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THE WHITE HOUSE
WASHINGTON

September 24, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: RON NESSEN

FROM: JIM CONNOR *JEC*

The President reviewed your memorandum of September 21st concerning the tenth anniversary issue of TUESDAY and the article by W. Leonard Evans Jr. The following notation was made:

"Excellent article and photos. Thank"

Please follow-up with appropriate action.

cc: Don Rumsfeld

THE PRESIDENT HAS SEEN . . .

THE WHITE HOUSE
WASHINGTON

September 21, 1975

Mr. President:

You may recall that in June you spent a half hour with W. Leonard Evans Jr., the very attractive publisher of Tuesday, a Black magazine distributed in several dozen newspapers around the country.

Attached find the tenth anniversary issue of Tuesday in which Mr. Evans describes in words and pictures his meeting with you. The article is highly favorable.

RHN

Ron Nessen

Excellent article & photos.
Thank.

SEPTEMBER, 1975

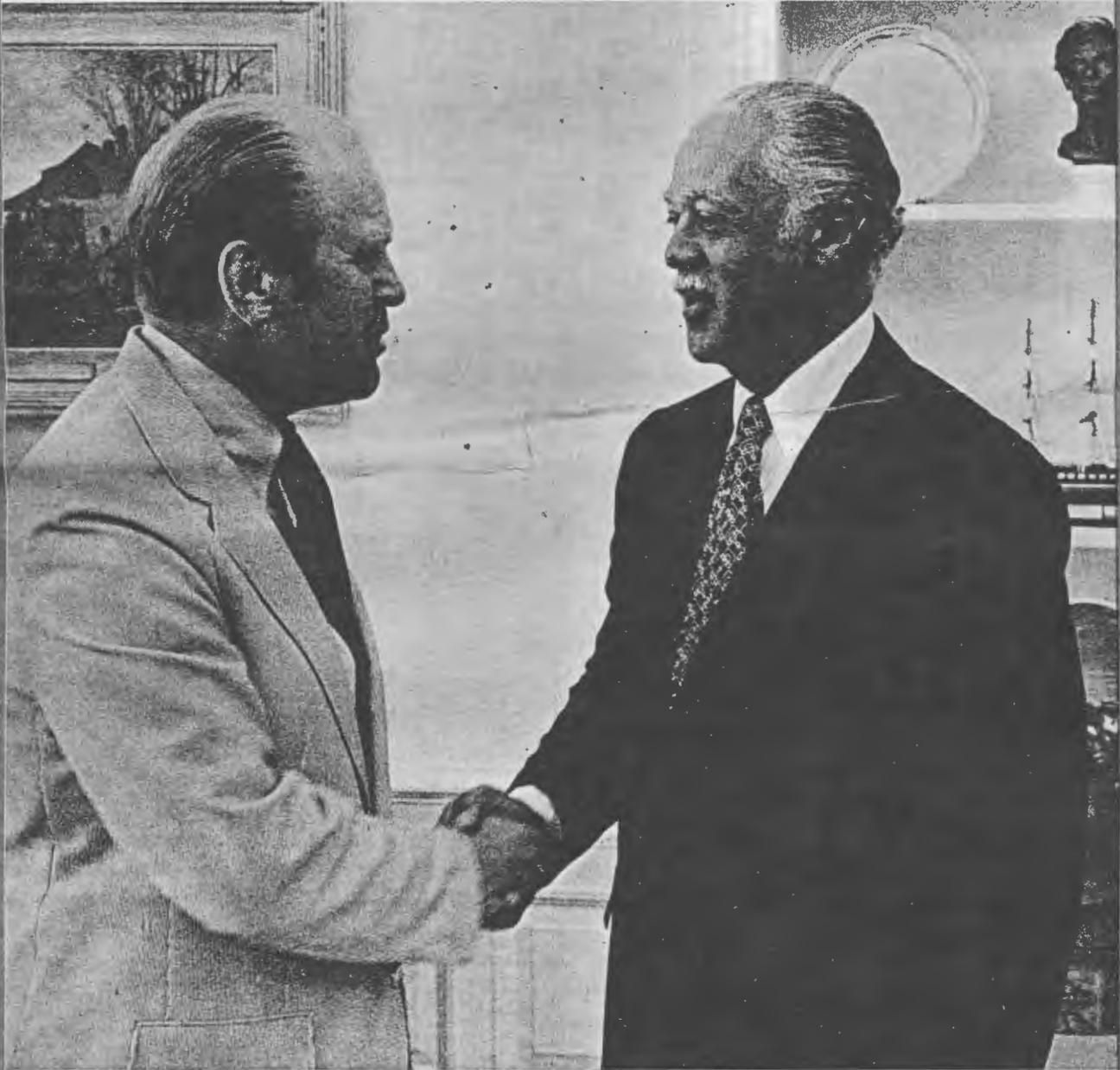
NEW YORK
★ EDITION ★

Tuesday

MAGAZINE

Tuesday's
Tenth
Anniversary

1965 • 1975



President Ford Congratulates Our Founder-Editor, W. Leonard Evans Jr. / PAGE 6

THE WHITE HOUSE
WASHINGTON

July 22, 1975

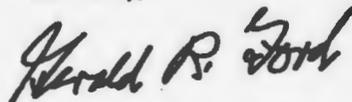
Dear Mr. Evans:

The tenth anniversary of Tuesday and Tuesday at Home Magazines is a happy milestone for countless American families. Twenty-five Sunday metropolitan newspapers have been enriched by the addition a decade ago of these fine publications.

As the most widely distributed minority-owned magazines in America, they serve not only the black community, but many others as well. They focus in a positive way on the accomplishments of black Americans in every field of endeavor. They reaffirm the justifiable pride of our black citizens in their culture and achievements. And they give all their readers the opportunity to gain a deeper insight into that culture and those achievements through vivid and imaginative coverage.

Mrs. Ford and I congratulate you, your staff and your readers, and we wish Tuesday and Tuesday at Home many more successful years ahead.

Sincerely,



Mr. W. Leonard Evans, Jr.
President
Tuesday Publications, Inc.
625 North Michigan Avenue
Chicago, Illinois 60611

The Fulfillment of "We the People"

by W. Leonard Evans Jr.



■ In the Oval Room of the White House, W. Leonard Evans Jr. meets with President Ford and Stanley Scott.

Tuesday Publications, Inc., celebrates its 10th anniversary with this issue. In the last decade Tuesday has chosen to be neither prophetic of the future nor critical of the past. Yet, as we enter the last quarter of the 20th century, we feel compelled to violate our own editorial policy.

It is axiomatic that communications develop from broader understanding among peoples everywhere. We have recently received a citation commending our dedication, as a part of the communications industry, to developing a new dimension in American journalism over the last 10 years. However, we at Tuesday are

W. Leonard Evans Jr. founded Tuesday Publications, Inc. 10 years ago this September.

already looking far beyond this to a dimension that is truly worldwide, one that promotes the utopian concept of one world.

As we see new opportunities opening to all the peoples of the world, and particularly to Black Americans, we can only conclude that Black Americans were indeed included in the statement of our Founding Fathers, "We the people . . ." Whether these patriots were aware of it or not, history, by the end of this century, will affirm that idea beyond all doubt.

Personal Fulfillment

On June 24, 1975, your editor had the privilege of meeting with President Gerald Ford in the Oval Room

of the White House. It was a unique experience in that I was completely unaware of any racial consciousness on the part of either of us, which in this day is most unusual. Our 10-minute meeting lasted 30. I found the President not as a political creature, but as a man of conviction, decency, and integrity, with an awareness of the individual.

In our conversation, the President mentioned that he was born in a basement in Omaha, Neb., and I told him that I was a great-grandson of a slave sold at the market in Charleston, S.C., in 1826. Yet in 1975, we two men of varied backgrounds met in the most important office in the world with ease, confidence, and friendliness. It was then that I felt, as a Black American, that indeed I was included in the statement "We the people" because the meeting in itself was proof of that fact as well as indicative of the future.

Racial prejudice has never been more prevalent or more varied in its degrees of subtlety than it is today. Yet, the closer we move to the concept of one world, the more stature Black Americans achieve as a result of their influence on the course of our society. From Rosa Parks in Montgomery to the college students of Greensboro to Martin Luther King, to Dorie Miller, to the Black heroes of all our wars and all our trials, we in our own way have made the moves that have made the changes in our society.

In 1975 we have seen another phenomenal impact on world consciousness brought about by two Black Americans. Don King, an internationally known boxing promoter, and Muhammad Ali, one of the world's most prominent sports figures, have combined to reach people all over the United States and in 80 foreign countries through the medium of television. Today, Muhammad Ali has greater access to the kings and presidents of Africa and Asia than even Dr. Henry Kissinger.

The fulfillment of "We the people . . ." has been achieved by the deeds of Black Americans themselves.

The Opportunity for Fulfillment

Among the majority of Black Americans today there is a lack of a dynamic and cohesive national leadership as well as unity; all forces pull in their own selfish direction. Racial

prejudice is a fact of life we must live with, and so to gain fulfillment of opportunity, Black Americans must move to interdependence first and independence second. We can do this by exploiting a new technique of gaining world acceptance *first* and recognition in the United States *second*. We see a gradual collapse of Black institutions because they lack worldwide objectives and are rooted to the earth in provincialism and petty local jealousies. We see a dependence on others for support rather than a quest for independence through self-sacrifice.

However, the next 25 years will witness the coming of the few for the benefit of the many. The maturity in our society of judges, cabinet members, Supreme Court justices, and leaders in politics, business, and world communications will lead to a greater development of global unity than has ever been seen in history.

Our society and the world change by actions that bring about change. Possibly we could become a chosen people and help America maintain its world position in the same manner that we helped build its foundations. There is opportunity for the U.S. to gain access to world trade rights through the growing affinity between Black Americans and Third World nations. The Third World controls the greatest amount of the raw materials the Western nations will need for survival in the next 25 years. The United States, no longer secure or trusted because of events of the recent past, will find it difficult to negotiate with this world. However, because of the circumstances in which Black Americans find themselves in the United States, they can develop the respect that is necessary because they are best equipped to do it.

There was a time when heads of foreign governments could only get worldwide exposure by a visit to the United States and a meeting and dinner with the President. Yet, Don King and Muhammad Ali have been able to reach presidents and kings through worldwide television seen by 280 million people. This is a new indication of the world's oneness and, again, proof of the fulfillment of "We the people . . ."

The Fulfillment of Religion

By the year 2000, the growth of Islam among American Blacks will have been substantial, and this will

(Please turn to page 29)



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special assistant to the President.