

Hidden History

The Unsung Saga of the Black Man

NEGRO HISTORY BAFFLER

By NEGRO PRESS INTERNATIONAL

Today's Baffler will test your knowledge of the statements made by our leaders on the race question.

Scoring: 4-7: tops; 3: fair; 0-2: poor. Bonus Question at the end counts two points. Here's the multiple-choice quiz:

1. "Integration is a clever trick of the devils. We should not be deceived by the arch-deceivers in thinking that this offer of integration with them is leading us into a better life than we could ever hope to enjoy..."

--A. Elijah Muhammad; --B. Nat Turner; --C. Bayard Rustin.

2. "I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident; that all men are created equal.' I have a dream that one day on the red hills of Georgia the sons of former slaveholders will be able to sit down together at the table of brotherhood..."

--A. Rep. Julian Bond; --B. Dr. Martin Luther King Jr.; --C. James Meredith.

3. "Nothing stirs and shapes public sentiment like physical action. Organized labor and organized capital have long since recognized this... Mass demonstrations against Jim Crow are worth a million editorials and orations in anybody's paper and on any platform."

--A. Adam Clayton Powell; --B. Robert S. Abbott; --C. A. Philip Randolph.

4. "...we have got to renounce a program that always involves humiliating self-stultifying scrambling to crawl somewhere where we are not wanted; where we crouch panting like a whipped dog. We have got to stop this and learn that on such a program they cannot build manhood. No, by God, stand erect in a mud-puddle and tell the white world to go to hell, rather than lick boots in a parlor."

--A. W.E.B. DuBois; --B. Dick Gregory; --C. LeRoi Jones.

5. "Let us not try to be the best or worst of others, but let us make the effort to be the best of ourselves. Our own racial critics criticize us as dreamers and 'fanatics' and call us 'benighted' and 'ignorant' because they lack racial backbone... The good slaves have not yet thrown off their shackles; thus, to them, the Universal Negro Improvement Association is an 'impossibility'."

--A. Booker T. Washington; --B. James Farmer; --C. Marcus H. Garvey.

BONUS QUESTION: Long before the "God is dead" issue became a national controversy, a 19th century abolitionist leader spoke his mind on the question and predicted the bloody outcome of the Civil War. After proposing a slave revolt, he was asked at a public meeting whether God were dead (in not Himself acting against slavery). "No, God is not dead," the leader answered, "and therefore slavery must end in blood." Who was this leader?

ANSWERS: 1. A; 2. B; 3. C; 4. A; 5. C.

BONUS ANSWER: Frederick Douglass.

CURRENT EVENTS BAFFLER

By NEGRO PRESS INTERNATIONAL

In today's Baffler, identify the major news happenings--many of which offer hope for a brighter tomorrow.

Scoring: 4-7: excellent; 3: fair; 0-2: poor. Bonus Question counts two points. Here's the multiple-choice quiz?

1. A Mexican-American group in San An-

EQUAL EMPLOYMENT PROBE DISCLOSURE

NEW YORK - (NPI)--Widespread discrimination in white-collar jobs has been exposed by federal investigators in the nation's No. 1 and 2 cities.

In New York, officials of the U.S. Equal Employment Opportunities Commission charged that 20 large corporations were offering only "paper compliance" with federal equal opportunity requirements.

Commission Chairman Clifford L. Alexander, Jr., after holding a four-day hearing on job discrimination, said company representatives had pledged to offer black people a better break in white-collar jobs, but "we've seen very little in the way of accomplishments."

EEOC officials found that Negro and Puerto Rican representation in top New York firms at the white-collar level was "scandalously low."

More than 40 per cent of the 4,200 reporting firms had no white collar Negro workers, and a third had no Puerto Ricans. Most of the firms with Negro and Puerto Rican white-collar work-

tonio called La Raza Unida (The United Race) has borrowed what civil rights movement tactic to protest its grievances:

--A. Members of the group will sit in at border-town lunch counter to protest segregation of public accommodations.

--B. The group has come out against the Vietnam war--as have many other civil rights leaders.

--C. The organization has launched a boycott of three major oil companies in Texas after accusing the firms of employment discrimination.

2. Stokely Carmichael is behind efforts in the nation's capital to:

--A. Restore segregated rest rooms.

--B. Set into motion a "black united force" involving the entire black community.

--C. Read civil rights moderates out of the freedom movement.

3. On the other hand, what appears to be happening to Detroit's biracial alliance between black militants and white community leaders?

--A. It's about to break up.

--B. It's about to take over the city government.

--C. It has asked Carmichael not to interfere with its activities.

4. While in the United States recently, Adam Clayton Powell did which of these things:

--A. Addressed several groups in California, asserting that he would "put the white man on the spot in this nation and in Congress."

--B. Returned to Washington and reclaimed his House seat.

--C. Returned to New York and was thrown into jail.

5. Recently named poet laureate of Illinois is:

--A. LeRoi Jones.

--B. Countee Cullen.

--C. Gwendolyn Brooks.

ANSWERS: 1. C; 2. B; 3. A; 4. A; 5. C.

BONUS ANSWER: Washington, D.C.

ers had but a "token number" of them, it was found.

EEOC officials contrasted these statistics with the fact that Negroes and Puerto Ricans made up 28 per cent of New York's overall population.

It was noted, for example, that Eastern airlines had only one Negro pilot among 816 pilots stationed in New York, and that the New York Times had but three Negro reporters out of a staff of 200.

In Chicago, the picture was equally dismal. The Equal Employment Opportunity Commission found that only 15 per cent of the city's black people held white-collar jobs, compared to an overall percentage of 45 for all Chicago workers.

Elmer W. McLain, director of the federal agency's Chicago office, said certain major companies are lagging behind "in tapping minority resources."

Among 40 major firms with more than 500 white-collar workers, 31 had fewer than 25 black employees, and three had no Negroes at all.

Negro workers were found to make up 13.4 per cent of the workers reported by employers, but only 4.6 per cent of the white-collar employees. And this is in a one-third black city.

In both New York and Chicago, EEOC officials are campaigning against discrimination at the white-collar level by exposing existing conditions.

Negro Marketing Seminar Scheduled In N.Y. Friday

D. Parke Gibson Associates, a New York-based public relations firm, will host a Negro marketing seminar Friday, February 2 in New York City at the Roosevelt Hotel. The series of workshop conferences will deal primarily with the question of how to effectively sell the nation's Negro consumers and will be themed "The Negro Market--1968."

"The nation's 23-million Negro consumers are generally overlooked in advertising and marketing planning due to the almost total absence of reliable research materials," says the GIBSON REPORT, a monthly newsletter mailed to the nation's top executives by Gibson and his crew. "The cliches of Negro product usage and brand shares are manifold in the absence of hard data."

There will be four workshops: "How Community Relations Aids Marketing," "How to Make Ethnic Advertising Effective," "How to Use Media Effectively," and "Selling Spanish-speaking Consumers." Subjects expected to be covered during the seminar include such topics as: the effect of rioting on marketing to Negroes; use of Negroes in integrated and Negro-oriented media; continuing boycott activity; and, research that can influence marketing to Negro consumers.

Among those expected to actively take part in the Seminar Workshops are: George Jackson, manager, Public Relations Projects, American Airlines, Inc.; Charles J. Smith, III, director, Special Market Activities, Royal Crown Cola Co.; Mrs. Florence Rice, director, Harlem Consumer Education Council; Kelvin A. Wall, Market Development Manager, The Coca Cola Company; Howard Sanders, president, Howard Sanders Advertising, Ltd.; Charles A. Sterling, Assistant to the General Sales Manager, P. Lorillard Company; Norman Powell, General Sales Manager, Amalgamated Publishers, Inc.; Leonard Evans, publisher, Tuesday; and representatives of Johnson Publishing Company.

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Voice

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