

JACOB ADDRESSES BLACK CHAMBER LUNCHEON

By Maudra Jones

The Nevada Black Chamber of Commerce was addressed by visiting John Jacob, National President of the Urban League, at its monthly luncheon held last Thursday, Feb. 2 at the New Town Tavern.

Articulating the reality of "Two Americas" in economic terms, Jacob stated: "One America is doing quite well and participating in the economy, while another America is experiencing a 17.8 rate of unemployment (49% teenage unemployment), 1/3 live in poverty and 1/2 of its children live in poverty."

On the matter of "Two Las Vegas", Jacob noted that one Las Vegas is enjoying life while the other Las

Vegas is suffering.

Jacob believes that the Urban League in Las Vegas has the specific task of bringing both Las Vegas' together. he said, "The Las Vegas that we see will never be what it ought to be until we include that part which is invisible."

He stated further, "If the Urban League in Southern Nevada is to be viable, effective and productive, there must be individuals willing to give time, energy, effort and nurturing ... it requires people power."

He referred to the problems of Black America as being "not totally of our making and cannot be resolved totally by our doing," thus pointing out the need for Black and

white to work together with the "belief in America and her greatness ... and that America can be a leader in the world for fairness and justice for all."

Outlining the principles of the 75-year-old Urban League, Jacob listed 1) Advocacy, 2) Direct Services, 3) Bridge-Building (between Black and white, rich and poor, community and the corporate

world) and 4) the promotion of an open pluralistic society, working to eliminate the barriers to make America live up to the true meaning of her creed "... we hold these truths to be self evident..."

The Urban League now has 113 affiliate chapters. The Las Vegas chapter will be the first instituted since Jacob became National Urban League Director.

QUOTELINES

"The two goals — enhancing the institution's black identity and eliminating the vestiges of the dual system — are incompatible."

— Joe Simmons, chairman, Alabama Commission on Higher Education

"We probably have the most socially responsible assignment. ... Blacks with the kinds of intellectual skills we can give them are desperately needed in our society."

— Herman R. Branson, president, Lincoln University

"People think that American education leaps from fad to fad. But here is ... the permanent challenge to America: quality education for blacks."

— S. Frederick Starr, president, Oberlin College

"Eighty percent of our students are the first in their families to attend college; 90 percent require aid; most come from families making less than \$14,000 a year."

— Christopher Edley Sr., president, United Negro College Fund

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of All State Insurance, was the keynote speaker and spoke on "The Role Corporations Can Play in the Development of the Urban League." Lister said that All State Insurance encourages their managers and all employees to take an active part in the Urban League for the private sector should work with the League to bring together personnel of diverse ideologies and interests to work for the common good of the community.

Prior to Lister's speech, John Jacob, President, National Urban League, brought a stirring message. Jacob said that people of goodwill of all nations,

by working together can create opportunities for all. This is what the Urban League is all about. "... If racism was right in the 60's then it is right today. If Equal Opportunity was right in the 60's then Equal Opportunity is right today ..." We need more voter registrars. Jacobs said "to refuse to vote is an alienation that hurts our community. We need an involved Black Committee and we should enlist new allies. We should be Americans working together to build a better America."

He concluded with "Let us lift our voices and "Sing a song full of the faith that the dark past has taught us ... Let us march on 'til victory is won."

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