

**What's In a Name?
Blacks or African
Americans? Jackson,
Others Say It's Time
to Go Back To Our Roots**

by Chester A. Higgins, Sr.
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Washington, D.C.--African American. Colored. Negro. Black. We have come almost full cycle. So if you are a Black American, are you ready to close the circle and call yourself African American, once more?

Black Americans have been called a lot of things during the long course of their history here. Many of these things were very uncomplimentary and some people, weary of it all, insist if you must refer to them, call them Americanor, absent that, just get their name right.

James Baldwin wrote a famous book entitled "Nobody Knows My Name", and Ralph Ellison penned another titled "The Invisible Man". Both wne tot the crucial and bewildering question of "Who Am I?"--- a troubled quest for Black American lost, stolen, distorted and/or misplaced identity and cultural heritage.

A few weeks ago in Chicago the Rev. Jesse L. Jackson along with several other Black leaders, including Dr. Ramona Edelin, president of the National Urban Coalition, declared Black Americans had now matured to the point where they should begin to call themselves African Americans. He cited two reasons why the need for change is urgent now. They are historical/cultural and political.

In Africa, recently to attend African-American Institute, at Lusaka, Zambia, Kackson asserted: "There is no cultural integrity in skin color." He said the African roots of American culture are substantial. "If we are going to teach history, Western civilization, we must tell the truth."

"In our history books, there is a tremendous denial of the tragic truth of the slave trade. People tend not to know, to wipe it off. We are living descendants of this massive dislocation of people. There is a grand deletion in our history as Americans, a gaping hole in our culture. Others came to drop their chains; we were issued chains on arrival.

"There is such despair in our children, so much dope,

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"Wisdom and Love" by Frederick J. Brown, Courtesy of the Marlborough Gallery, Inc., New York, New York



BLACK HISTORY IS A WORK OF ART.

African-American history is the portrait of a wisdom and love that defeated adversity. Of four hundred years of caring and contributing, and faith that was passed from one generation to the next.

Frederick Brown's painting, "Wisdom and Love," poignantly captures the indomitable spirit that pro-

duced great art, innovation and leadership against formidable odds. During Black History Month, the Adolph Coors Company is proud to make a gift of this important work to a major black museum.

We salute the Black Americans whose wisdom and love helped make America a better place.

