EDITORIAL NOTES

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AOIP CORPORATE REPORT CARD

By continuing to advertise their products and services in these community-building media (please see listing on Page 2), these national advertisers are helping the AOIP media and the AOIP organizations continue not only their efforts to eradicate illiteracy, but also all of its resultant ills that plague America as a whole.

These advertisers are: A.C. Delco, AT&T, American Tobacco Co., Amoco Oil, Anheuser-Busch, Apple Computer, Avon Products, Brown-Forman, Brown & Williamson, Burger King, CBS, Chevrolet, Chrysler, Coca-Cola, Adolph Coors, Du Pont, Ford Motor Co., Ford Parts & Service, General Foods, General Motors Corp., General Motors Parts, Greyhound, G. Heileman Brewing, Hormel, IBM, K mart, Kraft, Levitz Furniture, Lorillard, Lorimar, MGM/UA, Mobil Oil, NBC, The National Guard, Nissan Motor Corp., Orion Home Video, The Paddington Corporation, Paramount Pictures, J.C. Penney, Pepsi-Cola, Philip Morris, Pontiac, Pro-Line, RJR/Nabisco, Revlon, Rvder, Seagrams, Sears, Seven-Up, Southland, Toyota, Twentieth Century Fox, United Airlines, U.S. Army, U.S. Postal Service, Universal Pictures, Walt Disney Pictures and Warner Bros.

We encourage you to remember and be particularly supportive (in your buying habits) of the advertisers you see not only in the *National BLACK MONITOR*, but also in your local AOIPcooperating newspapers whenever you are shopping for goods and services.

And, we need to always be particularly mindful of supporting the Black community businesses like James McQuay Furriers of New York City and others that recognize their responsibility to their own communities.



UNITED IN THE STRUGGLE

(Continued from preceding page)

Nation of Islam. He started two new groups: the Muslim Mosque, Inc. and the Organization of Afro-American Unity. He tried to teach Black people what he called "true Islam." True Islam taught that all men and women of all colors could live together in peace.

Malcolm X made a hajj to Mecca, the birthplace of Mohammed and the most holy city of Islam. He travelled for a while in the Middle East and Africa. He became an orthodox Muslim. He took the Muslim name of El-Hajj Malik El-Shabazz.

BOOKER T. WASHINGTON

B OOKER Taliaferro Washington was born a slave on a plantation in Virginia in 1856. He was never sure of the exact date of his birth. He was about five years old when the Civil War began.

After the war, Booker went to West Virginia with his mother and stepfather. The young boy's stepfather forced him to work in the coal mines. Whenever he had time, Booker went to school.

When he was 15, Booker left West Virginia to attend Hampton Institute. Four years later, he graduated and returned to West Virginia as a teacher.

In 1881, Booker T. Washington became the principal of a new school for Blacks in the Black Belt of Alabama. The school was called Tuskegee Normal and Industrial Institute. Tuskegee helped Black people become selfsupporting. Washington taught his students how to lead, useful, decent lives.

Washington believed that southern Blacks should learn a trade and take subjects that would make them skilled in using the tools and machines used in industry. He believed also that Blacks should learn the virtues of unity, pride and love of race. He urged Black businesses to serve the Black American market. He encouraged Black consumers to buy from Black businesses.

In 1900, Booker T. Washington founded the National Business League, America's oldest Black business organization.

ADAM CLAYTON POWELL JR.

DAM Clayton Powell Jr., called "Mr. Civil Rights," was one of the most powerful and controversial politicians in America. He proposed and pushed to passage more civil rights laws than any other U.S. Congressman.

Adam Clayton Powell was born in New York City in 1908, the son of the Rev. Adam Clayton Powell Sr., pastor of Abyssinian Baptist Church. Powell lived in Harlem. He knew the problems of the people. He decided to minister to the people's needs by representing them in the House of Representatives.

After becoming a pastor in the early days of the Depression, Powell became an extraordinary force in Harlem. He battled for food, jobs, housing, education and health care, and, under the banner "Don't buy where you can't work," he led a campaign to integrate 125th Street--once bitterly referred to as "the great White way."

In 1941, he was elected to the New York City Council by a landslide. In 1945, he became the first African American from the Northeast ever elected to the U.S. House of Representatives.

In 1963, as chairman of the House Committee on Education and Labor, and in alliance with President Johnson, he rammed through legislation for the "War on Poverty"--60 bills in all, covering everything from school lunch programs and housing, to labor regulations and civil rights.

Battling cancer, Adam Clayton Powell died on April 4, 1972.

MARTIN LUTHER KING JR.

HE impact of Dr. Martin Luther King Jr.'s leadership, personality and philosophy makes him the role model par excellence for all African Americans. In a very real sense, Dr. King was to the fulfillment of the American Revolution, what George Washington was to the founding of this nation and what Abraham Lincoln was to its salvation. King had a singular talent for moving people and directing events. He possessed the unusual capacity of being able to disturb men and upset their consciences.

While others viewed nonviolence as only one of the alternatives, for Martin Luther King Jr., it was the "only road to freedom." After hearing Dr. Mordecai W. Johnson preach on the life and teachings of Mahatma Gandhi, the leader of Indian independence, King began a prolonged study of the writings of Gandhi and became a convert to the Gandhian concept of *satyagraha* (truth-force or love-force) and *atmbal* (soul-force).

On October 31, 1954, Rev. King was installed as the 20th pastor of the Dexter Avenue Baptist Church in Montgomery, Alabama. One year later he became involved in a crisis in which the philosophy of nonviolent resistance could be tested. On December 1, 1955, Mrs. Rosa Parks, a seamstress, was arrested because she refused to give her bus seat to a White man.

When the Black people of Montgomery decided that it was "more honorable to walk the streets in dignity than to ride the buses in humiliation," they made Dr. King the leader of the newly formed Montgomery Improvement Assiciation, which began a nonviolent boycott of Montgomery's transit system.

Dr. King founded the Southern Christian Leadership Conference (SCLC) and served as it first president. In 1964 he won the Nobel Peace Prize. He was arrested and spent time in Alabama and Georgia jails 12 times. While helping Memphis striking sanitation workers, he was assassinated on April 4, 1968.

On Dr. King's tomb are the words, "Free at last, free at last, thank God Almighty I'm free at last." These words are from the speech he gave on August 28, 1963 during the largest demonstration for civil rights and justice in the history of Washington, D.C.

What do all of these people have in common? All have persevered in the struggle; all have overcome many trials and tribulations to reach the goals they have personally accepted. All have said a passionate "yes" to life.