Bettye Moss

IF YOU ASK ME

New ILA head

Horace Thomas Alston, the new No. 1 union head on Baltimore's waterfront, is no stranger to the Baltimore community where he has paid his dues as a civic and church worker.

Mr. Alston, 48, was appointed last week by the International Longshoremen's Union as international vice president. The executive council named him to fill out the unexpired term of John Kopp, who died two weeks ago. He will serve until July 1987.

In the next two years, Alston will have an opportunity to demonstrate the leadership skills he has shown in the community as he heads the 5,000 longshoremen in his commitment to end wildcat strikes.

He says he sees his role as one of working together with maritime interests to help make Baltimore the "greatest" port in the world.

To this writer, he said, "It's not who's right, it's what's right..and...we can disagree and sit down and work things out..we can do it."

State Senator Troy Brailey, a longtime union leader, said he hopes Mr. Alston "will be able to reach this goal in the next two years, because ILA union members under his jurisdiction need this kind of help and commitment. I wish him well."

Who he is

If your worked in the Baltimore NAACP's early register-to-vote drives, you know Horace T. Alston. He was there, going door-to-door registering voters in west Baltimore.

If you remember the uphill battle waged to help Parren J. Mitchell unseat Seventh District Congressman Samuel N. Friedel in 1970, you know Horace T. Alston. He worked diligently, registering voters for P.J. He did the same thing in the early campaigns of Delegate Wendell Phillips and others.

When reminded of these and other endeavors, Mr. Alston is quick to observe he has always stayed in the background, never sought any honors for himself. He calls it, "working behind the scenes," to help make things better for his community.

In the Edmondson Village area where he lives, he is a member of the Carroll Neighborhood Improvement Association.

In Shiloh Christian Community Church on W. Lombard St., he is an usher, and assistant treasurer and secretary of the Male Choir.

He is Past Worshipful Master of Linwood Koger Lodge No. 21 of the Hiram Grand Lodge of Masons.

His family

More on Mr. Alston: He is a native of Louisburg, a N.C. town near Raleigh, the oldest of 11 children of Winston and Marian Alston, who still live in the family homestead. One of his sisters, Mrs. William Scott, (Annie), resides in the Woodlawn section of Baltimore.

Mr. Alston's wife of 15 years is the former Bernice Bryan, a retired seamstress. She is also active in Shiloh Church, is treasurer of the Chancel Choir and is a member of the Octet Club.

Mrs. Alston belongs to Dorcas Chapter No. 20 of Naomi Grand Chapter, Order of Eastern Star, Hiram Grand Lodge.

The Alstons' daughter, Kim Dixon, is a city recreation employee. They have three adopted daughters, Joan Smith and Uzell and Yolanda Robinson.

Cuff notes

Mr. Alston moved to Baltimore when he was 20, and studied at the Lincoln Technical Institute. His first job on the waterfront in 1963, was in the ship's hold. He joined the ILA the same year.

In 1970, he became a crane operator. Six years later, he was a gang carrier and acted as shop steward.

In 1982, Mr. Alston became a fulltime union leader, recording secretary for ILA Local 333 until last June when he was named Atlantic Coast District vice president, an assignment which involves supervision of dock workers from Nova Scotia to Cape Hatteras, N.C.

More cuff: Shiloh Christian Community Church, where the Alstons attend, is the historic inner city church founded by the late Rev. George Baynard. He died last year.

Newly appointed minister, soon to be installed, is 24-year-old Rev. Jimmy G. Baldwin, Jr.

For Brandts

People doing nice things for others: Vallen and Anne Emery hosted a reception at their Ashburton home on Saturday for Dr. and Mrs. Edward Brandt (Patricia).

Dr. Brandt is the new chancellor at the University of Maryland's downtown Baltimore campus. He assumed his duties Jan. 1, succeeding the late Dr. Albert Farmer. He comes to our city from the nation's capital, where he was Assistant Secretary for Health and Human Services.

The downtown UM campus includes the professional schools-law, medicine nursing, dentistry, social work, pharmacy and University Hospital.

The Emerys began their interest in the medical school eight years ago when their son was enrolled. Today. Gregory Emery, M.D., is a prominent anesthesiologist in the San Francisco-San Jose area.

During these years, his mom, known professionally as Dr. Anne Emery, an administrator in the Baltimore city public schools, has served on the Task Force for Education of Minorities at the University.

She is a member of the Planning Committee of the Scholarship Guild, a group which backs student participation at the University, and provides financial support for deserving Maryland residents. (Dr. Emery has been directly responsible for scholarships for hundreds of students both in Maryland and in Louisiana).

Hubby, Vallen Emery, Sr., an administrator in the Department of Transportation of the Baltimore City Public Schools, has also been supportive of post-secondary opportunities for students.

During the reception, guests were briefed on the role of the Scholarship Guild by its chair, Dr. Theodore Patterson.

Extra added attraction-the gourmet dishes Anne prepared herself before the caterers arrived.

Who was there

In the crowd: Director of State Board of Higher Education, Dr. Sheldon Knorr and Mrs. Knorr; UM president, Dr. John Toll and Mrs. Toll; UM Regent A. Paul Moss, Morgan State U pres, Dr. Earl Richardson and Mrs. Richardson;

Coppin State president, Dr. Calvin Burnett and Mrs. Burnett; Coppin VP. Dr. Freeman Hrabowski and Mrs. Hrabowski; UM vice-president Dr. Leroy Keith and Mrs. Keith, UM vice chancellors, Roy Borom and Mrs. Borom, and Dr. Louis Murdock, and Bowie State president, Dr. James Lyons.

More guests: Mr. and Mrs. Ed Richarson, Walt Wahler, Richard Kline, Miss Pat Purcell and Mrs. Joan F. Johnson.

About people

The Alfred Woolridgeses, (Janet) are on Cloud 9. Their first grandchild arrived Jan. 9

Equally happy are the parents, Amy and Bertrand Sallard of Sachas, a suburb of Dallas, Tex. Infant weighed in at 6 lbs. 13 oz. has been named for grandpops on both sides-William Alfred Sallard.

— —

Mrs. Madge Cannon, the Social Security worker who broke her arm during the holidays, is on the mend, recuperating at the Sante Fe Rd. home of her sister, Mrs. Louise Farr.

By the way, Mrs. Cannon's son, Rev. G. Michael Rise, is the new assistant pastor of Hillsdale-Chatsworth United Methodist Church.

— —

Dr. Earlie H. Francis, the baby doctor is out of North Charles General Hospital and recuperating at home.

— —

George and Vashti Jude's annual Super Bowl party attracts an enthusiastic group. It was so on Sunday at the Hopkins Club, where their guests dined before the game and rooted for their favorite team in the Homewood Room. In the crowd: Messrs. and Mesdames Sam Blackwell, Melvin Callaman, George Carter, Charles Chisley, Bruce Edemy, Aaron Ellis, Ben Foreman, Charles Hillen, Charles Lynch, Charles Shipley, Ralph Smith, Marsden Rawlings, Milton Stanley, J. C. Reaves, Errol Taylor, Royal Weaver, Ken Wilson;

And, Lawrence Waters, (wife, Ruperta, was under the weather); Glenn Carter, whose wife, Gwen, was at the bedside of her dad in D.C., he had eye surgery); Carol and Jackson Wright, Marjorie Prout, Gloria Phillips, Elise and Fred Mason 3rd, Laura Gardner and Richard and Jean Cummings, (Mrs. Cummings was fresh from D.C., where she was glad to report her mom and stepfather, Mr. and Mrs. Samuel Greenburg, (Merle) are out of the hospital and recuperating at home.

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ORDER OF WORSHIP

8:00 A.M. THE CHURCH IN REVERENCE
Early Morning Worship
Rev. Otis Richardson, Preaching

9:15 A.M. THE CHURCH IN STUDY
Church School — Member Orientation Class

10:30 A.M. THE CHURCH IN WORSHIP
Morning Message: Rev. Cleveland Alexander, Jr.
Assistant Pastor — Eastside Baptist Church

3:00 P.M. WORSHIP
In Concert — The Men's Day Chorus

5:00 P.M. THE CHURCH IN SOCIAL FELLOWSHIP

6:00 P.M. THE CHURCH IN TRAINING
Baptist Training Union

Mr. Charles W. Stills, Jr. — President
Dr. Walter E. Paige, Minister

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SUNDAY, JANUARY 27, 1985

10:50 a.m. ..... Morning Worship
Dr. Kearse, Preaching
7:30 p.m. ..... Evening Worship
10:05 p.m. - 11 p.m. - Broadcast Service over WITH, 123AM
"ALL THINGS ARE POSSIBLE TO THEM THAT BELIEVE"

ST. JAMES' EPISCOPAL CHURCH

LAFAYETTE SQUARE

The Clergy
The Rev. Donald O. Wilson, D.D., L.H.D., Rector
The Rev. Robert T. Ford, ED.D., Deacon
Mr. Maurice Murphy, Mus.D., Choirmaster-Organist

SUNDAY, JANUARY 27, 1985

9:00 A.M. Family Service—Church School
8:00 A.M. Holy Communion
11:00 A.M. Holy Eucharist Sermon

The public is cordially invited to attend.

—Naomi Durant

Continued from Page 13

Holiness Church in 1967.

She and her congregation own all the buildings in the 2000 block of Monument Street except two. She also founded two other churches, one in Washington, D.C. and another locally in the 3100 block of Virginia Ave.

Now boasting a membership over 1,000, a new ediface is expected to be completed in the fall of this year, another site to be major worshipping quarters.

"When you ask me the secret to my success, it has to be giving," insists the reverend. "I've been giving all my life, taking my pulpit all over the place and taking nothing for my journey."

Remembering her beginnings, volunteer work at WEBB radio, travels daily to D.C.'s WUST radio and part time spots on WSID, she acknowledge the road hasn't been easy and encourages young people to be aware every beginning isn't a smooth one.

"I get very concerned about young folks. I like them and my best to understand them. Every opportunity I get, I offer them chances to express themselves in whatever way needed. They are the future for us and must be given every bit of preparation for it.

"As a people we have come a long way. I can see it in radio. We are reaching out more, and I think we're getting real close. In churches, people are going out of their way to help somebody else.

"I don't involve myself much with politics, but I recognize the problems we have with crime, drugs, pregnancy. I see my role as one who helps through means of the church, I cannot be a politician.

"I respect the ministers we do have that are making ways for us because of their political involvement. That's best for them, not for me."

Having received almost every religious award the city has to offer, Bishop Durant has managed to break barriers all over the country. Her style of music has definitely been a package of success marketed by various gospel programmers around the country.

The lady and her music are headed for unlimited heights and maybe next year, who knows, she just might be crowned a different sort of "Queen of Gospel."

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Sunday, January 27, 1985

8:00 A.M. — Prayer and Spiritual Healing Service
9:00 A.M. — Church School
9:50 A.M. — Church/Community Hour
10:50 A.M. — Morning Worship
MUSIC The Anthem — "RISE UP, O MEN OF GOD" (Gordon Young, arr.)
The Spiritual — "AMEN" (Jester Hairston)
Preaching — "Life — No Hiding Place" — Dr. Ray
Saturday, January 26, 1985 — Prayer Breakfast — 9:00 A.M.
Sponsored by The Senior Ushers
Sunday, January 27, 1985 — Anniversary of The Senior Ushers — 3:30 P.M.
Wednesday, January 30, 1985 — Martha W. Preston Bible Class — 7:00 P.M.
Mid-Week Prayer Services — 8:00 P.M.
Dr. Samuel Ray, Pastor
James R. Peterson, Minister of Music

DOUGLAS MEMORIAL COMMUNITY CHURCH

Lafayette and Madison Aves.

"The People of the Way"

Dr. Marion Curtis Bascom, Minister

James S. Hammond, M. Music

Juanita Hall Davis
Organist

SUNDAY, JANUARY 27, 1985
Rev. Marion C. Bascom, Preaching

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MUSIC

8:00 Anthems — Men's Choir
Gospel Trumpet
— Arr. Buryl Red

Somebody's Calling My Name
— Arr. Wendell Whalum

11:00 Anthems

Praise God From Whom All Blessings Flow
— Arr. Paul Wohlgemuth

Little Innocent Lamb
— Arr. Marshall Bartholomew

Dr. Eva Jessye... a living legend, turned 90, Jan. 20, 1985

1934—Dr. Eva Jessye at piano with members of chorus. She was choral director of Virgil Thomson's "Four Saints in Three Acts," an experimental opera with text by Gertrude Stein produced by Friends and Enemies of Modern Music in Hartford, Conn. Later opera went to Chicago and New York for further productions.

1980

1965—

1952-

Showtime

Ida M. Peters

What's Happening

—First music critic for AFRO
—Taught at Morgan College
—Eva Jessye Choir in First 'Porgy and Best," 1935
—Directed choir for first black sound film, 'Halleluhah'
—Appointed Kansas Ambassador for Arts 1981

By Ida Peters

Dr. Eva Jessye, a living legend, first music critic for the Baltimore AFRO-AMERICAN Newspapers, music teacher at the old Morgan State College, whose choir, the Eva Jessye Choir was the official vocal group for the historic March on Washington... Martin Luther King... 1963, celebrated her 90th birthday Sunday, Jan. 20, 1985 in Pittsburg, Kansas. She is an acknowledged authority on Americana, and since 1981 has been Kansas Ambassador for the Arts.

Talked to Dr. Jessye in Kansas this week to find her alert, full of pep and full of wonder, "I'm 90 years old... my Lord! I have so many ideas I can't use them all."

Dr. Jessye says that at the invitation of Governor John Carlin she was the main speaker at the observance of Martin Luther King's birthday observance Jan. 15 at the State House in Topeka, Kansas.

Editor's Note: Dr. Jessye has a remarkable memory and recalls at the 1963 March on Washington her choir tell in behind the leaders. Without hesitation, she was able to quote her speech in detail but paused to enunciate clearly and spell out names of people she talked about.

The speech given by Dr. Jessye at the King tribute was titled "The Dreamer Dies, but Never Dies the Dream."

In closing she said:

We weep for him, but we have touched his hand and felt the magic of his presence. The kind of love he spread throughout the land; and heard the fervor of his battle cries. We mourn him but we shall triumph yet. And plant our banners where his hopes were sent.

For her birthday, Dr. Jessye received cards and letters from friends throughout the United States and had dinner with Dr. James Gilbert, vice-president Pittsburgh State University and her mentor, Gene De Gruson in charge of the Eva Jessye Collection at Pittsburgh State. She noted on her recent visit many copies of her poems written when she was on the staff of the AFRO and published in this newspaper.

Eva Jessye was born January 20, 1895, in Coffeyville, Kansas. From the age of three, after her mother had separated from her husband and moved to work in Seattle, she was reared by her grandmother and aunts.

When she was 13, her mother sent her to Western University, a school jointly maintained by the African Methodist Episcopal Church and the State of Kansas in Quindaro, a suburb of Kansas City. This move was motivated, Dr. Jessye recalls, because the public schools of Coffeyville would not admit Afro-American students to the high school at the time. An exception was ...lowed by Western to permit her to enter a year before the required age of 14. There, music instructor R.G. Jackson discovered the child's precocious musical talent, allowing her to assume charge of the University chorus.

Eva was graduated from Western University in 1914. She then spent three summers at Langston (Oklahoma) University, from which she was graduated with a life certificate in teaching. In 1916 she began teaching in elementary schools in Taft, Oklahoma (an all-black town), Haskell and Muskogee. She also taught for a time at Flipper Key Davis, a church school just outside Muskogee. (One of her colleagues, Richard B. Harrison, was later to play "De Lord" in Green Pastures). In 1920 she was appointed director of the music department of Morgan State College in Baltimore, Maryland. In 1925 she worked for the weekly Baltimore AFRO-AMERICAN, striking out on her own for New York in 1926, joining a small choral group called the Dixie Jubilee Singers- a group she was eventually to direct as the internationally famous Eva Jessye Choir. "Our best appearance," she remembers, "was at the Rivoli Theatre on Broadway. Its members included Edward Jones, Charles Parker, Bertha Powell, Purnell Hall, and Phillip Patterson. The musical director was one Hugo Riesenfeld, who remained my good friend and advisor for many years." Among other projects, the Singers were the vocal dialogue for the motion picture, Uncle Tom's Cabin.

At the urging of Will Marion Cook, the nationally known composer-conductor, whom she had met at Western University, Eva arranged with Cook's publisher, Robbins-Engels, to bring out a collection of her songs which she had heard in Southeast Kansas.

From 1926 through 1929 the Eva Jessye Choir appeared regularly at the Capitol Theatre under the management of Major Ed Bowes. Radio furnished another outlet for the choir, which performed the "Major Bowes Family Radio Hour," the "General Motors Hour," and others. And Eva Jessye began organizing quartets, as the Four Dusty Travellers, accompanied by cello and piano, who sang for Station WOR for several years during the Depression. It was for that station that they sang what she thinks is one of the first singing commericals ever aired.

In 1929 Eva Jessye was called to Hollywood to direct the choir in King Vidor's pioneer sound film, Hallelujah, the first Afro-American musical motion picture. While continuing her choir tours across the United States and doing special radio programs for stations in New York and London.

She was asked to become choral director for the production of Virgil Thomson's Four Saints in Three Acts, an experimental opera with text by Gertrude Stein, to be produced by the Friends and Enemies of Modern Music in Hartford Connecticut, and later to be taken to Chicago and New York for further productions.

Early in 1935, the Eva Jessye Choir rushed to New York from barnstorming in South Carolina for auditions of a new folk opera by George Gershwin, Porgy and Bess. "We got back just in time to audition," remembers Dr. Jessye, who adds, "It was Rosalee King, with her verve and dramatic flair, who sold the choir to Gershwin. She was magnificent."

This first truly American opera, Porgy and Bess, pleased audiences everywhere. When it opened at the Alvin Theatre in New York City the night of October 10, 1935, it was Eva Jessye who directed the choir. She still has an original score of the opera, as well as a recording of Helen Dowdy singing the audience-pleasing Strawberry Woman scene.

After her days with Porgy, she was choral director for a time at Claflin College in Orangeburg, S.C. And the 16-20 member choir bearing her name continued to thrill audiences from 1938 through the '40s, including those at the 1939 New York World's Fair. She returned to Broadway in 1942 with the revival of Porgy and Bess, contributing to the war effort in 1943 with her free "Victory Concerts" and in 1944 with her "Order of the Day" for the Russian War Relief Program. In 1942 a revival of Porgy toured Europe. In a bombed-out building in Berlin, her choir gave a concert for refugees from the East. "The building was shambles," she recalls, "But on the stage was the most beautiful grand piano I ever saw. The place was packed, and the people loved our music. It was the first time many of them ever saw an American Negro. They called us 'chocolate people', and I said I hoped we were half as sweet."

After appearing in such movies as Slaves and Black Like Me, Dr. Jessye finally returned to the college campus, going to the University of Michigan at Ann Arbor, where in 1974, she established the Eva Jessye Collection of Afro-American Music. When Pittsburg State University was preparing to celebrate its 75th anniversary, Dr. Jessye was chosen from the many Kansans who had achieved honor in their chosen fields to open the Diamond Celebration. Accordingly, Governor Robert Bennett proclaimed October 1, 1978, "Eva Jessye Day" In Kansas.

There's more to black Baltimoreans than Pennsylvania Avenue

Comment
By Ida Peters

As Entertainment Editor for the AFRO-AMERICAN Newspapers we get a lot of inquiries about black entertainers born in Baltimore. For the past month we have been getting inquiry after inquiry from people making special documentaries on Pennsylvania Avenue and the Royal Theatre in particular.

We started it all back in October when we ran pictures of great entertainers by Gordon Anderson taken at the old Royal and Apollo Theatres. His works will be on display at Gallery 409 the month of February.

Recently, a call came from a museum wanting to do the cultural life of Baltimore with emphasis on Pennsylvania Avenue.

Now where did white folks get the idea that the cultural life of black Baltimoreans centered around Pennsylvania Avenue? Our memory of Pennsylvania Avenue conjures up pimps, numbers, whores, bars and hustlers as well as the Regent, Royal and Lincoln theatres and pawn shops.

In retrospect if the cultural life of black Baltimoreans is to be told then it must be told from the perspective of the black church and Masonic orders, Masons, Elks, Knights of Pythians, etc., around which most of black family life centered.

Baltimore cultural history is not just entertainers but people like Harry Cummings who was elected to the City Council in 1890; Harry O. Wilson banker and founder of Mutual Benefit and the thousands of men and women who owned theatres, (Harry Carpenter); were editors, printers, teachers, ministers, Bishops, salesmen, steel workers, boat owners, farmers, housekeepers, civil servants, maids, porters, waiters... all who raised families; sent their children to schools and colleges... many never setting foot on Pennsylvania Avenue except to shop.

Nobody can tell the history of black Baltimoreans except those folks who were born and raised here and its time for us to be alert and assert ourselves. It's sad that so many folks want us to be more "Amos and Andy" and not like the tell it like it is; stable families like Bill Cosby's show on TV.

Jazz great Cie Frazier dead

Joshia "Cie" Frazier, a drummer who began playing during the early years of traditional jazz in New Orleans and toured with the Preservation Hall Jazz Band, died of pneumonia Thursday at Touro Infirmary. He was 81.

During his 62-year career, Frazier played with such jazz leaders as George Lewis, Billie and DeDe Pierce, Paul Barbain, Oscar "Papa" Celestin and "Sweet Emma" Barrett.

Frazier began his career in 1921 with lessons from Louis Cottrell. He played in bands including the Young Tuxedo Band, Emile Barnes' Louisiana Joymakers, Kid Howard's La Vida Band the Eureka Brass Band.

Frazier was a regular performer at Preservation Hall in the French Quarter and toured the nation and several foreign countries with the Preservation Hall Jazz Band. His last performance there was in the winter of 1983.

Survivors include his wife, Eugenia Benoit Frazier; four sons, Josiah Frazier Jr., Donald Frazier and Leonard Frazier, all of New Orleans and Leo Frazier of Denver; two daughters, Margaret Isac and Bernice Johnson, both of Los Angeles, 24 grandchildren and 14 great-grandchildren.

Funeral services were held 10 a.m. Tuesday at Corpus Christi Church. Interment was in Mount Olivet Cemetery under direction of Glapion Funeral Home.

James Booker's N.Y.

Top Draw Staff: The Washington, D.C. Metropolitan Council of the AFL-CIO planning a major fund-raising drive to build a memorial in that city in honor of the late A. Philip Randolph, the nation's most beloved labor leader... The U.S. Postal Service to issue a commemorative stamp on March 5 in honor of the late Dr. Mary McLeod Bethune, founder of the National Council of Negro Women... Mayor Tom Bradley of Los Angeles will receive the NAACP's highly coveted Spingarn Medal in ceremonies in his city from Dr. Benjamin Hooks on Jan. 24. Hooks will follow up this event by addressing the NNPA newspaper publishers in Palm Springs, Calif. the next day... The National Urban League is drawing out some of the country's leading artists for its 75th anniversary program at St. Mark's Methodist Church, 137th and St. Nicholas Ave. on Sunday, Jan. 27 ... Incidentally both Diana Ross and Sarah Vaughan turned down singing invitations to participate in Reagan inaugural ceremonies...

— —

Show Biz: Singer Lena Horne, everybody's favorite, has reportedly settled on making her permanent residence in an 18-room apartment in Washington, D.C. ... Nationally-famed singer Lionel Richie will again serve as host for the 12th annual American Music Awards to be aired on ABC-TV on Jan. 28 .. Washington's popular television newscaster Jim Vance has entered the California-based Betty Ford Clinic to overcome a self-confessed problem with narcotics. The station says he will return after he gets the cure... Former Miss American Vanessa Williams and her current publist, Ramon Hervey, are already talking marriage, while she continue auditions for a key role and writes her "memoirs"... Harlem's popular Casablanca Restaurant holding its annual disco-dance at the Savoy Manor Jan. 26, where Fred, Frank and Jimmy expect to show their own version on the Georgetown step.

— —

Around Town: Atlantic City's popular director of publicity, Sandra Usry, niece of Mayor Jim Usry, said "I do" Saturday, Jan. 19 to local NAACP prexy Pierre Hollingsworth, at the Tropicana Hotel, where football greats Jim Brown and Franco Harris also staged their celebrated Super Bowl running event... It was wall-to-wall last Friday evening at 125th Street's new in spot, Showman's Cafe, 267 W. 125th St., as old friends gathered in a "Thirty Year Toast" to Anthony Jenkins and Alfred L. Howard, who joined New York's finest together... Former New York Knicks basketball star Earl "The Pearl" Monroe being touted as a possible commissioner for the newly-formed United States Basketball League, in which his former teammates Walt Frazier and Dick Barnett are among the eight franchise owners... Author Alex Haley busy working on a book on the first black millionaries in America, Madame C.J. Walker, developer of the famed hair oil, along with a book on his hometown of Henning, Tenn... Pele, the famed king of soccer, telling friends that he intends to run for president of Brazil within the next five years.