Cancer info

By Dr. Jack E. White

Jack E. White, M.D., is director of the Howard University Cancer Center, chairman of the department of oncology at the Howard University College of Medicine and professor of surgery.

This article is brought to you by the Cancer Information Service of Metropolitan Washington, an Outreach Program of the Howard-Georgetown Comprehensive Cancer Center.

QUESTION:

Dear Dr. White:

I've had a bloody discharge from my nipple for almost two weeks now. Is this a sign of breast cancer?

Ms. D.,
N.E. Washington, D.C.

ANSWER:

Dear Ms. D.:

Unusual bleeding or discharge is one of the seven warning signs of cancer and should be reported to a doctor, if it lasts more than one or two weeks. However, a slight nipple discharge, whether bloody or clear, in the absence of such other symptoms as a lump in the same breast, rarely is a sign of breast cancer, even early stages of it.

The bloody discharge from your nipple most likely is due to a benign condition and not a cancerous one. A benign papilloma, harmless, wart-like growth in the lining of a milk duct near to the nipple, can cause a nipple discharge. The discharge may be clear or bloody. It should be reported to the doctor. If it seems suspicious, he can examine the fluid for cancer cells and remove the growth for biopsying, so that he can make a definite diagnosis of your condition.

QUESTION:

Dear Dr. White:

Does dysplasia mean that you have cervical cancer?

- Mrs. R. S.,
Silver Spring, Md.

ANSWER:

Dear Mrs. R. S.:

Dysplasia means that the cells lining the cervix are undergoing abnormal changes. Depending upon the degree to which abnormal changes are taking place, the dysplasia is either mild, moderate or severe. Since there is a danger that this precancerous condition may turn into cancer, the area of dysplasia must be destroyed. Mild to moderate dysplasia may be treated by cryosurgery, which kills the cells by freezing them. Severe dysplasia usually is treated by a hysterectomy, which is the surgical removal of the uterus or the lower portions of it. Women who want to have children may have their severe dysplasia conservatively treated and then monitored by Pap smears every three months.

GLOSSARY:

Benign — harmless

Biopsy — a sample to cells or tissue from an organ in the body.

Cervix — lower portion of the uterus.

Crysurgery — technique used to kill cells by freezing them.

Dysplasia — abnormal changes in the size, shape, organization of cells.

Hysterectomy — surgical removal of the uterus.

Pap smear — sample of cells from the lining of the cervix.

Papilloma — harmless wart-like growth in the lining of a milk duct.

Precancerous — an abnormal stage in cellular development following which cancer may or may not develop.

Uterus — the female reproductive organ in which the fertilized egg develops into a mature offspring.

If you have a question about cancer or want additional information, you can write to: Dr. Jack E. White, Cancer Column, Howard University Cancer Center, 520 Georgia Avenue, N.W., Washington, D.C. 20060 or call the Cancer Information Service — 638-2280.

FIVE GENERATIONS of this Washington family got together recently at the Salvation Army hostel to celebrate the 95th birthday of Loray S. White (seated L). Also seated is 2nd generation member Alberta Perritt, holding the 5th generation member, 2-year-old Nia K. Foote. Standing are Doris P. Woodward (3rd generation) and Renee W. Foote (4th generation).

(Photo by Milton Williams)

Energy-saving advice offered to consumers

By Chelsye Williams

With the doubling of home heating oil prices in the past year, surviving this past winter was a number one concern for many District residents. While a warmer-than-usual winter and local fuel assistance programs for elderly and low-income residents helped somewhat last winter's concerns were only the prelude to a long term serious energy problem in the United States.

We continue to consume energy at a faster and faster rate. Our annual energy consumption has doubled since 1950, but the sources of energy upon which our economy is presently based—mainly oil and natural gas—are limited. It took millions of years to create our fossil fuels. Yet our known supplies of oil and natural gas are in danger of being exhausted after only 100 years of use. This fact, coupled with the escalating price of fuels and our overdependence on foreign oil, emphasizes the importance of developing alternative and renewable forms of energy and using our present supplies more efficiently to reduce waste.

In a nation with a limited energy supply, the cost of which cannot be controlled, energy efficiency techniques should become a part of everyone's lifestyle. First, consider the ways you use energy. Second, learn more about energy problems and the possible solutions. Take advantage of services provided by the D.C. Energy Unit, and those of local community groups that offer energy audits and basic information about how to become conscious energy-users. Third, conserve energy. This will help us to extend our supplies and reduce our imports of foreign oil as we explore new energy technologies and resources.

Start today. This is the time of year to make repairs in and around your home. Begin with those repairs that will result in savings and heating and cooling bills.

Taking any or all of the following basic steps will help reduce utility bills:

Insulate exterior walls and the top floor of your home with at least 3 and one half inches of insulating materials. Although this is the most expensive conservation measure, expenses are tax deductible, and fuel costs savings could be as much as 30 percent. For guidance, consult with a reputable insulation dealer in your community or a local community group.

Caulk and weatherstrip around doors and windows. During the winter months you probably noticed drafts and leaks that brought cold and unwanted air into your home. Savings in annual energy costs would amount to from five to ten percent.

In the Attic:

— Seal all cracks and voids around ducts, vent pipes, wiring chimneys.

— Strip insulation from around air duct joints and caulk those joints with flexible caulk then retape the joint.

— Weatherstrip around the attic access door and insulate the back of it.

The Water system:

— Install a Temperature Regulating Valve (TRV) near the hot water heater. If a separate line cannot be run to your diswasher, install a TRV in each hot water line as close to the water tank as possible, but past the take-off point for the dishwasher.

— Insulate the hot water tank. Set the thermostat to 120 degrees

— Install a separate hot water line to the diswasher.

— Install flow restrictors in all shower heads and faucets.

— Insulate hot water lines.

— Insulate hot water pipes.

The heating system:

— This summer (it's usually cheaper at this time of year) have your oil furnace serviced.

In preparing for summer:

— Install a whole-house ventilating fan in your attic or in an upstairs window to cool the house when it is cool outside, even if you have central air conditioning.

— Clean or replace air conditioning filters at least once a month.

— If you need to purchase a central air conditioning unit, select one with the lowest suitable capacity and highest energy efficency ratio.

For poeple who meet low-income guidelines, the United Planning Organization (UPO) is coordinating a neighborhood program to perform weatherization services, which include insulating, weatherstripping, caulking and making repairs.

To qualify for the UPO program, a family of two may have an annual income up to $5,625. A family of four may have an annual income up to $8,375. Applicants can expect to wait at least four weeks before the services can be performed. For more information, call Axel Dennis, UPO's energy coordinator, at 638-7300, extension 603.

The D.C. Energy Unit can send you pamphlets with dozens of tips about saving energy. The book, Residential Energy Conservation Guide for D.C., Citizens offers detailed steps for doing your own energy audits and weatherizing. For information on any energy-related matter call the energy hotline, 724-210.

Arthritis and nutrition

The truth about arthritis and nutrition may surprise you. It is simply this: there is no special diet for arthritis. "No specific food has anything to do with causing arthritis," said Dr. William Felts, chairman of the Medical and Scientific Committee of the Arthritis Foundation of Metropolitan Washington, "and no specific diet will cure it."

Except for cases of gout, a form of arthritis where uric acid must be controlled, what you eat has no influence at all upon the disease. There is no scientific evidence implicating any vitamin or nutrient deficiency. "The best diet for an arthritis patient is simply the same kind of sensible, well-balanced nutrition we should all follow," Dr. Felts stressed.

There is one general exception to the statement that diet does not affect arthritis. Being overweight can aggravate arthritis by adding to the burden of the weight bearing joints. It may also increase the chances of getting arthritis in the first place: several studies have shown that osteoarthritis develops earlier and more frequently in individuals who are more than 10 percent overweight.

Rheumatoid arthritis, the most devastating and crippling form of the disease, has been investigated intensively for many years and its cause remains a puzzle. Current evidence points to a combination of factors related in part to inheritance, in part to the production of abnormal antibodies, and in part to some environmental agent like a virus.

"Since people with severe rheumatoid arthritis are often very sick with fever, anemia and inflammation of other tissues besides the joints," said Dr. Felts, "many of them eat poorly, become run down and lose weight, like individuals with other chronic illnesses. Therefore, many of the nutritional abnormalities that have been observed in people with rheumatoid arthritis are probably a result rather than a cuase of the disease."

Dr. Felts cautioned arthritis sufferers against believing all they read or heard about dietary supplements with curative powers for arthritis. "Most diet cures or super vitamin claims are outright quackery," he said. "All the individual gets for his trouble is false hopes and wasted money."

The most commonly publicized fad diets are elimination of diets, based on the theory that arthritis is caused by a food allergy. If you eliminate the food culprit, say the proponents of these diets, you'll eliminate the arthritis.

However, according to Dr. Felts, there is no evidence for food allergy as a cause of arthritis, except for the transient joint swelling that sometimes accompanies an attack of hives precipitated by eating nuts, shellfish or some other food allergen easily recognized by the victim.

Arthritis pain can be controlled and crippling prevented by prompt and proper treatment. See a qualified physician, and for more information write for a free copy of "Arthritis - The Basic Facts," available from the Arthritis Foundation, Metropolitan Washington, "and no specific diet will cure it."

LEADERSHIP TRAINING

Cadet Dennis A. Johnson, son of Mrs. Beverly S. Johnson, 1215 49th St. N.E., D.C., is receiving practical work in military leadership at the Army ROTC Advanced Camp at Fort Bragg, N.C.

Johnson, a 1977 graduate of Mackin High School, is a student at Virginia Military Institute, Lexington. His father, Randolph C. Johnson, lives at 221 Harry S. Truman Drive, Upper Marlboro, Md.

METRO TRAIN OPERATOR George Seldon has been named one of the top employees of the Washington Metropolitan Area Transit Authority for his outstanding service to the public. Seldon, who lives on Lundy Drive in Lanham, Md., has been an operator since 1978. He is married and has one son, 10.

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CAMEROON HEAD MASKS were only by specially trained costumed dancers are among the exhibits now on display at the Museum of African Art. They are supposed to help ellminate evlre social and religious problems.

(Photo by Milton Williams)

Marion Anderson featured on new gold medallion

Marian Anderson will be featured on one of the first two gold medallions to be minted by the U. S. Treasury in 1980, which were made available for public purchase July 18.

The one-half ounce Anderson medallion marks the first time American citizens will have the opportunity to buy American gold in any size other than the 400 ounce gold bars sold periodically by the Treasury at auction.

In 1939, fifteen years before the Supreme Court ruled that the Little Rock schools should be integrated, Marian Anderson made history when she mesmerized a crowd of 75,000 singing on the steps of the Lincoln Memorial. The concert was held outdoors after the controversy over racial discrimination flared when the Daughters of the American Revolution banned Anderson from singing in Constitution Hall. Eleanor Roosevelt resigned her membership in the DAR in protest.

Orders for the Anderson medallion are now being accepted. Order forms and instructions are available at all post offices. The daily price of the medallion will be based on the previous day's closing spot price of gold on the New York Commodity Exchange.

The toll free number to obtain the daily price is 800-368-5510.

(TOP) Marian Anderson medallion and (BELOW) the Arts Commemorative medallion.

Catholic University to host workshop

The Catholic University of America, CUA, will hold the 10th Annual Workshop in Afro-American Culture and Worship, July 28 August 1 on the CUA campus.

Co-sponsored by the National Office for Black Catholics, NOBC the program will demonstrate how black religious expression may be attained in liturgical form and assist churches of all denominations in appropriating, preserving and further developing black culture and worship.

The five-day conference will feature sessions on topics such as "Motivations for Black Catholic Movement," "The Prevalence of Ritual in Afro-American Art," "African Culture and African Liturgical Styles," "Sacred Dance and Worship Experience" and "Choir Directing."

Other segments of the program include speakers, exhibit demonstrations, "jam sessions" and choir directing liturgy-planning forum.

Workshop leaders include Portia Maultsby, assistant professor in the Department of Afro-American Studies at Indiana University; Sylvia Bryant, director, of Dance Programs at Fisk University and board member of the International Sacred Dance Guild; Ron Harbor, music instructor at St. Benedict the Moor Catholic School, and Francesca Thompson, chairperson of the Department of Theatre and Speech at Marian College in Indiana.

Minorities increase in advertising

The first 20 years of television portrayed a society that was lily-white. Advertising did little to vary that image. Today, while some advertisers remain holdouts the use of minorities are increasing. Once excluded because of the white business man's indifference and sense of pragmatism, desiring to appeal to the broadest possible audience there was a fear that consumers and trade factors (especially in the South) would boycott black associated products.

A 1972 study of 57 television commercials found no evidence that use of blacks alienates a significant number of white consumers. Now there is evidence that the use of blacks contributes to believability. And there is a tendency to show situations that are natural and realistic depictions of social interaction between whites and blacks. In the late 1960s there was a reported $32 billion - a year consumer market, and about a dozen black controlled advertising agencies. In twenty years the black consumer has advanced from a low market to one which encompasses a wide readership spanning both trade and general interest. The minority market is no longer ignored but undeveloped.

Whether to or from a black perspective the small business or sole proprietorship can advertise to stimulate or develop growth in much the same manner as the large corporations. Although most may not be able to afford the Madison Avenue agency, still positive results can be gained from a small scale local campaign. Inflation, above - now, and modern day economics have brought us to the do - it - yourself age. The use of knowledgeable skills and good planning can be productive as well as profitable. Advertising is an unavoidable consequence of doing business. It's about sign language, and special promotions require special attention.

In deciding to advertise the next step is considering how and what to advertise. Is the goal to reverse the downward trend in company profitability? Or to introduce a new product? Once the clear purpose has been defined, choosing the proper medium and skilled planning will become easier. Some considerations are obviously the electronic media (radio and television); less expensive methods are direct - mail and the print medium. Neighborhood weekly advertising circulars seem to be witnessing a sudden growth. One does frequently find an interesting insert left on the seat of a subway, bus or park bench. They often include eye catching offers, bargains, and interesting news of local developments.

The budget should provide the most definitive restrictions. When I first began to explore the use of advertising I decided to test the possibilities of promoting a typing service. A succinct ad was placed in a bi - weekly advertising paper at a cost of one dollar. The timing was perfect because of an editor's special it ran an extra two weeks free. The dollar made possible three inquiries, one client, and a return of seven dollars. For of the seven dollars were re - invested in a larger ad in another newspaper with greater circulation.

The idea has now been returned to the drawing board for further development. The point is: advertising on even the minimum level can offer possibilities. Recently while purchasing a Saturday night snack at the local barbecue carry - out I noticed on the counter lay a stack of "take one" type menus complete with information about the establishing catering service. The mere publishing of a folder or leaflet is getting the word out.

The medium is the crucial consideration. Consult experts or specialist they can provide excellent service if not good direction. For example effective copywriting envolves the skill and adroit talent for recognizing and conveying an appealing message. It must be a simple message aimed at masses of people. It must be fresh, provacative, fast, clear, and attractive. A message can be powerful when it's human.

Not too long ago I applied for a position with a major daily newspaper, the interview revealed that the newspaper's own ad to which I responded was totally misleading and dishonest. I was deceived into wasting a half day only to be told that the duties were not exactly as advertised and the pay was substantially less. The law places the burden of proof on the advertiser. I was persuaded that there was no way this newspaper could meet its burden. Be truthful, tell it, show it. There is too much deceit in the business today.

Whatever the final decision do not forsake quality. The consumer in these penny pinching days are too easily offended by the lack of it. An effective method relies on the budget, the planning, and the research. These are services that experts can provide.

To hold its own in a modern competitive society, a company must be marketing oriented and this often means changing long standing deeply engrained traditions. Marketing is the scientific approach to problems which in the past have been a mixture of luck, daring, and genius. A mailing list of potential customers can be compiled, covering almost the whole market.

This can be produced either from the company's own resources, or with the help of lists provided by direct - mail specialists. But it must be remembered that the rules of mailing are the same as those that apply to any other medium, and the skills of specialists in this field should be employed if a waste of money and effort is to be avoided. Direct - mail are considerable. It is quick and flexible. The success depends largely on the quality of the mailing list.

Advertising is a creative process. It can work by (1) stating an objective (2) targeting an audience, (3) emphasizing key consumer benefit (4) support with a reason to that benefit, and finally (5) choose an appropriate tone and manner. There are plenty of "how to" books and much is written about advertising. A good source and professional guide is How to Advertise by Kenneth Roman and June Naas published by St. Martin's Press. The authors are professionals who discuss what works; what doesn't and why.

Still there are only a handful of minority admen. The 1977 edition of the Minority Business Directory lists 183 such agencies. Many manage major accounts for big industries and major companies. Though not all provide full service from conception to completion. There are specialists who do marketing research, photography, and point - of - purchase displays. Whatever the state of a particular small business a little advertising cannot hurt.

There may be a general reluctance on the part of some black entrepreneurs to openly endorse or promote their products. Publicity of black ownership it is feared could mean the economic kiss of death. Some prefer anonymity in the high profile world of the market place. Quality is far more important than the business owner's race. Dealing with entrenched ignorance and racism is after all commonplace in the 20th century.

What better place to combat it than in the business world. There is a school of thought that minorities in business are evolving to a point where they are people in business. They must do business in the mainstream, especially when the difference between success and failure may only be a 10 percent margin. If blacks are to achieve economic parity with other ethnic endeavors in this so called "melting pot" then black businesses must be scraped away from the pot's burnt side, that is to get a grip of it and start cooking in the thick of it. A step toward achieving this is advertising.

Area Briefs

JAZZ CONCERTS

Big band jazz sounds will fill the Mall for a fourth time this year as the U.S. Navy Band's jazz ensemble, the Commodores, returns to the Mjseum of History and Technology for a series of jazz concerts on the m'seum's mall terrace, Wednesday evenings from 6-7 p.m.

Swinging arrangements of old and new jazz favorites and familiar allads sung by the band's vocalist Bob Drummond will be presented July 16, 23, 30 and August 6, 20, and 27.

SUPPER CRUISE

Theashington Area Media Organization will present amoonlight supper cruise on the pirit of 76, Wednesday, July 23, at 7:30 p.m., boarding at the Georgetown Dock ? the foot of Wisconsin Avenue and K Street, N.W.

For further information, please call 387-9177.

CLASS REUNION

The Dunbar High School Class of 1940 is planning to celebrate its 40th class reunion, Friday, Oct. 17.

For further information, please contact Nathaniel Hill at 367 2030 or Dr. Larry Graves at 829-9404.

AFRO Street Interview

The Question: Do you think the NAACP is a viable organization for black folk in the eighties?

(AFRO photo feature by Milton Williams)

The NAACP recently concluded a highly successful annual conference. In light of this AFRO photographer Milton Wilton Williams solicited the views of some people, including actor Calvin Lockhart, on the organization. Below are the answers he received.

MAUREEN BUNYAN — "Yes. Number one, it has a structure; it has a tradition; it's got a forum; it's an organization. That's number one, and when you have organization, that's primary, that's very, very important. First, you have organization, then you decide what to do with it. The NAACP in its current organization, I think, is fine. It may be that some people may not think it's functioning the way it should, but function can always be changed. But primarily, it is an organized national group and black people need that. We need it. It's up to people to decide whether it's doing what the group should be doing, but it's there. It has a tradition and it has a history and a very strong and productive one."

CALVIN LOCKART — "I think it is always viable as long as we don't have any alternative. I think any organization out there that even mentions the rights of black people is viable. I think that the viability of anything would depend on its ability to perform any service that is to provide benefit to people. It depends on your point of view doesn't it?

"Whether the thing (NAACP) is viable or not, I'm sure there are millions of people in America who believe that the NAACP is quite viable and I think that if Jordan who is in the Urban League can be shot at in an organization that we regard as being somewhat removed, I would say, from the grass roots, mainstream, that tells me something too.

"It is not a question anymore as to whether or not the thing has viability or not. It is a question that the black leadership has been assassinated over the last several years and it continues. The only thing to do is to unite. I don't know how we can achieve that. I think communication is the most important area. We have to have communication and that comes from radio, television, telephone, telegram. We don't have to control it.

"We have had drums in Africa for centuries, you know. Why is it that suddenly somebody says that this thing is going to be happening on the West Coast and every black person in America knows about it and nobody had put it on the radio? Some how the word gets around, doesn't it?"

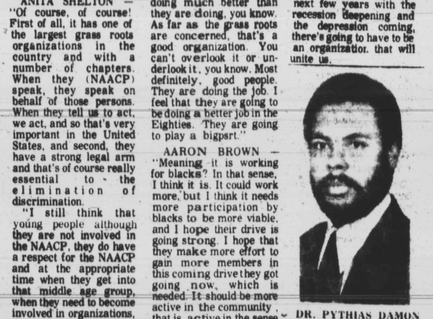
NOREEN STRONG — "Yes, I certainly do, because the NAACP is an organization that has a history behind it. It's not one of the prettiest histories in this country we would like to see, but when we have an organization we should keep it no matter what it is doing now, because a lot of people say that a lot of old organizations aren't as viable as they once were.

But it's up to the people in the communities to revitalize those organizations, and the NAACP is recognized by a lot of people who don't recognize the up-coming organizations. Well it's just like every other organization. In order to make it something that every body is proud of instead of just a few people and not just a select class of people, everybody has got to be involved.

That's easy to say. A lot of people don't want to take the time, energy to become involved and a lot of the young heads would prefer to go and start their own organizations where they are the head man and they don't have to bow to seniority. I am trying to say it's sort of hard sometimes, but good has got to come out of it.

MAUREEN BUNYAN — CALVIN LOCKHART — NOREEN STRONG

JOSIE BASS — ANITA SHELTON — WALTER JOHNSON



JEFF CLARKE — AARON BROWN — JOIA JEFFERSON

What do I see? I see an organization that needs revitalization."

JOSIE BASS — "I think it is. I think it will be with more involvement of the young professional black folks and involvement of the youth. The end result, hopefully, is that we redefine the survival of black folks for the Eighties."

ANITA SHELTON — "Of course, of course! First of all, it has one of the largest grass roots organizations in the country and with a number of chapters. When they (NAACP) speak, they speak on behalf of those persons. When they tell us to act, we act, and that's very important in the United States, and second, they have a strong legal arm and that's of course really essential to - the elimination of discrimination.

"I still think that young people although they are not involved in the NAACP, they do have a respect for the NAACP and at the appropriate time when they get into that middle age group, when they need to become involved in organizations, they will turn to the NAACP too."

WALTER JOHNSON — "Well, I think it's a viable organization in terms of what it does, but black people are moving away from it. I feel, because of the inclination behind the name (NAACP), you know, in the late Seventies we kinda moved away from names and it became offensive to us, like Negro, colored people, stuff like that. People have a tendency to get caught up on the outward appearance of a word and the root of what it implies. Well, it's hard to say particularly about the NAACP, but what I am saying is that I think that they are kinda in the background, so to speak. I think they have done the bulk of the major work they can do. They are kinda in the background now. People refer to them in terms of individual problems that can't be dealt with, you know, on a normal basis, going through regular channels. Then they turn to the NAACP and in that sense they are functionable in this society.

JEFF CLARK — "Well, really they are doing the job. They could be doing it better. They could be doing much better than they are doing, you know. As far as the grass roots are concerned, that's a good organization. You can't overlook it or underlook it, you know. Most definitely, good people. They are doing the job. I feel that they are going to be doing a better job in the Eighties. They are going to play a bigger."

AARON BROWN — "Meaning it is working for blacks? In that sense, I think it is. It could work more, but I think it needs more participation by blacks to be more viable, and I hope their drive is going strong. I hope that they make more effort to gain more members in this coming drive they got going now, which is needed. It should be more active in the community that is, active in the sense of seeking more memberships. The end result is getting money so that it can be active. Any organization has to be greatly financially supported and thus giving blacks more of a participation making them feel more of a part of the organization, and that is the membership. With money they can may be have people explaining their position more thoroughly which would encompass the young and the old. That's what's needed."

JOIA JEFFERSON — "I would say that at this point that there is no organization that's viable for black folks in 1980 because black people are sitting down doing nothing. I think that after the next presidential election when Ronald Regan is elected and he kicks our a——? then the NAACP will be a viable organization because of its long history, because it is the organization that has survived time unlike CORE or SCLC that kinda came into the fold and then faded out with their leaders.

"The NAACP has withstood the years and I think that they will survive it. I think that the next few years with the recession deepening and the depression coming, there's going to have to be an organization, that will unite us.

DR. PYTHIAS DAMON JONES, formerly of the 1900 block of Eutaw Place and son of Mr. and Mrs. Pythias A. (Virginia) Jones, graduated from Case Western Reserve University School of Medicine in Cleveland, Ohio. Dr. Jones is a graduate of Polytechnic High School and Morgan State University. He is doing his internship at Mt. Sinai Hospital in Cleveland and plans to do a residency in psychiatry after his internship. Dr. Jones is the brother of Mrs. Ernestine Tina Jones Jolivet, a teacher; Mrs. Gilda Jones Garrett, a statistician; Mrs. Verna Jones Shipman, community developer and Alvin Jones, vice-president of H and R Block. Prior to starting his internship this summer, Dr. Jones spent a month in Europe.