

"PUDDIN' HEAD"

Ole Puddin tried, but not too hard, to put up a new front, to stop puttin' bad mouth on folks who got unkosher. It just ain't easy, Baby, when you are in the ball game and ain't throwin' your best pitch. Puddin gets knocked out of the box when he tries to throw 'em fast and down the middle. Puddin got to throw some curves, Baby, or go back to the bush league.

Puddin has got a fancy curve that he throws straight from the shoulder. If you catch on, Blood, you will catch the pitch that strikes them unkosher cats out, and usually hits them where it hurts--either in the heart or in the poke.

Get up tight with ole Puddin, Blood, and hear me well. We got some full-blooded hound dogs that take long bread out of Bronzeville every day, and won't give Bro the time of day in return for his hard-earned cash. When they keep takin' your green power, Baby, they leavin' you shorter all the time on all power. Green Power is where it's at. There ain't no other power, and don't you ever forget it.

Baby, you got to get more for your bread than you been gettin'. Every time you spend a buck you should not only get a full buck's worth of whatever your're buyin', but you should make double sure that you don't spend nothin' nowhere where they ain't showin' no signs of spendin' nothin' back with Bro.

Let me pull your coat and turn you on real good, Blood, about what kind of signs you got to look for before you start to throwin' your green power down the drain. Look for their ad in your Black Community paper. If it ain't there, then you can get a bet from Puddin that they ain't too damn particular about doin' business with you from the get go. Ask them why they don't spend a buck with your paper. Ask them if they want to do business with Bro, or if they only willin' to take Bro's green in case he wanders in their joint. Look the joint over and see if they got any Soul workin' on them better gigs. If you don't see no Soul, ask if they hire Bro, and if they do, what kind of jobs they got for him.

After you ask them questions and get the usual answers they been givin' us all the time, split and try the next joint. Baby, we got to stop spendin' where they ain't showin' no signs of spendin', somethin' with Bro. Everytime you spend where it is a one-way street business with all the money flow goin' the wrong way, you ain't doin' nothin' but buyin' more disrespect, while, at the same time, you squanderin' the little green power we got.

Spend with those who spend a little with your Black Community paper, and with those who give Bro better jobs, and you will see things start movin' ahead.



Ethel Arnold Bradley, wife of Councilman Thomas Bradley who is a nominee for Mayor in Los Angeles' super-hot race slated for next week, could be the City of Angels' first sepia 1st lady. She is a deep admirer of both Ethel Kennedy and Coretta King. Bradley faces L.A. Mayor Sam Yorty in their "battle-for-city-hall" race which has stirred a great deal of national interest. No election since Pat Brown defeated President Nixon for the governor's chair has created more interest or attention.

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WORLD OF BOOKS

By JOSEPH L. TURNER
NEGRO PRESS INTERNATIONAL

MANY SHADES OF BLACK; Edited by STANTON L. WORMLEY and LEWIS H. FENDERSON; Published by WILLIAM MORROW and Co., Inc., 388 pp.; \$7.95, hardcover.

A Black psychiatrist in Chicago said recently, "Three years ago I would have been afraid of calling my Black clients 'Black,' now they feel insulted, and I feel sensitive when I forget to call them 'Black'."

The point the psychiatrist was making is that Black Americans have gone through some considerable changes during the last few years. The psychiatrist, and most white historians and sociologists agree that, as bizarre and erratic as these changes may seem, they are necessary and important, because they are indications that Black people are rebuilding, re-establishing their own identity.

Being able to recognize that there were some "good things" in the American experience for Blacks has been about as difficult to get them to understand and appreciate as it has been to make them realize they should forget notions of going "home" to Africa.

For a long time Black Americans chose, and clung to a small number of Black leaders, regarding them as heroes, because these were the people white people told them it was all right to acknowledge, or these were the only ones appearing in books published by whites.

MANY SHADES OF BLACK is a new book which deals with all of those things, in a number of different ways. The book is a collection of personal narrative commentaries, written especially for this volume.

The book jacket says, "42 prominent American Negroes tell about America and themselves." In this age of super-heroes, all of the contributors might not be considered "big names." But what they have to say is interesting and important if you want a variety of experiences of Black people in America working, struggling, and waiting for a dream to come true.

THE BOOK is generally divided into sections such as Civil Rights and Social Action; The Arts; Science; Business; Sports; Foreign Affairs; The Ministry; Thrust for Identity; and a category called Other Professions.

Some of the contributors are Michigan Congressman John Conyers, Jr., Federal Judge Patricia Roberts Harris, Dr. James M. Nabrit, Jr., Diahann Carroll, Asa T. Spaulding, Jackie Robinson, William H. Borders, and Benjamin H. Wright.

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