

# World and Nation

## Mississippi Southern Baptists improving racial relations

Associated Press

JACKSON, Miss. — Mississippi's Southern Baptists, the last in the denomination to establish black churches, have opened two in the last year in what they say is a new spirit of racial cooperation.

"It was strictly because of racial relations that we didn't have black churches before this," said Jim Dalrymple, associate director of missions in the Gulfport area. "It boils down to a new willingness to work together."

Both of the state's black Southern Baptist churches are on the Gulf Coast.

"This is still something that is somewhat regional in Mississippi," he said.

"The coast area, the Jackson area and north Mississippi near Memphis (Tenn.) are most receptive to the idea."

For years, Baptists in the South

joined denominations divided along racial lines.

Southern Baptists were the largest of the predominantly white groups, while the National Baptist Convention was the biggest of the black organizations.

The Rev. Rossi Francis, pastor of one of the two black Southern Baptist churches, said he has encountered no problems from white Southern Baptists.

In fact, he said, "there's an eagerness because they're realizing that we're all heading in the same direction."

In Mississippi, Southern Baptists have about 600,000 members, while the General Missionary Baptist Convention, affiliated with the National Baptists, has about 300,000.

The two groups agree on theology but have different methods of operating, with the National Baptists relying more on pastoral leadership

and the Southern Baptists giving the congregation more of a voice on policy and financial matters.

In the last decade or so, the lines between the groups have become more blurred, with black congregations joining the Southern Baptists in slowly growing numbers.

The Rev. David Mathews of Indianola, chairman of the General Missionary Baptists, said he does not foresee a wholesale move by black preachers to the Southern Baptists.

Mathews said he sees the Southern Baptists' main attraction as their greater wealth.

Emmanuel McCall, director of the black relations department for the Southern Baptist Convention, agreed that his denomination has more resources.

Francis said he liked the autonomy the Southern Baptists gave him, including not infringing on his style of preaching.

## New public TV show for children strives to stimulate math interest

Associated Press

NEW YORK — With President Reagan and many educators giving America's students failing grades in math, the makers of "Sesame Street" are producing a new television series designed to stimulate math interest while looking a lot like MTV and SCTV added together.

The Children's Television Workshop, creators of public television's "Sesame Street," "The Electric Company" and "3-2-1 Contact," announced Thursday at a news conference that production will start in early 1986 on what CTW calls the most expensive single project for children in TV history.

The Count, "Sesame Street's" numbers freak, would go wild counting off the show's \$16 million funding budget that comes from such disparate sources as the U.S. Department of Education, the National Science Foundation, the Corporation for Public Broadcasting and IBM.

IBM contributed \$59.5 million to American universities last year and now is investing in the TV schooling of young students so they can better

compete in the technological future, "where working smarter, not harder, will be the watchword," said Dr. Lewis Branscomb, IBM's chief scientist.

The untitled 30-minute program is scheduled to premiere on public TV weekday afternoons in January 1987. The producers hope the series will be used in classrooms and are giving teachers permission to tape the programs.

The target audience is kids ages 8 to 12. "We'll try to get children, especially girls and minorities, interested in math before they learn they're not supposed to be interested in math," said David Connell, the show's executive producer.

Besides the traditional topics of counting, arithmetic and measurement, the curriculum will include algebra, probability and geometry. "The age of 'reading, riting and 'rithmetic are long gone," said George Tressel, a member of the supporting National Science Foundation.

Reagan has raised concerns about America losing the math and science race to students abroad, most nota-

bly to those in Japan. When 20 nations were tested for arithmetic skills in a 1982 International Educational Achievement Study, American eighth graders came in 10th.

"The crisis in mathematics education has been widely recognized in this country," said Joan Ganz Cooney, president of CTW. "Our new math series represents a national effort to do something about it."

Cooney said the series will make math fun and illustrate its everyday applications, while discrediting a popular notion expressed by one student to CTW researchers: "I hate math more than I hate liver."

CTW will have its work cut out for it making math appealing enough to compete with the plethora of TV choices, including the fast-paced MTV music channel on cable.

Connell said the format will utilize parody, similar to the way NBC's SCTV, which starred John Candy and Martin Short, lampooned TV programs. The show will satirize every TV form, from soap operas to game shows to weather forecasts, to get its numerical messages across.

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### History Today

Associated Press

Today is Friday, Sept. 20, the 263rd day of 1985. There are 102 days left in the year.

Today's highlight in history:

On Sept. 20, 1519, Portuguese navigator Ferdinand Magellan set out from Spain on a voyage to find a western passage to the Indies. Magellan was killed en route, but one of his ships eventually circled the globe.

In 1870, Italian troops took control of the Papal States, leading to the unification of Italy.

In 1873, panic swept the floor of the New York Stock Exchange in the wake of railroad bond defaults and bank failures.

In 1881, Chester A. Arthur was sworn in as the 21st president of the United States, succeeding James A. Garfield, who was assassinated.

In 1884, the Equal Rights Party was formed during a convention of suffragists in San Francisco. In 1947, former New York City Mayor Fiorello La Guardia died.

In 1963, President John F. Kennedy proposed a joint U.S.-Soviet expedition to the moon in a speech to the United Nations General Assembly.

In 1973, in their so-called Battle of the Sexes, tennis star Billie Jean King defeated Bobby Riggs in straight sets, 6-4, 6-3, 6-3, at the Houston Astrodome.

Ten years ago: Sargeant Shriver announced in Washington, D.C., he would seek the 1976 Democratic presidential nomination.

Five years ago: Iran and Iraq reported new ground and air battles along their disputed border.

### Self-made super rich rise from obscurity to fame in new book

Associated Press

NEW YORK — They hustle frozen french fries with valleys and peaks, helpful computers and chocolate-chocolate-chip cookies.

They are among the legion of the self-made super rich who feed us, fly us and give us fun, and who peddle everything from pizza to running shoes to floppy discs.

The names are familiar: Pizza Hut, Winnebago, Honda, NIKE, McDonald's, Toys 'R' Us, Celestial Seasonings, Mrs. Field's Cookies and Chun King.

Tales of how these makers of megabucks rose from obscurity and sometimes poverty to fame and fortune are told in a new book by A. David Silver, "Entrepreneurial Megabucks."

It is the story of 100 great entrepreneurs of the last 25 years, and will be published next month by John Wiley & Sons.

Some began with loans. Lane Nemeth borrowed \$25,000 from family and friends to begin her Discovery Toys company in 1977. Today, sales amount to \$40 million a year.

Barbara Gardner Proctor had an \$80,000 Small Business Administration loan to start Proctor & Gardner Advertising in Chicago in 1970.

Annual billings now exceed \$15 million.

Neil S. Hirsch borrowed \$30,000 from his father to start Telerate, a New York firm that operates a computerized financial market information system and now makes \$28.7 million.

Silver, who formed a venture capital investment banking firm in 1970, says one thing that entrepreneurs greatly value is time.

Entrepreneurs also tend to sleep and eat little, check no baggage, wear no jewelry and never get sick, Silver says.

Jack R. Simplot earned \$7,800 from feeding and selling hogs in 1927.

Now 76, Simplot has become the largest potato processor in the United States with a patent on frozen french fries.

During the Depression, Luigino Franco Paulucci pulled a battered red wagon along the railroad tracks gathering fallen lumps of coal to sell for a penny each.

By the time he was 12, he was selling iron-ore samples to tourists in Minnesota.

He went on to found the Chun King Corp. and Jen's Inc., manufacturers of canned Chinese food and frozen pizzas.

Rose Blumkin bribed her way past a Russian border guard and came to the United States on a peanut boat in 1917. She had no money.

By the age of 43, she had borrowed \$500 and started a business in the basement of a pawnshop, selling quality furniture at lower prices than her competition. Now 91, she heads the Nebraska Furniture Mart in Omaha, which was acquired by Berkshire Hathaway in 1983 for \$60 million.

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Student's name, address (local and permanent), telephone listing, date and place of birth, sex, nationality, race, major, classification, dates of attendance, class schedule, degrees awarded, awards or honors, class standing, previous institution or educational agency attended by the student, parent's name and address, sports participation, weight and height of athletic team members, parking permit information, and photograph.

Any student wishing to withhold any or all of this information should fill out, in person, the appropriate form, available to all students at the Registrar's Office, no later than 5 p.m. Friday, September 20, 1985.

R. A. Lacey  
Registrar