

## MICROSCOPE..... (Continued from page 12.)

excluded Blacks, very few, in 1965, were members of the industrial working class. The bulk of Blacks in the lowest income group was the working poor. These families were headed by unskilled laborers, service workers and domestics. The non-working poor comprised 15 to 20 percent of urban Black families. The heads of these families had less than an eighth grade education, were frequently unemployed and unemployable. These families were often supported by relatives and the welfare system.

### Dramatic Changes In The Job Market

In other words, in the mid-60's, approximately 50 percent of urban Black America was economically vulnerable. America was also economically vulnerable. In the years since 1965, what no one believed could happen, did. America lost her preeminence in heavy industry. In order to become competitive with foreign manufacturers with cheaper labor costs, America turned to automation. The need for unskilled labor steadily decreased. The labor market also was changed by the entrance of an unprecedented number of women into the workforce and the influx of Third World immigrants willing to work for less than the minimum wage. The jobs on which Black America's working poor depended rapidly decreased.

Since 1980, America has lost 2½ million factory jobs, 200,000 in textiles and 200,000 in electronics. A disproportionate number of these jobs, especially in the unskilled and semi-skilled categories, were held by Black men.

### Few Black Men Can Support A Family

Black Americans were still recovering from the lingering effects of the 1974-1975 recession when the recession of 1982 struck. It was the worst recession since the Great Depression and sent Black unemployment rates soaring.

These two recessions following one another so closely have created a large number of teenagers and young adults who have never held a steady job in their lives. The unemployment figures tell the grim story. In 1970, the unemployment rate for Black men was 5.6 percent and 6.9 percent for Black women. Since 1975, however, the unemployment rate for Black workers has been above 12 percent each year. For Black male teenagers, unemployment has been above 34 percent for each year since 1975. Both of these are double digit Depression Era levels of unemployment.

With astronomically high unemployment, especially among male teenagers, it is not surprising that a disproportionate number of young Black men are drug addicts, alcoholics, in jail, or have died violently. *Today, for every 100 Black women, there are only 44 employed Black men.*

### Legacies Of The Vietnam War

Many of these teenage mothers are daughters of women who first became mothers in their teens. Were their mothers affected by the inordinately high Black casualties of the Vietnam War?

During the 1960's, proportionately more Blacks (30 percent) than Whites (18 percent) were drafted from the draft-eligible pool. Although Blacks usually composed no more than 11 percent of the total enlisted personnel in Vietnam, they made up 15 percent of all army units. In army combat units, Blacks made up an even larger proportion. Blacks accounted for nearly 17 percent of all deaths in Vietnam between 1961 and 1967 even though the percentage of Black troops in Southeast Asia during this period was around 12 percent. In 1970, Blacks took 22 percent of the casualties when they made up only 11 percent of the American soldiers in Vietnam.

Some Blacks believe that the Vietnam War disillusioned countless numbers of our people because it demonstrated that the reason for the lack of material progress in Black America stemmed not from society's lack of financial and material resources to improve housing, education and job opportunities, but rather from society's unwillingness to commit resources to those uses.

### Aftermath Of The Riots Of the Sixties

Other Blacks believe that what happened to our inner cities after the riots of the 60's was the casual factor in the disillusionment of so many of our young people.

Between 1965 and 1969, more than 400 riots or disorders took place in Black communities around the country. Damage was estimated to be in the neighborhood of three-quarters of a billion dollars. Twenty years later, most of these communities still look like the aftermath of a war.

Those Blacks who were economically able moved to other newly accessible urban neighborhoods. Whites, who had

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## Hints For Homemakers/Inez Kaiser

### Everyone Needs Benefits Of A Real Cavity-Fighter

DEAR INEZ: For years I've been buying AIM fluoride toothpaste for our children as a means of fighting cavities. It's one of the smartest things we ever did for their teeth. But what kind of toothpaste should my husband and I use?  
—CAVITY CONSCIOUS

DEAR CAVITY CONSCIOUS: Just as your kids like to brush their teeth with AIM, you and your husband could hardly find a better toothpaste for your needs.

AIM provides anti-cavity fluoride protection in attractive gel form and a great, great taste that makes toothbrushing more enjoyable.

I'm afraid that some people like yourself somehow got the idea years ago when the fluoride toothpastes were introduced that they were just meant for the kids. But what do adults need to prevent cavities?



The truth is that every member of the family needs an advanced cavity-fighter like AIM. It makes good sense and it also makes for good dental health. In fact, no other toothpaste has a more effective fluoride formula or fights cavities better than AIM.

AIM's taste is so special that you—as well as the kids—will actually enjoy brushing your teeth. The happy result is that you may wind up brushing more often and for even longer periods of time.

When you have to brush, you might as well have fun by doing it with AIM. That's why I recommend this great toothpaste for the whole family—a cavity-fighter with a very special taste.

You might say that AIM doesn't miss a thing in spreading maximum fluoride protection where toothbrushes can't go.

#### HOW TO ADD GREAT TASTE TO FOOD

Spring is one of my favorite and busiest seasons. Everything seems to be happening—graduations, weddings, receptions, outdoor parties and out-of-town visitors. And don't forget Mother's Day and Father's Day.

It all adds up to the second busiest time of year for cooking and baking. If you're smart, you'll be using a lot of IMPERIAL margarine.

IMPERIAL has a rich, buttery taste that enhances the flavor of any food you prepare. In fact, it tastes so rich and creamy you just might mistake it for butter.

IMPERIAL can be used to season vegetables, sauces and casseroles or for baking cakes, pies and preparing other desserts. No matter what, it adds a rich buttery flavor to whatever you cook.

This great-tasting margarine comes in all of your favorite forms—stick, soft, 2-lb. and 3-lb. light tubs, whipped and diet—to please just about everyone's taste.

So add good taste to your springtime meals and special occasions by saying "hello" to the buttery taste of IMPERIAL. Remember, besides adding great flavor to your cooking and baking, there's no better tasting spread than IMPERIAL for those breads and rolls and biscuits.

IMPERIAL tastes so much like butter that you may be one of those people who can't tell them apart. Just try IMPERIAL and you'll agree it really tastes great.



#### HOW TO LIFT STAINS AWAY

One of the most thankless and yet most important chores in any home is the laundry. As long as things go right and the clothes keep clean, doing the laundry is taken for granted.

But let just one important item—like a pair of trousers, a skirt, a blouse or a shirt—show up with a messy stain or spot that didn't come out, and your reputation is likely to be soiled as badly as the clothes.

So choosing the best possible detergent for the family wash becomes an all-important decision. In my house, we use CONCENTRATED "all," a powder detergent that cleans all kinds of stains. The great thing about "all" is that it outcleans the leading powders on extra-tough oily stains and gets your whole wash "A-L-L" clean.

"all" goes straight to the stain—to lift it away and get everything clean. Hints on how to handle specific laundry problems are shown on each "all" package. Its concentrated low-suds formula works with your machine to get your whole wash really clean.

"all" with its concentrated cleaning power, gets out the most difficult greasy, oily dirt. That's what laundry should be all about.

