

## On the road again

The Cheyenne Herald has been shown on these pages as it has traveled and been read all over the world. It has been seen in front of the Great Wall of China, in Saudi Arabia and at a museum in India. It has become "the world's" newspaper.

Recently, a human statue in Barcelona, Spain, was photographed with a recent issue of the Herald while gazing at an American tourist as she was caught reading her copy.



## Street construction in front of the airport terminal In preparation of Southwest Airlines?

What's going on? Eighth Avenue in front of the airport is being reconstructed like it's some kind of important roadway.

Except for the people who get their mail at the possibly short-lived airport post office, there isn't much traffic on that street.

Of course, it is home for the sign that still said the Heli-Support was still in Cheyenne and it'll be interesting to see if it's rebuilt with the same erroneous information placed back on it.

If you didn't know better, you'd almost think that Cheyenne has real commercial air service and the street in front of the terminal is being dolled up for all those international travelers who while away their time before flights back and forth to London, Madrid, Tokyo and Melbourne.

In fact, there is so little airline travel in and out of Cheyenne (non-government) that Sky Harbor terminal could handle it.

For seemingly weeks, Eighth Avenue has been torn up. Interstates are rebuilt faster than the section from Warren to Evans to

Pershing has been resurfaced. The runway was redone faster.

One day the only way to get mail at that branch post office was by going through neighborhoods in the Avenues. After navigating the narrow streets which should handle only one-way traffic for an obscene period, Eighth Avenue was reopened from Warren to that entrance. Now motorists can see up close and personal just how inferior the quality of construction is.

Is it impossible to spread asphalt evenly?

And what's that median in front of the terminal? A giant planter will hold some kind of fast-growing weeds, presumably.

Many residents probably wish their neighborhood streets could see the same kind of attention. And money. Between this poor use of public funds and all the corners in the downtown that are being rebuilt to an annoying intrusion into the intersection, far too much money has been spent on what somebody thought was going to be aesthetically pleasing and too little spent on neighborhood streets.

## When is store security ethnic discrimination?

by Dave FEATHERLY

The Civil Rights Act of 1964 (42 USCS 2000a) prohibits discrimination.

Or so we would like to believe.

For over 40 years, the United States has moved far too slowly toward a time when discrimination based on race or skin color ended. Sometimes it's subtle, sometimes it's blatant. But it is still present.

When a third party called me to relate a story about a young woman of dark complexion who had been, in her opinion, the subject of unfair singling out due to her ethnicity, I couldn't believe the store being accused didn't know better.

In business, retail or service, where you come in contact with the public on a regular and frequent basis, owners, managers and supervisors should know that the issue of how you treat consumers, customers and visitors to your place of business tells a lot about the company you own or for which you work.

For the past forty-one years, claims of discrimination have been litigated over and over again in the courts. By now, all should know what even the mere utterance of words can do to the one uttering them.

Fisher DeBerry has been a popular and successful football coach at the Air Force Academy. Recently, he used words that he should not have. At his age and with his experience, he should have known better. For a single faux pas, he was called on the carpet and stories were more "he will not lose his job," than about what he actually meant to say. Or believes.

Others in the spotlight have lost important and long-held positions because of words they used, not beliefs they held.

So, when the story was related to me by one I trust to be fair and accurate in his depiction, I decided I would explore the matter further.

The accusation was against one of the major, national retailers on Dell Range.

The story follows in the next column:

A thirtyish woman was in the store and made a purchase in the amount of about \$20. She used a non-store credit card to pay for the purchase, even though she does hold a store credit card.

Leaving the store, she stopped to look at another product. Leaning down where she wasn't seen, she overheard one store clerk on the telephone to another, advising the second clerk to "watch her," and describing her with the equivalent of the "n" word. The accusation or inference was that she might be a shoplifter.

The customer confronted the clerk about the accusation and language and it was denied at first. A supervisor or store manager was demanded and one was produced. A "manager" told her, according to what she told me, that there was no store manager - he had quit and was not yet replaced. It was established when I interviewed the store manager (they do have one), that word had been passed among key clerks that a person matching the description of this customer had been a "suspected" shoplifter and they were to be on the lookout for such a person. The customer told me that she had last been in that store three weeks earlier and had been a regular shopper there in the past.

Citizens are supposed to be afforded equal access to stores like this one (those engaged in commerce) without discrimination. This was a case of assuming guilt before an offense had occurred and adding a touch of explosive language which could be overheard in public.

I asked the store manager if it were a company policy to single out ethnic or racial minorities for special attention. He said it was not - but the regional store official who was supposed to contact me has not. I asked him if the same behavior would be repeated by store personnel and he assured me, "it will not happen again."

This customer had just made a purchase with a credit card. The store willingly took her money. Had she been caught or seen stealing, been on camera stealing, or bolting after stealing, they had her identity. If this is a "pattern or practice" of any national store on Dell Range, I'd like to hear from anyone treated similarly. 637-2879.

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