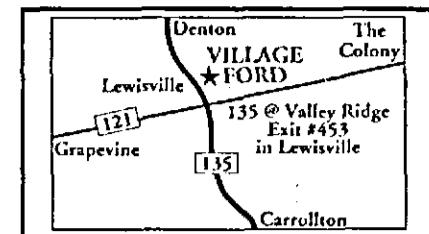


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The Color of Faith

Was Jesus a man of color, or does it even matter?



By Angela D. Ransome

Brittany Lonyé Jones is 4-years-old. She'll be five in August. Like most little girls her age, when asked, Brittany will likely list as her favorite things to do—playing with her dolls, fighting with her little brother Jeremy, and “coloring pretty pictures”—among other things.

For about a year now Brittany has been attending pre-school at Calvary Temple Christian Academy in Irving. On any given afternoon she can be seen leaving the school carrying an assortment of “nik-naks,” keepsakes, and other artistic works; compliments of the artist herself, and reminiscent of the man she’s come to know and love as her personal savior—Jesus Christ.

A 25-year-old single parent, Jonathan Jones says he’s tried to raise Brittany and her 3 year-old brother, Jeremy, the best and only way he knows. This, he says, means bringing religion into their lives at a very early age.

To Jones, Calvary Temple is a good school—one of the best in his opinion. But like any school, there are things he wishes he could change, particularly in the religious instruction of his daughter.

“If you were to ask Brittany, she’d surely tell you that Jesus is a white man,” Jones says. “She’s confused. You can see it in her pictures.

Depending on her mood, sometimes she may color him (Jesus) pink or green. But most of the time, she leaves his face the color of the page—white.”

Like a lot of people, Jones believes that the perception of Jesus has been distorted through the years.

Despite the references in the Bible describing “the hair of his head like the pure wool” (Daniel 7:1), “his feet like fine brass, as if burned in a furnace” (Revelation 1:14), and his “appearance of brightness as the colour of amber” (Ezekiel 8:2), some religious leaders have ruled out the possibility of Jesus being a “man of color.” Others, however, believe that the Bible itself is proof otherwise.

In William Mosley’s controversial book, *What Color Was Jesus?* he makes several references to the books of Matthew (1:1-16), and Luke (3:28-38). These books, he says, provide the genealogical information about Jesus Christ and have a significant bearing on the fact that Jesus had black (African) or Hamitic ancestors.

Mosley says, “According to biblical scholars, Hamitic people are the ancestors or originators of African peoples all over the earth. In the book of Genesis we learn that Ham was one of the three sons of Noah, who survived the flood that destroyed the earth.”

It was from Ham, Mosley adds, that Jesus was descended.

descended from Ham, people consider him as having Black blood.”

According to Sammons, from a human perspective—yes, Jesus Christ may have been a man of color. “However, because Jesus was The Christ, Jesus was God himself—a spirit.”

Sure, Jesus in the flesh may have had a little (Black) in him, but Jesus the spirit had no color, because a spirit has no color,” Sammons adds.

Parish adds, “It is in the book of Matthew that we find that Jesus was descended from Abraham. In fact,” he adds, “there were 42 generations from Abraham down to Jesus.”

“Now Jesus in the Flesh was the seed of Mary, who was of Jewish descent. So you can see where the passages are conflicting,” says Parish.

In *What Color Was Jesus?* Mosley attributes what he calls “white racism” to the change or the distortion, over the years, in how we view Jesus Christ. He even goes as far as citing the existence of racial prejudice before the time of Christ and European Christianity.

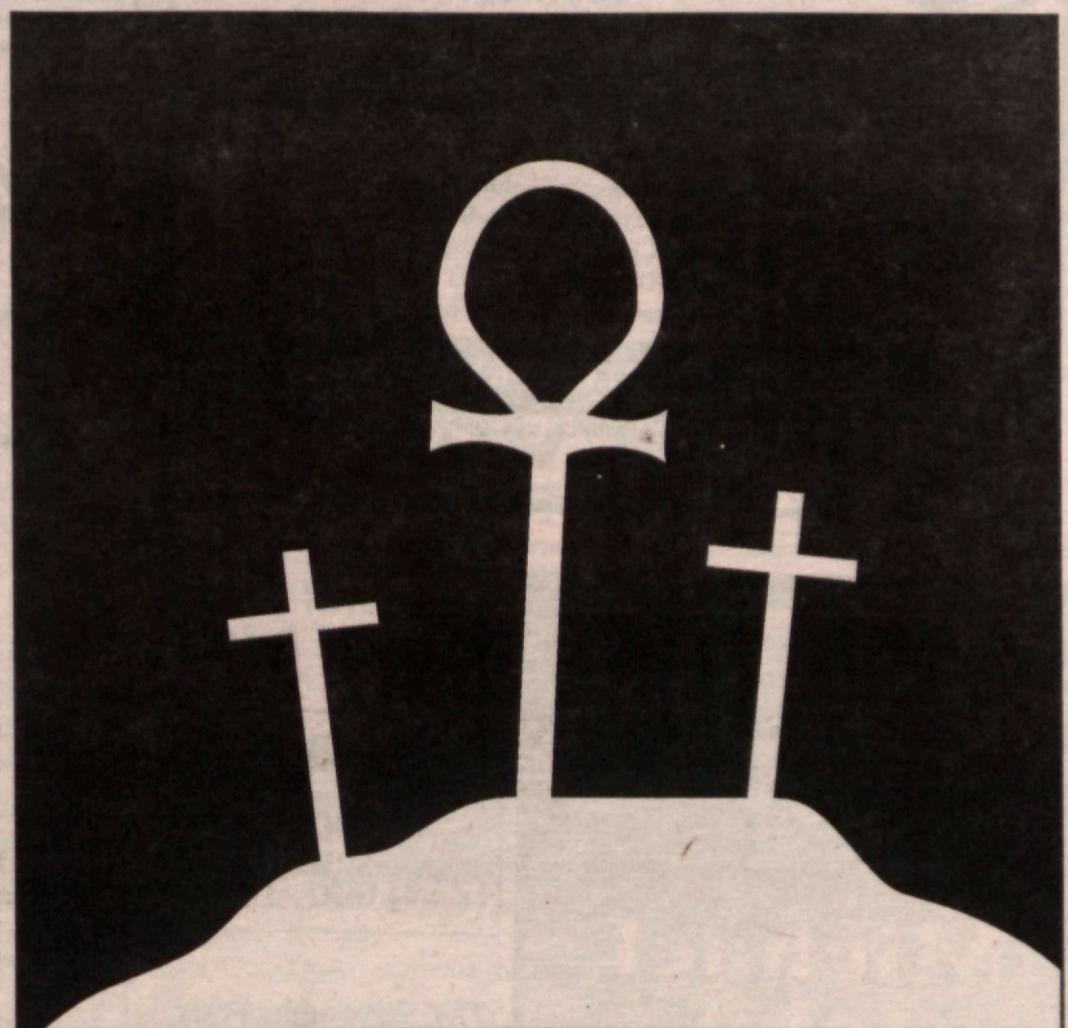
Mosley says, “Even in ancient dynastic Egypt, during those brief periods when lighter complexioned

tation, equating black with sin and white with purity, existed previously.”

Shortly after the first slaves were taken from Africa by the Europeans, Mosley says Pope Julius II commissioned the painting of certain biblical

“We have Michelangelo, Leonardo de Vinci and others to thank for artistically changing the face of the world from Black to White.”

works from Michelangelo. This, he says, initiated the concept of Jesus as being white. The “prominent black features” of the virgin Mary, as well as the three wise men, and the



“Lord’s Supper” painting were changed, he says, “until no trace of their original Blackness remained.”

“We have Michelangelo, Leonardo de Vinci and others to thank for artistically changing the face of the world from Black to White,” Mosley

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says. "It was necessary that this man, the incarnation of God, be as far removed as possible from everything that could suggest darkness, or blackness—even indirectly."

Reverend Parish agrees.

"It is true that we have been robbed of our heritage. In fact," he says, "we probably would have been killed back then if we painted a Black Jesus."

"But now," he adds, "we have freedom of religion. So now we can see Him the way we want to—whether it's with long, stringy hair and blue eyes, or with eyes of fire, and skin like brass."

To Reverend Walter Clayton, pastor of Metropoint Life Fellowship, a predominately white church in Southlake (near Fort Worth), scripturally, the picture is clear—Jesus was of Jewish descent.

"I don't see the passages as being conflicting at all. In fact, the scriptures support the fact Jesus was Jewish or Hebrew."

"The book of Matthew is very clear and direct in language, whereas Revelations is highly symbolic and prophetic. I don't think you would look at Revelations to establish Jesus'

African origin, says Clayton.

He adds, "Any person who's studied the Bible theologically would reject these views."

Despite the conflicting opinions on the issue, most involved find common ground on the conclusion Mosley makes in his book—"For each person, of whatever racial origin, must personally come to the Lord for salvation, regardless of a kinship relationship to Christ Jesus."

Reverend Parish agrees.

"The bottom line is accepting Christ as the son of God—that's all he claimed to be. No matter what color he was, if you don't accept him for who he is, you're going to hell."

Jones likewise agrees, but says, "It just gets so frustrating sometimes, because I want Brittany to know the truth about her heritage—where she came from, and where Jesus came from."

"I get discouraged sometimes because I don't feel she's learning the whole truth, but if you have no other influence around, that's all you know..."

"So what can you do about it?" he hopelessly asks as he looks on at Brittany coloring her "pretty pictures."

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Health
Marsha Prophet

Should you take medical tests?

Here's what tests can and cannot do for you

High in tech and cost, testing is now a burgeoning industry, accounting for nearly half our national health care bill. No body fluid, orifice or cavity is beyond the reach of a medical probe: blood and urine tests, X-rays, biopsies, taps, scans, electronic monitors and a bewildering array of endoscopies (the scoping procedures that peer into the body's nooks and crannies).

More than 10 billion medical tests are done in the United States each year. Patients can no longer afford to lie there passively and let it all happen to them.

Valid reasons for doing a test are to help your doctor diagnose symptoms accurately, monitor the progress of a known disease or screen for a hidden one. It makes sense—you and your doctor want to learn what you have or haven't got.

Beyond this, the doctor's and patient's stake in testing may not coincide. Many doctors order tests to protect themselves from malpractice suits. Some physicians may also be running up patient's bills for personal profit.

Just because you are a patient, that's no reason to render yourself helpless and mindless. You may be surprised to learn that except for life threatening emergencies, doctors cannot order medical tests without your permission. Though most doctors make certain to get consent of tests with significant risk, those requiring general anesthesia or the insertion of tubes and catheters, other tests are usually "ordered" without much explanation.

So when you visit your doctor you can help assure that medical tests are not "just what the doctor ordered," but what you really need. The key is to ask the right questions.

Do I Need the Test?

Start by asking how the test will help diagnose your problem or change your treatment. Ask about

alternatives. For example, if you've already had the proposed test, can those earlier results be used? Keep a record of all your diagnostic tests—when and where they are done and the results.

Then ask your doctor about the risk of waiting and not testing. Sometimes the best test is the test of time. Monitoring the symptoms under a doctor's supervision for a specific period of time may provide the necessary diagnostic clue, or the symptoms may simply disappear.

Preparing for the Test

Once you decide to go ahead, get ready properly.

- Tell your doctor about any allergies to medications, anesthetics or X-ray contrast materials.
- Mention medications you may be taking (including nonprescription drugs like aspirin), bleeding problems and whether you might be pregnant.
- Ask whether there's anything special you should do before the test, such as fasting or discontinuing medication. Some tests cannot be done or interpreted correctly if you don't prepare properly. For example, eating breakfast may interfere with a "fasting" blood sugar test for diabetes.
- Ask whether there will be a long wait. If so, bring something to do.
- Check whether you'll need help getting home after the test.

What Will the Test Be Like?

Studies show that knowing how a test is done and being briefed on its physical sensations can decrease anxiety and discomfort before and during a test and ensure your cooperation. You may want to know: "Is it very painful? How long will it take? How will I feel afterward? Do you inject the stuff or do I drink it? Who will do it?"

During and after the test it's important to let the doctor or assistants know what you're feeling. If you're uncomfortable, something usually can be done. But if you don't speak up or signal your doctor, there's no way to help you. Besides, your sensations may provide the first clue to averting a developing complication.

Remember that medical tests are only part of the diagnostic puzzle. Such clues must always be viewed in the context of other information about you: medical history, family, age, sex, habits, medications, symptoms and physical examination. Good doctors treat patients, not tests.

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Should You Purchase a new or Pre-owned Home?

By Carrie McPherson

If you are considering purchasing a home the timing couldn't be better. Interest rates are the lowest they have been in the last 15 or 20 years. New construction is on the rise and there is an abundance of pre-owned homes. If you have not decided what type of home to purchase, here are a few tips to help you make your decision.

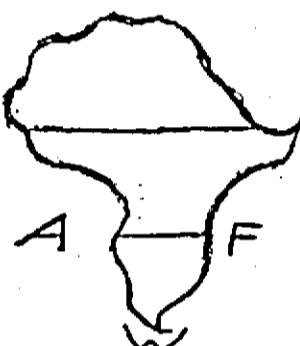
It is not always easy to find exactly what you would like in a home, therefore new construction might be an alternative. Be prepared to spend considerable time with your builder to make sure all details are covered, such

as your desired floor plan, wall covering, carpeting, built-ins and other upgrades. Upgrades should be kept to a minimum to keep your cost down. In new construction there are times when

the home is not ready when promised. It is important to understand the builder usually is not at fault. Delays may be caused by the weather, inspections, re-inspections, code requirements and restrictions. You may want to consider requiring a private independent in-spector (preferably a structural engineer). The information you receive is well worth the cost.

A pre-owned home about three to five years old with finished landscaping, window treatments/drapes is a wise investment. A newly constructed home allows you the opportunity to customize your home to suit your family's needs.

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Benefits can often be reaped by working with minority and woman owned businesses. If you are a minority or woman owned business and would like to contact the Dallas Independent School District, phone or write to:

Dallas Independent School District

Director, Minority and Woman Business Enterprise Contracting and Purchasing Program
3700 Ross Avenue Dallas, Texas 75204 214/824-1620, Ext. 750

Getting the Message

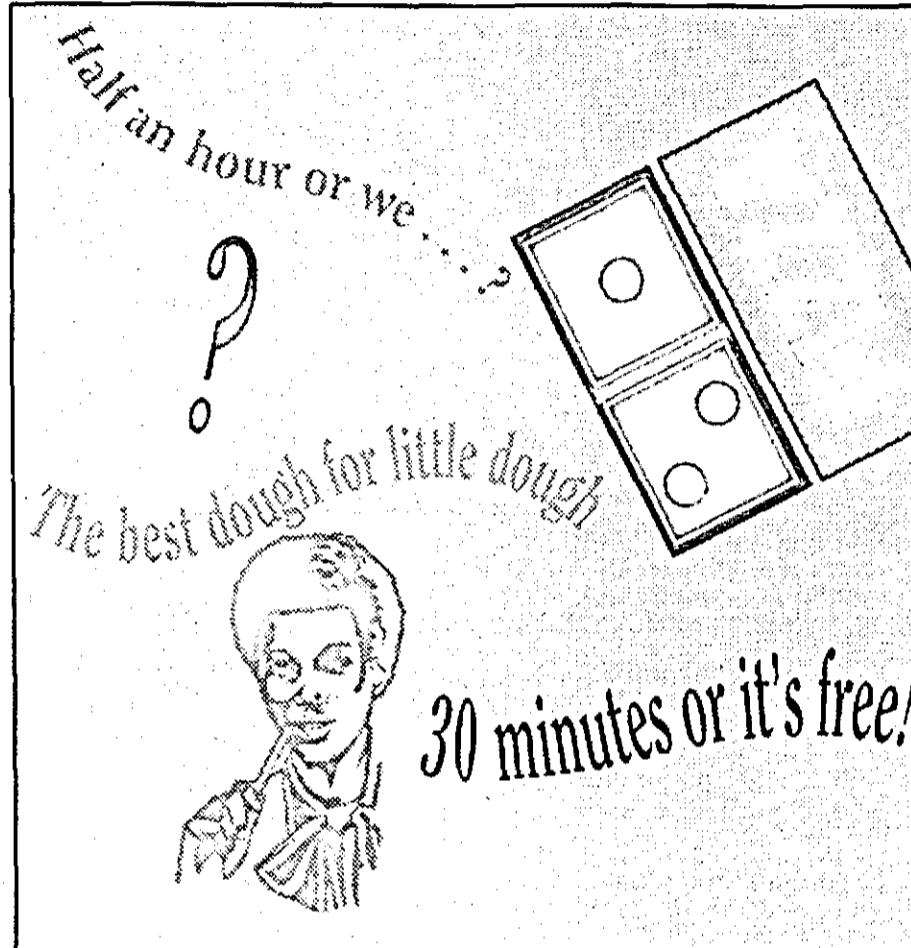
Here are some ways to create a powerful message for your product or service that will give you the marketing edge over your competitors

By Adrea E. Allston

Finding the right marketing message is difficult for any business and critical for the entrepreneurial business. Your entire marketing message should be customer-based, offering benefits rather than selling points. Successful marketing materials need to make a meaningful "promise" to your customers. Those marketing messages that assure your customers profits, time-savings or a way to make them healthier, happier or more secure can be winners. The success of the promises you make depends on the desires and needs of your customer.

Years ago, when businesses began they merely "hung out a shingle," indicating "Here I am, and I'm ready to do business." As businesses grew, and competition could not be taken for granted, businesses realized a need to set themselves apart from others. On Madison Avenue, advertising executives created a method for achieving this ultimate goal known as the Unique Selling Proposition (USP).

Through marketing messages—ads, catalogs, etc.—the USP can



If you know which coffee is mountain grown, you can realize the importance and power of positioning

point out ways your business is unique from your competitors. While one daycare center may have the most degreed caretakers, a com-

petitor may boast lower prices, and yet another may trumpet a low student-to-teacher ratio. Knowledge of what your competition is doing is the key in formulating your own marketing messages.

My favorite armchair market research is checking out the yellow pages for a particular business segment. The yellow pages is the toughest advertising arena for your business. What other media advertisement or marketing vehicle will you find yourself surrounded by your competitors' ads? If you select to market your company's goods or services through a brochure, you have an exclusive audience momentarily. Billboards or direct mail advertising may be competitive, but it doesn't come close to the competition battlefield represented by the yellow pages. In the yellow pages, your ad is next to, above, below, or grouped with all your competitors' advertisements. You are all presenting your messages at the same time to the same prospective customers.

Your USP is a way of explaining your position against your competi-

tion. When Federal Express says "It's on Time or It's on Us" or American Airlines says "We're Best Here Because We're Based Here"—they have made a positioning promise. Your USP should summarize and zero in on one of the primary benefits of your product or service.

Your USP could also express

twofold—how customers think of you and the prominence your business or product can assume in their minds when they are in the market for whatever you are selling.

There are numerous ways to position your business and develop a winning marketing message. You should consider your overall objectives as well as the needs and desires of your target audience. If there is something truly better or unique about your business or service, you can readily set yourself apart for your competitors. If your business is the original, one of a kind, or your food is homemade, or maybe your print shop is the only one in the area that has extended hours, your marketing message should reflect this.

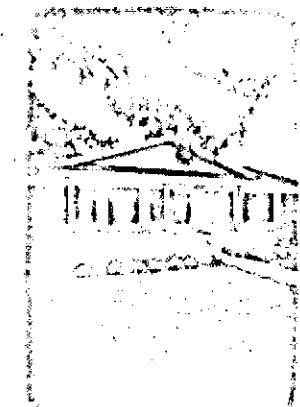
Positioning by attributes is another choice in differentiating yourself from the competition. A dress shop may choose to advertise low prices if a competitor with similar inventory is advertising selection. Your business or its products can also be positioned on use. Businesses positioned on use employ a marketing strategy that tells people when they need to come to you. A podiatrist whose ad asks "Do your feet hurt?" is being positioned by use. Your use can also be an emotional one—can your product or service provide peace of mind?

Positioning by user is another technique. In a single day, you will encounter numerous businesses, products and services that are positioned by user. Big and tall men's shops, commercial real estate companies, and budget car rental agencies are among businesses positioned by the users they wish to serve. Another alternative for positioning is by image. Image marketing typically avoids making factual claims, depending on the look, sound or style of the marketing message to convey a certain personality.

In attempting to position your business in your market's mind, remember to offer your potential customer a meaningful benefit. These benefits can be psychological, or can be real dollar and cents savings. Your USP and positioning should be part of your overall marketing identity for your business. You customers will associate your business identity with the key benefit you offer. This key benefit is a promise you make to the customers you want to attract. Your marketing messages must be based on your potential customers' motivations and your company's need to set itself apart from the competition.

If you would like more information on marketing or have a related question, write Andrea Allston c/o MON, 2730 Stemmons Frwy. ste. 1202, Dallas, TX 75207.

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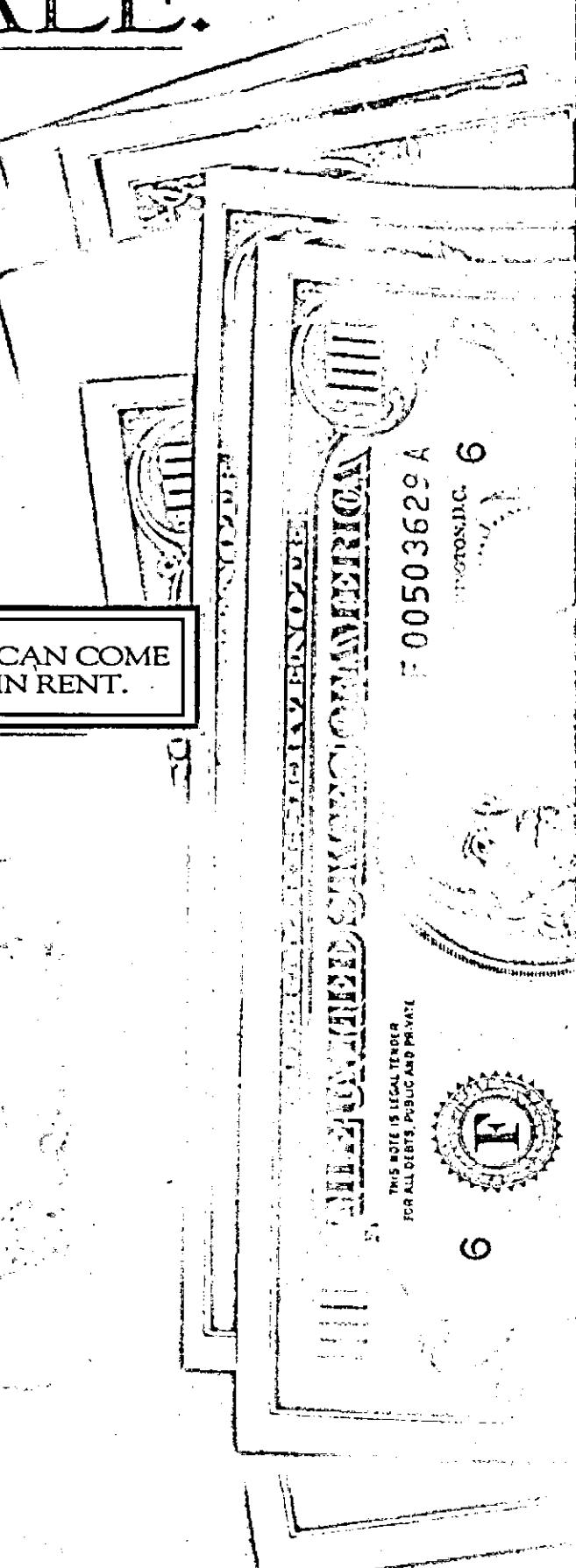
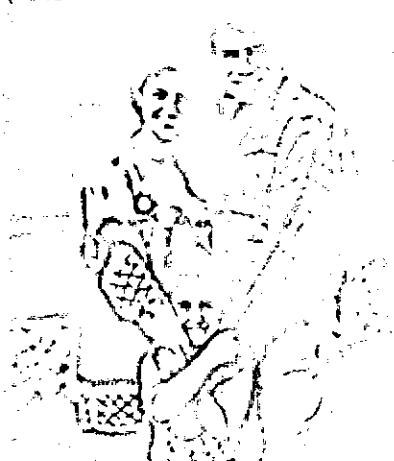
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June 1 Tuesday

Ft. Worth's Minority Business Breakfast for Small/Minority/Women Entrepreneurs call (817) 334-3284 for more information.

"Lady Day at Emerson's Bar and Grill" presented by Dallas Theater Center through June 20. For information call 522-TIXX.

June 2 Wednesday

There will be a meeting in June for MHRA and will feature an update on the Family Leave Act. For more information call Lonnie Walker at 670-4287.

June 3 Thursday

Dallas Theater Center will present Lady Day at Emerson's Bar and Grill through June 12. For this and other event information call Rebecca Young at (214) 520-2929.

June 4 Friday

This is the last day of the Soul 73 KKDA "Bishop Five Plus One" revival held at Friendship West Baptist Church, 616 W. Kiest Blvd., in Dallas. For more information call Julie Samples or Joycelyn Johnson at (214) 263-9911 ext. 600 or 601.

June 5 Saturday

Dallas Urban League, Inc. will sponsor a free Community Home Buyers Seminar at Comerica's Wynnewood Branch, 753 W. Illinois. To register call (214) 528-8038.

June 7 Monday

University Outreach Center, 3110 Blackburn...will present a SAT Prep Workshop "Verbal Skills", through July 1. Call (214) 520-9286.

June 9 Wednesday

ARCO Jesse Owens East Region Qualifying Track Meet at Sprague Field. Call Darrell Lenear at (214) 670-0204.

June 10 Thursday

Heritage Expressions, Irving Mall will host a book signing for Robert Holt (a.k.a. Radar) author of "Good Thing I Ain't Jesus" and "Autobiography of a Loney Man". Call 255-3890 for details.

June 11 Friday

Dallas Black Dance Theater will perform at the Spring Creek Festival '93. For ticket information call (214) 520-ARTS.

ARCO Jesse Owens West Region Qualifying Track West at Loos Field House. For more information call (214) 670-0204.

June 12 Saturday

Dallas NAACP will host its annual banquet at the Southland Center Hotel at 7:00 p.m.. Guest speaker will be the new president of the national NAACP, Dr. Benjamin Chaves. For more information call (214) 421-7610.

Pre-Juneteenth Carnival and Fish Fry at Exline Recreation. FREE admission, call 670-8121 for more information.

June 13 Sunday

Pioneer Heritage Festival (June 12-13) at Samuell Farm. Call (214) 670-8263.

June 14 Monday

"A Funny Thing Happened On The Way To The Forum", will be presented by Richland College at the campus amphitheater. For more information call 238-6250. No alcoholic beverages allowed.

June 15 Tuesday

Denise Harvey will be at Heritage Expressions in Irving Mall with her new book "Whistling Women and

Crowing Hens". For more information call (214) 255-3890.

June 17 Thursday

The Sickle Cell Anemia Foundation of Dallas will host a workshop entitled "Let Us Help You" for those with Sickle Cell Anemia, friends and family members. Call Connie Waters at 942-1262 for more information.

June 18 Friday

Sixth Annual "Juneteenth" Tennis Classic and Celebration at Kiest Tennis Center in Oak Cliff. Sponsored by Pro-Line. This event will feature 20 junior and 21 adult divisions for tennis enthusiasts and the entry fee is \$12.00 per person. Call Marcus Freeman at 670-7618 for more information.

Dionne Warwick in concert at the Spring Creek Festival. For tickets call (214) 520-ARTS.

June 19 Saturday

KJFM and KHVN will host a Juneteenth Celebration at Fair Park. Featuring national urban and gospel recording artist, the event is expected to attract more than 70,000 attendees. For more information call Sharp PR at (214) 556-8100.

Hamilton Park Male Chorus will be at the Spring Creek Festival '93, along with B.J. Thomas. For ticket information call (214) 520-ARTS.

Heritage Expressions, Irving Mall, will present a free Fathers Forum. The video by Jwanza Kunjufu,

"Countering the Conspiracy to Destroy Black Boys", will be viewed for discussion. Call 255-3890 for further details.

June 21 Monday

Call 1-800-437-2762 for more information on the First Dallas Black History and Art Exposition beginning July 2.

Performing Arts Showcase at J.C. Phelps Recreation Center. This event is FREE to the public. For more information call 670-7525.

June 24 Thursday

Vivid Theater Ensemble will present "A Night of Poetry" with works by Langston Hughes. For more information call (214) 526-8210.

June 26 Saturday

The Sickle Cell Anemia Foundation of Dallas presents "A Night On The Town" with Gerald Albright, Keiko Matsui, Hugh Masakala and Kazu Matsui. For ticket information call 942-1262.

Local artist, Larry Alexander will present a display of his work at Heritage Expressions, Irving Mall. For more information you can call (214) 255-3890.

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Panoramic Overview of the Arts

By Sonia Jordan

Busy...busy...busy, is the only way to describe this month. Don't miss the New Theater's Production of *The History Lesson* on stage at the Swiss Avenue Theater Center, 2700 Swiss Ave. You've seen the African American sister in the Ranier beer commercial, right? Well don't miss her outstanding performance in this sensitive and realistic play by Valerie Walela. Her name is Phyllis Cicero and she portrays Phyllis Sheffield, a young photojournalist who travels to Viet Nam during the 70s. Experiencing the horrors of war, the young journalist shuts down. Enter "the Doctor." Denise Lee is the doctor who works with Sheffield and who is experiencing problems of her own. Not only can Ms. Lee render an unforgettable performance in a play, she can "sing" her heart out. As the Doctor, Denise portrays someone with a more than cool facade. She seems to be unmoved by her patient's problems when in reality she herself is experiencing problems.

are professionals dealing with real life problems. There is no dancing, no singing, no man stealing and not a split verb in the house. The play opened in May and runs through June 19. Showtime is 8:00, Friday and Saturday nights, 3:00 for Sunday matinee. Tickets are \$8.00 and please remember there will be "NO" seating after the curtain rises. See you there.

The Holding Pen, directed by Charles Hillman will be performed at the South Dallas Cultural Center beginning June 11 through July 4. For information call (214) 670-0314.

Vivid Theater Ensemble performed Langston Hughes' *Simply Heavenly* at Ad Lib Comedy House on Ross Ave., in a simply delightful way. Actor/Director Michael Cal Stewart did a "simply marvelous" job of putting together the script. There were real tears and some definite talent on that stage. When Simple started talking about commanding troops from Mississippi...well, you should have

Together the doctor and Ms. Sheffield work to help one another. This is a play featuring two African American women who

been there. For information on upcoming performances from this talented group of people call 526-8210.

Look for "A Night of Poetry" honoring Langston Hughes, June 24 at the Starlight Diner.

Lady Day at Emerson's Bar and Grill opened May 20 and will play through June 20 at the Kalita Humphreys Theater, 3636 Turtle Creek. This entertaining play portrays the famous Billie Holiday in a recreation of one of her last performances before her untimely death. Directed by Victoria Bussert Lady Day is a must see. Rahn Coleman (Jimmy Powells) and Paula Newsome (Lady Day) are remarkable as they artistically present an evening that you will long remember. For ticket information call 526-8857.

Jazzy B's opened in Dallas in May. If you need to accessorize, don't hesitate to visit this wonderful boutique featuring not only accessories but garments and art from the Motherland. Jazzy B's is located on N. Buckner. Call Jazzy at (214) 321-9773 for directions.

The Caravan of Dreams presents Michael Cooper on June 5. Mr. Cooper



(L-R) Rahn Coleman as Jimmy Powers and Paula Newsome as Billie Holiday. will perform shows at 8:00 p.m. and at 10:00 p.m.. On June 13 come out and see Shanta Moore and Portrait and on the 25th don't miss Richard Elliott. For you real jazzy people, Kirk Whalum will bring the Caravan to its knees on June 26 and 27. For information and showtimes call (817) 429-4000.

Whether you live in Dallas, Ft. Worth or all points in between, the Panaromic Overview is for you. If you know of something going on in the arts that others may be interested in, let us know. Our fax number is (214) 905-0949 or leave a message at (214) 905-0944. Until next month...bye!



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Summer Fun

The Dallas Parks and Rec Department Offers Free and Low-cost Summer Youth Programs

By Tracey New

Dallas-area youths and teens can look forward to a summer of community-based fun! Each year, the Dallas Park and Recreation Department provides several FREE or low-cost structured summer programs, most through its 41 recreation centers located throughout the city. Most programs begin June 7.

"We're committed to providing enjoyable, educational activities for children and teens," says Paul Dyer, department director. "Our staff begins early each year, creatively planning activities they think our younger participants will appreciate. We also understand that many families seek quality programs, but many such programs may be too expensive. Therefore, we work hard to ensure our programs remain free or inexpensive."

Summer camp activities are scheduled to be offered at all 41 recreation centers.

Popular summer activities include the ARCO Jesse Owens Track and Field Program, Larry Johnson Rookie Basketball Camp, the Get Ready - Get Set and Get Wet Summer Pool Program, National Junior Tennis League Program, Golf Recreation Program, swim meets, ice skating, basketball programs and professional instructional camps, volleyball, teen weight training, teen dances, one-act plays (including district and citywide

drama competitions), field trips, boxing, softball, cheerleading, teen enrichment clubs, cultural activities, cooking/nutrition classes, leadership training and more.

Thousands of Dallas-area youths swam FREE at all pool sites during this city-wide event, sponsored by KJMJZ 100.3 JAMZ. Pools will remain open through Aug. 8. In addition to special pool activities, Dallas youths who thirst for water competition will be able to participate in district and citywide swim meets. Lessons also are available at various pool sites. Most pools are open from 1-

8 p.m., five days a week. Specific days of operation vary according to pool site. Admission fees are 50 cents for youths ages 11 and under, \$1 for ages 12 and older and \$3 for families.

Tennis

One of the department's most popular summer offerings is the National Junior Tennis League Program. FREE

summer tennis clinics are provided at most recreation centers through this eight-week program, which begins in early June. Each year, more than 1,200 youths, primarily inner-city youths of color, learn basic game skills. The clinics are taught by qualified instructors and tennis equipment is provided.

Golf

Inner-city youths will have the opportunity to participate in FREE golf instruction, for a six-week period through the Youth Golf Camps. Through this program, youths receive free use of golf clubs, other equipment and city golf courses. Participants will be trained by PGA professional staff. Instruction will include rules and safe-

ty tips, how to swing a golf club and actual play on "short-distance" Cayman Ball courses. Five recreation centers throughout South and West Dallas will be the sites for this summer's golf program.

Send a Kid to Camp

Each year, thousands of inner-city youths have an opportunity to experience daily summer camp activities through the FREE Send a Kid to Camp Program. The Dallas Park and Recreation Department provides the 30 park sites. And five cooperative agencies conduct the free, structured summer activities — Boys and Girls Clubs of Greater Dallas, Inc., Lone Star Council of Camp Fire, YMCA of Metropolitan Dallas, YWCA of Metropolitan Dallas and Girls Incorporated. The program provides positive recreation alternatives for youths who may not otherwise afford the opportunity.

Track and Field

Some of the fastest boys and girls in town are planning to participate in several citywide track & field programs being offered through the department. These include the ARCO Jesse Owens Track and Field Training Clinic and Citywide Meet; Meet of Champions; and the Texas Amateur Athletic Federation Track Program.

Daily Recreation Summer Activities: Call Your Nearest Recreation Center

ARCO Jesse Owens Track: Call Your Nearest Recreation Center

Send a Kid to Camp: Call Each Cooperative Agency Listed Above

Meet of Champions: 670-0204

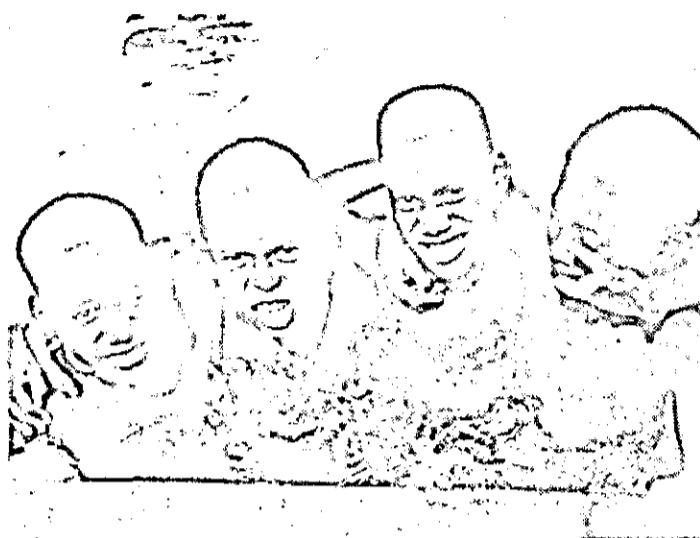
Swim Meets: 670-0207 or 670-0204

TAAF Track: 670-0204

Bachman Recreation Center: 670-6266

Therapeutic Recreation: 670-1923 (ask for Carol Lucas)

Larry Johnson Rookie Basketball Camp: 670-0204 or 670-4678



Four buddies enjoy a splash at one of 22 Dallas Park and Recreation Department community pools.

Youths with disabilities also will have an opportunity to enjoy summer fun at several events developed through the department's therapeutic recreation office. One of the most popular activities is wheelchair tennis. In addition, specialized camp programs will be offered throughout the summer at Bachman Recreation Center, 2750 Bachman Drive, near Bachman Lake. Bachman's staff has prepared a full agenda of activities for youth with special needs. These programs include cultural, athletic, creative and other activities.

Swimming

The department's 22 community pools opened May 29 with Splash Day.

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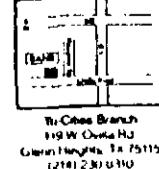
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Dear Girlfriend:

I am sick and tired of hearing our women constantly putting our men down. My advice to them is to just shut up. A man can't do any more than you let him, and if you let him run over you...well, it's a personal problem.

Every time a group of sisters get together and start talking about relationships, they start bashing the brothers. It just ain't right. Give me some feedback. I want to know what you think.

Tired of the Infighting man? Personally, I believe in telling it like it t-i-s.



Dear Tired:

Girlfriend is tired too. Why is it a problem when a woman expresses her opinion about a

Every time I open my mouth or put my pen to paper on a subject that concerns a man, I do so carefully. Well, sometimes I do.

All I can say to you is to remove yourself from those situations when we sisters feel like expressing ourselves. By the way, you didn't say whether you were a man or a woman so I guess you must be a man. Let me offer you an apology from the women who have offended you by expressing their opinions. Also, did you ever hear of the saying... "the truth hurts"?

Dear Girlfriend:

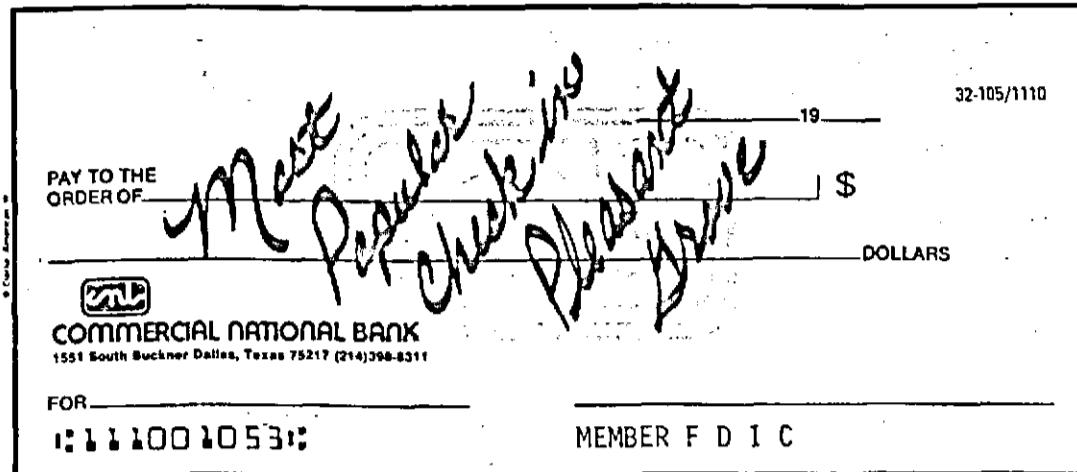
I get so depressed trying to simply survive from day to day. My income is over \$30,000 a year and yet I cannot make ends meet. I have one child, a car and a mortgage, I don't believe in credit cards, and yet I'm always behind in bills. I can't find a man that can deal with me or my child. What's a woman to do?

Depressed

Dear Depressed:

Girlfriend, do you pray, and do you pay your tithes? Honey, it's not me you need to be asking for advice, but I have a little advice for you. #1. Place a pillow on the floor and fall on your knees. From the looks of things you'll be there for awhile. #2. Forget about "a man" and get acquainted with the Man. Are you with me? #3. Give a little, and your rewards will be great. Child, with \$30,000 a year, I'd have enough kids to form a first-string on a basketball team, I'd be rich!

Seriously, pray and pay those tithes consistently. You'll be surprised at how those problems you're having just seems to fade away.



Career Opportunity

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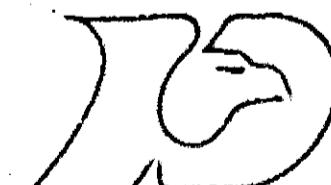
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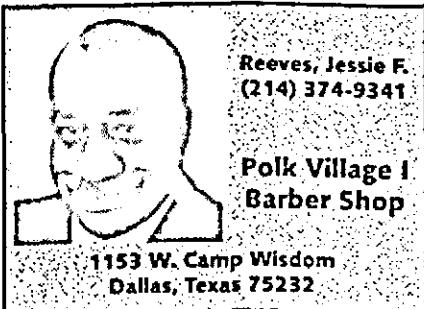
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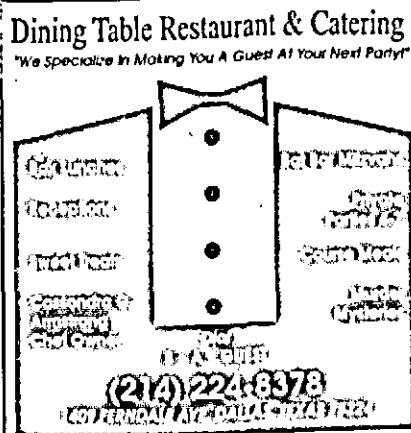
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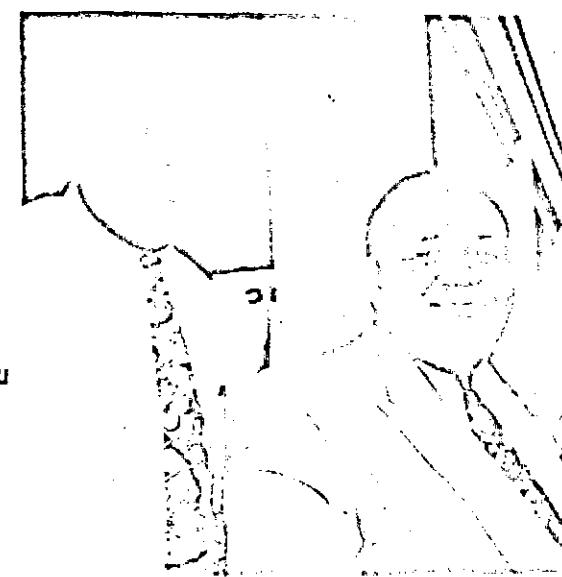
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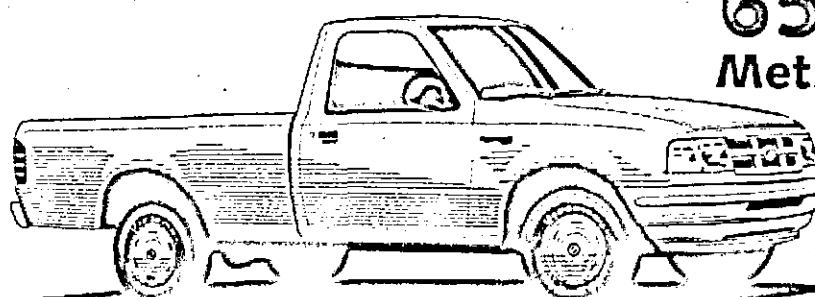
Kevin Wood
New Car
Sales Manager

Terry Polk
Assistant Isuzu/Subaru
Manager



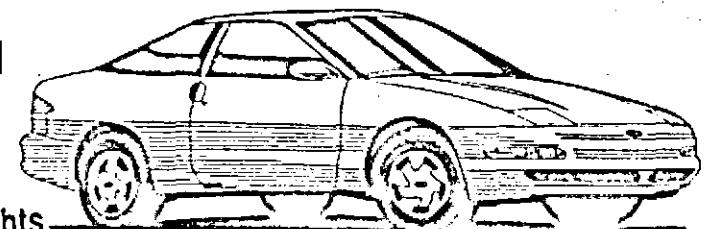
These three men are just some of our professional staff who are committed to
serving you and your families for years. Meeting your needs and making your buying
experience pleasant is our goal in order to see you and your family again and again!

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1993 Ford Ranger

Free 4 days and 3 nights
vacation with any new car
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