

NEW DAY BEGUN

by

Benjamin L. Hooks



RELINQUISHING POLITICAL POWER

In what must be viewed as an almost unprecedented move, President Carter scolded Black Americans for not exercising their right to vote to help overcome what he quite correctly characterized as "the cancer of racial injustice" that "has always been near the heart of America."

Mr. Carter was speaking in commencement exercises at the 141-year-old black Cheyney State College in Pennsylvania just three days after the NAACP celebrated the silver anniversary of the Brown v. Board of Education decision outlawing "separate but equal" facilities.

"How are we going to have the leadership to fight for equal opportunity and affirmative action in jobs, schools and housing if even the act of voting is too great an effort?" he wondered.

Given the fact that without the nearly total support from black voters in 1976 Mr. Carter would not now be President, it is understandable that he appreciates the potential political clout of America's still largest minority group. Not only that, but Mr. Carter a southerner, has a large extend prided himself on his lifelong association with blacks.

His close friendship with the Martin Luther King family, his open expression of affinity for blacks, his recent vacation on the nearly all-black Sapelo Island off the Georgia coastline where he and his family worshiped in an all-black church proudly savoring cultural delicacies afterward all distinctly differentiate Mr. Carter from other avowedly liberal presidents, except Lyndon Johnson, another southerner of historic note.

As a result of his open embrace of the traditional victims of racial discrimination, Mr. Carter's association has often been criticized as being more symbolic than substantive. Some critics attempt to compare his record of achievement on social programs with

his expressions of support for blacks. As a result, they have found his achievement record disappointing.

One of President Carter's indisputable strengths, however, clearly is political realism. Without this genius for sizing up voter sentiments, he never would have been able to defeat an incumbent president, and his chances for reelection next year would be dimmed.

His often repeated statements that he will not challenge President Carter next year not withstanding, Massachusetts Senator Ted Kennedy looms as a major threat. There is also California Gov. Jerry Brown whose non-orthodox form of politicking could very well undercut fatally Mr. Carter.

Given these prospects, the President almost desperately needs good political insurance. Blacks still represent that opportunity. In moving to awaken black political consciousness, therefore, what are his chances of success?

Clearly, Mr. Carter recognizes that without the 1965 Voting Rights Act, his chances of victory in 1976 would hardly have been possible. The passage of that act represented one of the bloodiest and humanly costliest phases in the civil rights movement.

But it signalled an historic victory that, properly utilized, could be one of the most significant stepping stones to full racial equality. Ironically, however, southern blacks have utilized the power of the ballot box much more effectively than their brothers and sisters in urban centers in the North.

The political tragedy of blacks in such cities as New York, Philadelphia, Boston, Hartford, Conn., Chicago and elsewhere is that their political power is almost miniscule compared to their numbers. On the national level, the tragedy is the same. Special interest groups outmaneuver blacks on almost every major issue that concerns them.

But it makes little sense to complain against racial injustice and exploitation when blacks themselves do not utilize the power they now have. Blacks have the opportunity to register and vote. Yet they do not do so.

The NAACP, recognizing this problem, has therefore shifted its voter education program from Birmingham to Detroit. Our branches around the nation have been alerted to this crisis. It is time for Black Americans now to join in developing their political might.

Lloyd N. Hand president of the National Alliance of Businessmen; Director Alexia Herman of the Women's Bureau; Ronald Brown, vice pres. of the National Urban League; and Rudolph Oswald, chief economic adviser of the AFL-CIO.

Blacks and the energy problem will be discussed by: Citco Chmn. Robert Sellers, Hooks of the NAACP and Williams Co. President Barry Galt. The latter firm laid a large segment of the Alaska pipeline.

Others who will discuss the energy crisis will be: Dr. Barnard Anderson of the Rockefeller Foundation, Willson Goode, chmn. of the Pennsylvania Public Utilities Commission; and Thomas D. Walker of Gulf Oil Corp.

Presentation of \$20,000 in Merit Awards to publishers and newspaper staffers, and plaques to six major advertisers in the Black Press will climax the convention.

The advertising honorees are: AT&T, Chrysler Corporation, Heubelin, Kellogg's Miller Brewing Co., and Quaker Oats.

HUGHES REPORT

CONTINUED FROM PAGE 4

sion on several occasions for failure to hire and upgrade women and members of minority groups.

The record shows Sears has had 1,500 discrimination complaints filed against it since 1965. Officials of the U.S. Dept. of Justice referred to Sears contention as "a political essay, not a lawsuit."

In dismissing Sears suit the court charged that the company attempted to blame the government's alleged failure to enforce equal opportunity laws in housing, education and employment for a supposed shortage of qualified female and minority applicants for jobs at Sears.

Ambassador Andrew Young to the United Nations has been chosen "Man of the Year" by the National Newspaper Publisher Assoc -- the Black Press of America.

Announcement of the results of the mail-balloting was made this week by John H. Sengstacke, president of NNPA and editor-publisher of the Chicago Daily Defender, New Pittsburgh Courier, Michigan Chronicle and a half dozen other newspapers.

The Distinguished Service plaque, honoring the "Man of the Year," will be presented to Ambassador Young during the 39th Annual NNPA Convention, June 13-16 in Tulsa, Okla., at the beautiful new Williams Plaza Hotel, said Mr. Sengstacke.

The other main highlights of the convention, the NNPA head explained, will be addresses by former Gov. Ronald Reagan of Calif., NAACP Executive Director Benjamin L. Hooks Dr. Leon Sullivan of Opportunities Industrialization Center and ITT Continental Baking Co. Vice Pres. Robert W. Morrow.

But the focal points of the convention, Sengstacke emphasized, will be two symposia: "The Black Unemployment Problem" and "The Racial Implications of the Energy Problem."

Speakers on the unemployment problem include: Charles Brown, chmn. of the board of AT&T;



The
BLACKSIDE
of
Washington

By Sherman Briscoe
NNPA

IS HIGH COURT A HANDICAP TO BLACKS?

Soon now the U.S. Supreme Court is expected to hand down its decision in the Weber case. Either it will approve of the voluntarily adopted training program developed by a Kaiser aluminum plant of Gramercy, La., and the United Steelworkers Union to help correct the effects of longstanding discrimination against blacks and women, or it will decide for Brian F. Weber, the white \$20,000-a-year lab technician who brought the suit.

In the latter case, affirmative action training for upgrading will join Bakke in the twilight zone, and blacks and women will have received a set back that it may take decades to overcome.

You know the case, Kaiser Aluminum, located on the Mississippi between Baton Rouge and New Orleans, is loaded down with government contracts. To keep these contracts, it must not discriminate against blacks and women in its employment rolls. But it did. The Department of Justice knew it, the Department of Labor knew it, and EEOC knew it. And a discrimination suit arising in one of its nearby plants resulted in a \$255,000 award to black employees.

As the government tardily began to breathe hard on Kaiser's neck, it and its chummy Steelworkers Union decided to establish a one-to-one craft training program to upgrade both blacks and whites. Applicants for the training were chosen on the basis of seniority out of two separate pools of workers -- blacks and whites.

It was a good try and deserves to be sustained, but along came Weber, who had been passed over in the white pool. He said he had more seniority than some of the blacks chosen and, therefore, he was being discriminated against. With a wink, both the federal district court and the circuit of appeals agreed.

Weber's lower court victories were based on the supposition that Kaiser did not discriminate. So why should it develop a discriminatory craft-training program to correct the effects of discrimination which never-existed? It's up to the High Court to decide.

However the Court decides, it seems to be high time for America to take a long look at this antiquated institution, found in few countries other than the U.S. and Liberia. Why not let the President and the Congress override the Court for starters?

Remember, it's the court of Bakke, of Dred Scott, of Plessy v. Ferguson, of slavery itself and fugitive slave laws. But more than that it's the court that FDR sought to pack because it stood astride the upward path of his "Common Man."

FIRST BLACK WOMAN GENERAL

President Carter has nominated Col. W. Johnson to be a U.S. Army Brigadier General -- a first for black women. It was long overdue.

Unfortunately, Colonel Johnson's mother will not be present for the swearing-in. She died recently and the Colonel was home from Korea for the funeral when the President called her to the White House and informed her of his plans to promote her.

This chief nurse of the U.S. army Medical Command in Korea has been in the Army 22 years. She was born and reared in Westchester, Pa., and educated at Villanova, Columbia, and Catholic Universities.

BUNNY IS DOING A JOB

When Martha "Bunny" Mitchell left the White House several months ago, and Louis Martin moved in, some folks started counting. I am glad to disappoint you; Bunny is doing ok at the Small Business Administration.

For the first time that agency may really begin serving blacks in a meaningful manner, not window dressing. She has excellent plans for reaching sections of the black community that have never been touched by SBA. Congratulations.

LANCASTER TO BE HONORED

Emmer Martin Lancaster, who did so much for black business people during his 30-year tenure in the U.S. Department of Commerce, is receiving the University of Akron Alumni Honor Award this week along with four others.

MAXIMUM OF \$30.00 PER MONTH

DETEK ALARMS

ALARMS OF TODAY AND FOR TOMORROW
Burglar • Fire • Holdup
Residential and Commercial
Battery Standby in case of Power Failure

Dan Kessler (General Mgr.)
CENTRAL STATION
Direct Lines to Police & Fire Depts.
Computerized Solid State Alarm Systems
384-2251

CASH MONEY FOR ALL LEADS \$\$\$
FREE ESTIMATES

510 Las Vegas Boulevard South
Las Vegas, Nevada 89101