

On March 1 of this week, my wife and 1 attended a testimonial honoring Mayor Tom Bradley. The affair was held in the brand new Bonaventure Hotel in downtown Los Angeles. In attendance were approximately 2000 people from all over the world.

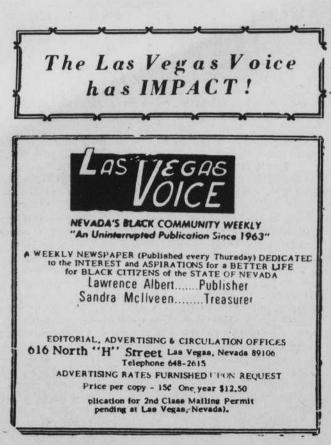
The program was outstanding. A special guest was Diahann Carroll. She gave a good short speech. The most dynamic presentation, however, was the keynote address by Gregory Peck. His theme was not on individual accomplishments of the mayor, but rather on the sense of pride and honesty he has instilled in all areas of Los Angeles, no matter the economic sector. The invocational prayer was given by a Jewish rabbi. He prayed for several minutes,

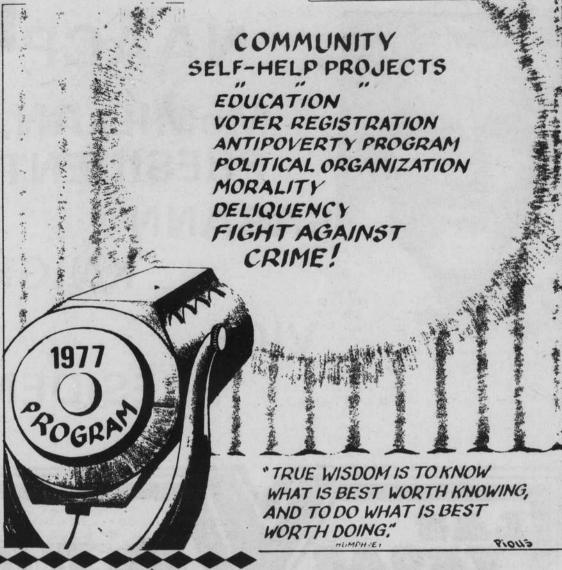
extolling the virtues of what Mayor Bradley had done for his race, but, to the surprise of many, he ended his moving prayer by stating the race to which he referred was the human race.

Truly this was in evidence from the people in attendance. This crowd was not dominated by any one racial sector, or economic faction. The crowd was truly cosmopolitan. There were politicians, professionals, labor organizers, business people and street people. One may ask why should such a man worry about reelection. The reason is jealousy, pre-

judice, and misunderstanding, all based on one issue. The issue - busing. Even though Mayor Bradley has absolutely no control over this federally-dictated program, it is being raised as an issue in the Los Angeles spring election. A rich man from the suburbs is raising this false issue trying to whip up the flames of prejudice which were almost gone in Los Angeles.

service. I predict he will win reelection by a landslide.





Just the FACTS

We are not undergoing a unique experience But my reaction, and that of my wife, is that Los Angeles is too smart to be taken in by this old fashioned ruse. Mayor Bradley, football star, policeman, lawyer and councilman, has taught the city too well in his 35 years of public taught the city too well in his 35 years of public still sought, perhaps unconsciously, the same result -- self-gain at the expense of black progress.

They were corporate barons, employing blacks as a wedge to drive down wages and Post-Recon-struction southern politicans, fearing the consequences of an alliance between Negroes and poor whites. Today champions of right-to-work laws assure blacks that anti-labor legislation is in their best interest.

No one, except these people themselves, has ever suggested that reactionary southerners or conservative businessmen ever represented black people. Nor do separatist unions speak for blacks.

For nearly a century blacks were outside the labor movement, and suffered because of it. Now we are assuming our rightful place within recognized, integrated trade unions, enjoying union benefits and protection, and increasingly taking leadership roles within labor. We are not about to turn back the clock to a previous age. If we are to proceed with the unfinished agenda of economic equality, we must oppose those who act against out best interest, whether they be white paternalists or black hustlers.

reported 1976 earnings increase of 13 percent \$351.8 million, with operating revenues of \$3.7 billion. But that is apparently not enough money for Ma Bell.

Cincinnati Bell, the company's smallest opera-ting unit is proposing to bill customers for local calls by frequency, duration and distance to instead of a flat rate. Cincinnati Bell often initiates Ma Bell's system policy. Even higher duration and distance to rates for the residential consumer appear in the making if the phone company is not stopped in its tracks.

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BUSINESS IN THE BLACK By: Charles E. Belle

RACISM AND TELEPHONE RATES

If you have checked your telephone service rates already do not bother to read on any further. The telephone company has compiled a charge structure so complicated as to confuse the most competent person. The cost to have a telephone installed in San Francisco can run about \$28. Then the fun begins.

The various types of services offered for a simple stiff is mind boggling. It's only \$2.50 per month for 30 telephone calls or less. Then add at least a nickel for every call over the limit. This is followed by a 60 call limit system at \$3.75 per month. Again, at least a nickel charge for every call over this limit.

Finally, something called unlimited private line at \$5.70 per month charge is fostered upon the general public. These are the base rates the telephone company begins to extract from the residential consumer. On this basis, they argue they serve the people. Perhaps somewhere there is a poor black soul

in San Francisco who can say his phone bill is only \$2.50 per month, but I wouldn't stay awake nights trying to telephone him. Cheap rates for blacks, senior citizens and other poor people are not what the telephone is interested in

promoting. Edgar M. Buttner, president of the California Interconnect Association, the trade group for the independent phone equipment industry, claims that the phone company is taking money out of the pockets of home phone users to finance a

business price war. Blacks have always been on the butt end of big businesses' battles. The current conflict between independent phone equipment manufacturers and American Telephone and Telegraphs (Ma Bell) manufacturing arm, Western Electric, reflects our predicament.

The telephone company's earnings rose 22 per-cent in 1976. American Telephone & Telegraph Co's net earnings are running at a rate of \$1 billion a quarter. Enough to operate the entire city of San Francisco for almost five years. In San Francisco, Pacific Telephone, AT& T's

largest operating company in the Bell system,