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FOR NOON RELEASE, THURSDAY, APRIL 3, 1975

JOURNALISM AWARDS - SEMINAR
LINCOLN UNIVERSITY
JEFFERSON CITY, MISSOURI



BY:

THE HONORABLE STANLEY S. SCOTT
SPECIAL ASSISTANT TO THE PRESIDENT
THE WHITE HOUSE
WASHINGTON, D.C.

THANK YOU FOR THAT NICE RECEPTION. I CAN ONLY HOPE
YOU'LL FEEL THE SAME WAY WHEN I SIT DOWN.

FRANKLY, I WAS HESITANT ABOUT COMING OUT HERE TO
MY OLE ALMA MATER TO RISK MY NECK AND MY REPUTATION
BEFORE THIS ILLUSTRIOUS GATHERING OF MY PEERS -- CHAPTERED
HERE UNDER THE AWESOME SKYLINE OF JEFFERSON CITY.

SO, WHEN I GOT DR. PRIDE'S INVITATION ONE MORNING
LAST MONTH, I STALLED AROUND FOR A WHOLE HALF HOUR BEFORE
CALLING TO ACCEPT. I HAD TO. I DIDN'T WANT HIM TO KNOW
HOW LONG I HAD BEEN WAITING FOR THIS INVITE.

THERE ARE A LOT OF FREE MEN AND WOMEN IN THIS LAND-OF-
THE-FREE WHO LOOK ON MISSOURI AS THE TRUE BIRTHPLACE OF
THE IDEAL THAT WOULD ONE DAY MAKE THIS COUNTRY WHOLE.

I SAY "ONE DAY" -- BECAUSE IF WE GET TO THINKING THAT
ALL AMERICANS HAVE "EQUAL RIGHTS" JUST BECAUSE THE
CONSTITUTION SAYS SO, WE'RE KIDDING OURSELVES.



NOW, STOP FIDGETING IN YOUR CHAIRS. I'M NOT ABOUT TO LAUNCH INTO THE OLD CIVIL RIGHTS HARANGUE. HELL, I WON'T EVEN TALK ABOUT BOSTON -- EXCEPT MAYBE TO SAY THAT THE FOOD AT OBERLOCKER'S IS STILL MIGHTY TASTY.

LECTURING THIS CROWD ON CIVIL LIBERTIES WOULD BE LIKE TRYING TO CONVERT THE POPE TO CATHOLICISM. HOWEVER, I KNOW YOU WON'T THINK IT INDELICATE OF ME TO SUGGEST THAT, IN THEIR OWN HIRING POLICIES MANY PUBLISHERS DO NOT ALWAYS PRACTICE WHAT THEIR EDITORIALS PREACH.

BUT I'M NOT GOING TO GET INTO THAT, EITHER. IN DUE COURSE, EVEN THE MOST UNENLIGHTENED STATION OWNER AND PUBLISHER MAY BEGIN TO THINK THAT IF BLACK COLUMNISTS AND ANCHOR-MEN CAN BUILD SUCH STRONG PUBLIC FOLLOWINGS, THERE MIGHT EVEN BE SOME "BROTHERS" AROUND WHO ARE SMART ENOUGH TO MANAGE A DESK OR CUE A TV SHOW. LIKE OTHER BUSINESSMEN, THEY MIGHT LEARN THAT, ALMOST WITHOUT EXCEPTION, BLACKS



WHO "QUALIFY" FOR MANAGEMENT POSITIONS ACTUALLY HAVE TO BE OVER-QUALIFIED MERELY TO BE COMPETITIVE.

AFTER ALL, IT ONLY TOOK ABOUT 25 YEARS AFTER JACKIE ROBINSON BROKE INTO THE BIG LEAGUES BEFORE BLACKS CAME ALONG WHO "KNEW ENOUGH" ABOUT BASEBALL TO COACH OR MANAGE. HELL, WE'RE EVEN INTO HOCKEY -- AND YOUNG (19 YEAR-OLD) MIKE MARSON, "COLORFUL" NEW ICE-ACE OF THE WASHINGTON CAPS ISN'T GETTING HASSLED HALF AS MUCH AS THE LATE GREAT JACKIE WHEN HE FIRST TOOK HIS PLACE AT THE SECOND SACK IN EBBETS FIELD -- ONLY A SHORT THREE DECADES AGO?

IN THE EARLIER PART OF THIS CENTURY, AMERICA WAS BLESSED WITH ONE OF THE GREAT SCIENTIFIC GENIUSES OF THE INDUSTRIAL AGE -- THOMAS ALVA EDISON, REDOUBTABLE MASTER OF THE CRUSTY RETORT.



ONE DAY, THE LAB CHIEF BURST INTO EDISON'S OFFICE AND BREATHLESSLY ANNOUNCED THAT HE HAD, AT LAST, FOUND THE SOUND ENGINEER THEY HAD BEEN SEEKING SO DESPERATELY.

"FINE," SAID EDISON, "FIND OUT HOW MUCH HE WANTS AND PUT HIM ON."

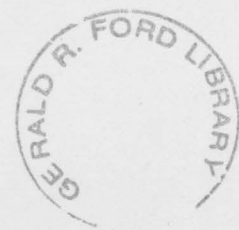
"THERE'S ONLY ONE PROBLEM, BOSS," SAID THE LAB CHIEF, "HE'S COLORED."

"YEAH?" ANSWERED THE WIZARD OF MENLO PARK, WHAT COLOR IS HE?"

ACTUALLY, IT'S PRETTY HARD FOR WHITE AMERICA TO ACCEPT THE FACT THAT SKIN PIGMENT HAS NOTHING WHATEVER TO DO WITH COMPETENCE, TALENT OR ABILITY. IN THOSE POCKETS OF IGNORANCE WHERE THE MYTH OF "WHITE SUPREMACY" HOLDS SWAY, FEW CARE -- OR CARE TO THINK -- THAT FOUR-FIFTHS OF THE WORLD'S POPULATION IS OTHER THAN CAUCASIAN. IN FACT, WHEN YOU COME TO THINK OF IT, YOU HAVE TO MARVEL THAT THIS OLD WORLD EVER MADE IT INTO THE 20TH CENTURY WITH SO FEW WHITE FOLKS TO KEEP IT SPINNING.



IN MY VIEW, THE ULTIMATE IN SIMPLISTIC SEMANTICS IS THE HAIR-SPLIT SEPARATION THAT CLASSIFIES AMERICANS AS WHITE AND BLACK. THE FACT THAT THE CLASSIFICATIONS DIS-ENFRANCHISE THE ENTIRE POPULATION OF THE WESTERN HEMISPHERE DOESN'T SEEM TO BOTHER MOST PEOPLE. AS COMMUNICATORS IN THE WORLD THAT LIES AHEAD, IT WILL BE OUR JOB -- INDEED, OUR TRUST AND OUR OBLIGATION -- TO SHOW THE FULL RANGE OF SHADE AND COLOR BEHIND THE EVENTS AND ISSUES THAT DRAW UP THE LINES OF BATTLE BETWEEN NEIGHBORS, NEIGHBORING TERRITORIES AND NEIGHBORING NATIONS. FOR THERE IS NO LIFE AND NO HAPPENING UNDER THE SUN THAT LIGHTS THIS PLANET -- NOR UNDER THE GOD-GIVEN INTELLIGENCE THAT LIGHTS MAN'S MIND AND SOUL -- WHICH CAN BE REDUCED TO THE SIMPLE SIMON EQUATION OF BLACK VERSUS WHITE.



IN THE YEARS AHEAD, IT IS MY GREAT DREAM TO WORK MYSELF OUT OF MY JOB -- TO ELIMINATE THE NECESSITY FOR ANY SEGMENT OF THE AMERICAN PUBLIC TO BE REPRESENTED IN THE CHAMBERS OF GOVERNMENT OR JUSTICE ON THE BASIS OF NATIONAL ORIGIN, CREED OR COLOR.

THE '60'S HAVE BROUGHT THIS NATION A LONG WAY TO MY OWN REALIZATION OF THAT DREAM. THERE ARE MANY THINKERS IN THE BLACK COMMUNITY WHO VIEW THE '60'S AS THE DECADE OF ACCOMPLISHMENT -- AND THE '70'S AS THE DECADE OF "GAINS CONSOLIDATION."

I DO NOT SEE IT THAT WAY -- AT LEAST, NOT ENTIRELY.

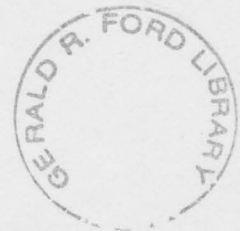
IT IS TRUE THAT WE HAVE SEEN GREAT CHANGES IN THE AREA OF CIVIL RIGHTS OVER THE PAST TEN YEARS -- BUT THEY WERE HARDLY SOMETHING THAT SUDDENLY HAPPENED. IT TOOK MORE THAN "FOUR-SCORE" YEARS FROM THE TIME THAT "THIS NEW NATION WAS CONCEIVED IN LIBERTY" UNTIL THE DAY WHEN THE AUTHOR OF THAT FAMED GETTYSBURG PHRASE SIGNED THE PROCLAMATION THAT GUARANTEED FREEDOM TO MILLIONS OF BLACK MEN AND WOMEN HELD



IN BONDAGE. INDEED, THE SLAVES WERE "FREE" -- BUT TO DO
WHAT?

IT ONLY TOOK ANOTHER HUNDRED YEARS FOR THE UNITED
STATES OF AMERICA TO DEDICATE HERSELF TO HER OWN FOUNDING
PROPOSITION THAT "ALL MEN ARE CREATED EQUAL."

HISTORY WILL SINGLE OUT THE LEADERS AND HEROES AND
MARTYRS IN THE CAUSE OF HUMAN DIGNITY FOR ALL AMERICANS.
BUT YOU KNOW, AND I KNOW, THAT THE ISSUE OF CIVIL RIGHTS
NEVER WOULD HAVE MADE IT INTO THE NATION'S OFFICIAL LAW
BOOKS WITHOUT THE SUPPORT -- THE SWEAT, THE DIGGING, THE
INVESTIGATIVE REPORTING -- OF A VOCAL -- AND OFTEN ENRAGED --
NATIONAL PRESS.



FEW OF YOU WILL BE "SUNG" FOR YOUR DEVOTION. AND, LOOKING BACK, MOST NEWS PEOPLE, THEMSELVES, WOULD SEE THEIR OWN CONTRIBUTION AS THE NATURAL CONSEQUENCE OF "JUST DOING THEIR JOBS."

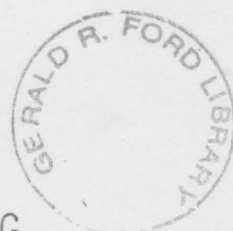
BUT, YOU CAN BELIEVE THAT THERE ARE MANY, LIKE MYSELF, WHO WILL NEVER FORGET WHAT YOU DID.

IS THE CIVIL RIGHTS MOVEMENT DEAD -- NOW THAT THE ERA OF CONFRONTATION, DRAMA AND HOT-HOT-NEWS IS BEHIND US?

IN TRUTH, IT HAS ONLY JUST BEGUN!

THE BIG BATTLE-FIELD IS QUIET -- AND THE REMAINING SKIRMISHES ON THE PERIMETERS ARE DESTINED, BY LAW AND GOOD WILL, SOON TO BE ENDED.

TODAY AS WE LOOK AT THE HETEROGENEOUS MAKE-UP OF THE CONGRESS, STATE LEGISLATURES, CITY HALLS -- AND THE HALLS OF JUSTICE AND LEARNING -- WE MUST SAY, INDEED, THAT THE NATION HAS COME A LONG WAY IN "BINDING UP ITS WOUNDS." BUT THAT "LONG WAY" ALSO TOOK AN AWFULLY LONG TIME. THERE'S STILL A VERY



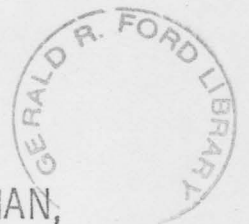
LONG WAY TO GO.

IN THE 60'S, AMERICA FRANKLY EXAMINED THE WRONGS --
AND PRESCRIBED REMEDIES.

THE MAJOR JOB AHEAD LIES IN THE APPLICATION OF THOSE
REMEDIES -- IN CAREFUL TRIAL, ERROR AND REVISION TO MEET
NEW SITUATIONS AND CHALLENGES IN A WORLD OF EVER-
ACCELERATING CHANGE.

THE ISSUES ARE FAR MORE SUBTLE AND COMPLEX THAN,
SAY, ACCESS TO LUNCH COUNTERS, HOTELS -- TO SCHOOLS AND
OTHER AREAS ONCE RESTRICTED TO BLACKS. THERE WERE MERELY
THE OUTWARD SIGNS OF SECOND-CLASS CITIZENSHIP. JIM CROW-ISM --
DEGRADING CERTAINLY, AND SEARING TO THE HUMAN SOUL -- WAS,
IN ACTUALITY, JUST A HARD, VISIBLE SIGNBOARD THAT THE "NEGRA"
WAS BEING KEPT IN HIS PLACE -- IN THE BACK AND ON THE BOTTOM.

NOW WE HAVE LAWS THAT MAKE SUCH BLATANT DISPLAYS OF
OPPRESSION ILLEGAL. AND WE ARE ASSURED -- NOW THAT DISCRIMINA-
TION IS OUTLAWED-- THAT THE REMAINING POCKETS OF PHYSICAL
RACISM EVENTUALLY WILL DISAPPEAR.



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YES. JIM CROW IS DEAD. BUT, UNFORTUNATELY, HE LEFT A
LOT OF LEGATEES. AND THEY ARE FAR MORE SUBTLE THAN THE
OLD MAN.



IN OUR OWN FIELD, WE HAVE SEEN TOP-GRADE NEWSPEOPLE, OF DARKER SKIN, ASSIGNED TO COVER SO-CALLED "BLACK NEWS," WHEN THEIR TALENTS MIGHT HAVE SERVED TO RAISE THE CALIBER OF THE MEDIUM'S NEWS COVERAGE ON THE GENERAL SIDE.

WE HAVE SEEN "BLACK NEWS" TV PROGRAMS STACKED AGAINST KOJAK, CANNON AND THE MASTERPIECE THEATRE. MORE OFTEN, YOU CAN CATCH THE "BLACK NEWS" BEFORE THE TODAY SHOW OR FOLLOWING JOHNNY CARSON. NOT THAT IT'S A BAD THING TO BE IN THERE WITH THE ALSO-RAN "PUBLIC SERVICE" ANNOUNCEMENTS AND THE TIRED OLD RECORD COMMERCIALS -- BUT, AS REAL LIVE PEOPLE IN A LIVING WORLD, BLACKS REALLY ARE MAKING NEWS THAT JUST MIGHT BE OF GENERAL COMMUNITY INTEREST.

I'M NOT TALKING ABOUT THE DISTINGUISHED SENATOR FROM MASSACHUSETTS, OUR BLACK SUPREME COURT JUDGE OR OUR NEW SECRETARY OF TRANSPORTATION. THEY ARE NEWS OF THEMSELVES.

WHAT I HAVE IN MIND, IS THE NEWS OF EVERDAY EVENTS THAT OCCUR IN HARLEM -- OR SOUTH SIDE -- WITH AS MUCH



IMPORTANCE AS THE HAPPENINGS IN MIDTOWN NEW YORK -- OR THE LOOP. IT JUST OCCURS TO ME -- SINCE WE ALL HAVE TO LIVE TOGETHER -- THAT ANY THOUGHTFUL WHITE VIEWER MIGHT BE AS INTERESTED IN THE MODUS OF THE BLACK COMMUNITY AS THE BLACK MAN IS INTERESTED IN HIS.

MAYBE I'M WRONG. WHEN YOU COME TO THINK OF IT, THE BLACK COMMUNITY REALLY HAS NEVER HAD MUCH OF A CHOICE IN TV PROGRAMMING. SO IT'S CONDITIONED TO "WHITE" NEWS. HELL, MOST BLACKS DIDN'T EVEN KNOW THAT THEY ACTUALLY QUALIFIED AS AMERICAN CONSUMERS UNTIL ABOUT FIVE YEARS AGO WHEN SOME RADICAL AD MAN (OR WOMAN) GOT THIS WILD IDEA TO FEATURE BLACKS IN A COUPLE OF COMMERCIALS.

PLEASE UNDERSTAND, I'M NOT PUTTING ALL OF THIS ON THE WHITE COMMUNITY. BLACK EXTREMISTS ARE QUALIFIED RACISTS IN THEIR OWN RIGHT. THOUGH I WILL SAY THAT MUCH OF THE BLACK RACISM I HAVE SEEN IS REACTIONARY. WHEN YOU KNOW THAT SOMEBODY DOESN'T LIKE YOU, THE USUAL DEFENSE IS A STRONG OFFENSE.



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YOUNG COLLEGE GRADUATES FROM PREDOMINATELY
BLACK SCHOOLS STREAM THROUGH MY OFFICE EVERY WEEK HOPING
FOR A HELPING HAND IN GOVERNMENT. I AM APPALLED BY THE
NUMBER OF CREDIT HOURS THEY HAVE RUNG UP IN BLACK HISTORY.
NOT THAT WE CAN'T BE TRULY PROUD OF OUR HERITAGE -- IT'S JUST
THAT THESE KIDS ARE GOING TO HAVE TO MAKE IT IN THE REAL WORLD
AS IT IS. HEAVEN KNOWS, THE BLACK COMMUNITY CAN'T FEED
ITSELF -- LET ALONE SUPPORT A WHOLE NEW GENERATION WHO WILL
TELL THEM HOW BEAUTIFUL IT IS TO BE BLACK.

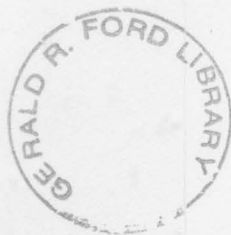


THE WHITE HOUSE
WASHINGTON

Stan,

~~Did~~ you intend for
Para. beginning w/ "Like
this one ... (at top of page
and continue on down) to
be included in text
and pick up lost
Para. beginning w/ "In the
earlier part ... ?

H

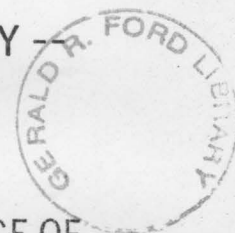


~~BUT HOW DOES OUR NEWEST HOCKEY PRO TAKE A CATCH~~

LIKE THIS ONE THAT CAME FROM THE STANDS HIS FIRST NIGHT
ON THE ICE?: "WHAT TH' HELL DO YOU THINK THIS IS? A BASKETBALL
COURT?"

ISN'T THAT MARVELOUS?

IN THAT ONE DEFINITIVE LINE, ARCHIE BUNKER, HISSELF, DONE
TOL' DE WORLD DAT IT WAS OKAY FOR BLACK FOLKS TO PLAY -
BASKETBALL!



THINGS BEING AS THEY ARE IN THIS ENLIGHTENED AGE OF
ATHLETICS, ARCHIE MIGHT HAVE SAID "BALLFIELD" INSTEAD OF
"BASKETBALL COURT" BUT THE POINT NEEDS NO EMBROIDERY.
THE MESSAGE COMES THROUGH LOUD AND CLEAR: "PROVE TO ME A
COUPLE OF HUNDRED TIMES THAT YOU KNOW HOW TO DO THE JOB
AND I'LL TRY TO FORGET ABOUT THE COLOR OF YOUR SKIN."

IN THE EARLIER PART OF THIS CENTURY, AMERICA WAS BLESSED
WITH ONE OF THE GREAT SCIENTIFIC GENIUSES OF THE INDUSTRIAL
AGE -- THOMAS ALVA EDISON, REDOUBTABLE MASTER OF THE CRUSTY
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IN MY VIEW, THE ULTIMATE IN SIMPLISTIC SEMANTICS
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AS WHITE AND BLACK. THE FACT THAT THE CLASSIFICATIONS
DISENFRANCHISE THE ENTIRE POPULATION OF THE WESTERN
HEMISPHERE DOESN'T SEEM TO BOTHER MOST PEOPLE. ~~BUT,~~
~~I'VE GOT TO TELL YOU THAT IF YOU'RE REALLY WHITE -- MAN,~~
~~YOU NEED A MORTICIAN. AND, IF YOU'RE REALLY BLACK THEY~~
~~BETTER TAKE YOU OFF THAT SPIT -- BECAUSE YOU'RE DONE.~~

AS COMMUNICATORS IN THE WORLD THAT LIES AHEAD,
IT WILL BE OUR JOB -- INDEED, OUR TRUST AND OUR OBLIGATION --
TO SHOW THE FULL RANGE OF SHADE AND COLOR BEHIND THE EVENTS
AND ISSUES THAT DRAW UP THE LINES OF BATTLE BETWEEN NEIGHBORS,
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EQUATION OF BLACK VERSUS WHITE.



IN BONDAGE. INDEED, THE SLAVES WERE "FREE" -- BUT TO DO WHAT?

IT ONLY TOOK ANOTHER HUNDRED YEARS FOR THE UNITED STATES OF AMERICA TO DEDICATE HERSELF TO HER OWN FOUNDING PROPOSITION THAT "ALL MEN ARE CREATED EQUAL".

~~AND JUST TO SHOW HOW THINGS "SNOWBALL" IN A FEW YEARS AFTER THE CIVIL RIGHTS AMENDMENT, THE STATES GOT AROUND TO THINKING THAT MAYBE WOMEN WERE PRETTY EQUAL, TOO. TALK ABOUT SWIFT ACTION! THAT LITTLE NUMBER ONLY TOOK FIFTY YEARS FOLLOWING MAN'S MAGNANIMOUS DECISION TO LET THE LADY OUT OF THE HOUSE OUT OF THE KITCHEN ON ELECTION DAY FOR A COUPLE OF HOURS TO CAST HER VOTE.~~

PLEASE UNDERSTAND, MY GOOD FRIENDS, I'M NOT TRYING TO BE SNIDE. I'M JUST BEING REALISTIC.

LANDMARKS AND MILESTONES ALONG THE ROAD OF PROGRESS ARE GREAT THINGS TO HAVE AROUND -- TO LOOK BACK ON; TO DATE A HISTORY BOOK; OR HANG WITH A WREATH ON A FESTIVE DAY. AND ~~I'M NOT KNOCKING ANY OF THEM THAT COMMENORATE BLACK PROGRESS.~~

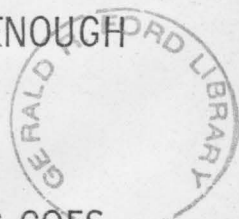


BUT, CHANGE IS INEVITABLE. IT WAS WRITTEN INTO THE
BIRTHRIGHT OF MAN EONS (ÆONS) BEFORE THE AXES OF THE
PIONEERS BEGAN TO SCAR THE LANDSCAPE IN THE FOREST PRIMEVAL
MAN, HIMSELF IS RESPONSIBLE FOR THE VERY CHANGES HE
DREADS THE MOST -- PARTICULARLY THOSE DISRUPTIVE CHANGES
THAT COME ABOUT AS A RESULT OF HIS OWN GREED OR STUPIDITY.

PERHAPS THOSE AFRICAN BLACKS WHO WERE CAPTURED AND SOLD
INTO SLAVERY WEREN'T VERY SMART -- AS SOME PIN-HEADED SOCIO-
SHRINKS WOULD LIKE TO BELIEVE. BUT, I'LL GIVE YOU SIX-TWO-
AND-EVEN THAT IF ANYBODY ASKED THEM IF THEY'D LIKE TO GO TO
AMERICA ON A SLAVE SHIP, THEY WOULD HAVE BEEN SMART ENOUGH
TO TELL THE ASKER TO "STICK IT."

THAT WAS LONG AGO AND FAR AWAY, AS THE OLD SONG GOES --
BUT THE CHAIN OF CHANGE FOR BLACK AMERICANS WAS UNDERWAY WITH
THE ARRIVAL OF THE FIRST SLAVE SHIP FROM THE IVORY COAST.

TO THOSE WHO VIEW WITH HORROR AND ALARM THE BLACK
LEGACY WILLED THEM BY THEIR FOREBEARS, THE "CHANGE" HAS SEEMED
OMINOUSLY SWIFT. BUT TO THOSE WHOSE SKIN HAPPENED, BY

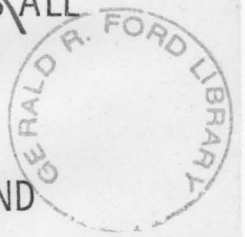


PROVIDENCE, TO BE THE "WRONG COLOR" THE EVOLUTION HAS BEEN TORTUROUSLY SLOW AND EXCRUCIATINGLY PAINFUL.

SO, MAYBE THE LEGISLATIVE LANDMARKS AND SOCIOLOGICAL MILESTONES OF THE PAST DECADE OR SO WILL SERVE TO ACCELERATE A CHANGE FOR THE BETTER IN SOME OF THE INNUMERABLE AREAS WHERE BLACKS ARE STILL REACHING FOR SOCIETY'S BOTTOM RUNG.

~~BUT~~, IT'S NOT GOING TO HAPPEN THAT WAY WITHOUT AN AWFUL LOT OF HELP FROM THE BLACK COMMUNITY'S FRIENDS. AND, FROM MY VIEWPOINT AND EXPERIENCE THE BEST FRIENDS THAT COMMUNITY HAS ARE THE PEOPLE, HERE IN THIS ROOM, JOINED BY THOUSANDS OF OUR FRATERNITY BROTHERS OF THE FREE PRESS ALL OVER THIS LAND.

HISTORY WILL SINGLE OUT THE LEADERS AND HEROES AND MARTYRS IN THE CAUSE OF HUMAN DIGNITY FOR ALL AMERICANS. BUT YOU KNOW, AND I KNOW, THAT THE ISSUE OF CIVIL RIGHTS NEVER WOULD HAVE MADE IT INTO THE NATION'S OFFICIAL LAW BOOKS WITHOUT THE SUPPORT -- THE SWEAT, THE DIGGING, THE INVESTIGATIVE REPORTING -- OF A VOCAL -- AND OFTEN ENRAGED -- NATIONAL PRESS.



YES. JIM CROW IS DEAD. BUT, UNFORTUNATELY, HE LEFT A LOT OF LEGATEES. AND THEY ARE FAR MORE SUBTLE THAN THE OLD MAN.

~~THEY DON'T PUT UP SIGNS THAT ORDER BLACKS TO THE BACK OF THE BUS. THEY JUST ARRANGE IT SO THAT THERE AREN'T ANY SEATS UP FRONT WHEN A BLACK BOARDS IT.~~

THE SKILLS AND TALENTS -- THE EDUCATION AND THE COMPETENCE -- OF A BLACK APPLICANT FOR A KEY JOB IN MOST COMPANIES TODAY AREN'T PAIRED WITH THE QUALIFICATIONS OF ALL APPLICANTS FOR THAT JOB. THE "X" FACTOR IN TOO MANY HIRING DECISIONS IS NOT THE ABILITY OF THE BLACK APPLICANT, BUT THE "QUOTA" (USUALLY ARBITRARY) OF BLACKS CURRENTLY ON THE PAYROLL.

DISCRIMINATION? HEAVENS NO! WHY, "SOME OF THE BEST FRIENDS OF THESE DECISION MAKERS "HAPPEN TO BE BLACK!"

THE NEW WORD FOR DISCRIMINATION IS "BALANCE." AFTER ALL, IT IS ONLY FAIR TO EXPECT ANY COMPANY DEALING WITH THE PUBLIC TO BE "REPRESENTATIVE" OF THE PEOPLE IT SERVES.

YOU CAN'T BEAT THAT FOR AN ARGUMENT. AND, I'LL BET YOU RIGHT NOW THAT IF ANY MAJOR COMPANY IN THIS COUNTRY



SUDDENLY DECIDED TO GO 100% "REPRESENTATIVE" THE NAACP
WOULD STRIKE A MEDAL IN ITS HONOR.

BUT THE BLACK COMMUNITY ISN'T LOOKING FOR QUOTA
PARTICIPATION. QUOTAS DON'T WORK IN POLITICS AND THEY
CERTAINLY DON'T WORK IN SOCIO-ECONOMICS.

THE WOMEN OF THIS NATION ASK FOR EQUAL PAY FOR EQUAL
WORK -- AND THEY' RE RIGHT.

THE BLACKS ASK FOR EQUAL CONSIDERATION FOR EQUAL
COMPETENCE. CERTAINLY, THERE IS LITTLE CHANCE THAT BLACKS WILL
DOMINATE THE JOB MART. IF IT TOOK 200 YEARS FOR THEM TO
BECOME LEGALLY "EQUAL" -- IT'S GOING TO TAKE ANOTHER EON
FOR THEM TO BECOME EQUALLY EDUCATED.

THEIR SYMBOLIC "EQUALITY" ON PAPER HAS A LONG TRIP
TO MAKE BEFORE IT CATCHES UP WITH THE DE FACTO INEQUALITY OF
LIFE IN THE URBAN GHETTO AND RURAL WASTELAND. AND WHEN YOU
START COUNTING THE NUMBERS, THAT'S WHERE YOU'LL FIND AN
AGONIZING NUMBER OF THE BLACK "COMMUNITY" -- IN THE BACK
OF THE BUS EN ROUTE TO "OPPORTUNITY."



WHEN IT'S TIME TODAY FOR ME TO FIELD YOUR QUESTIONS, I'M SURE YOU'LL WANT TO DIRECT MY ATTENTION BACK TO WASHINGTON -- PARTICULARLY TO THE MASSIVE ECONOMIC PROBLEMS IMMEDIATELY AHEAD FOR ALL AMERICANS. MY NAME ISN'T SIMON OR GREENSPAN OR BURNS -- BUT I'LL GIVE YOUR QUESTIONS A GAME TRY, ANYWAY.

I CAN SAY THIS: WHENEVER THERE'S A DOWN-TURN IN THE ECONOMY -- NO MATTER AT WHAT LEVEL OR DEGREE OF SEVERITY -- IT'S DISASTER AT THE LOW END OF THE TOTEM POLE.

IN AMERICA'S WAREHOUSE OF MANPOWER, THE WORD FOR THE LABORING BLACK IS LIFO -- HE'S THE LAST IN AND THE FIRST OUT.

ECONOMISTS TALK OF "ACCEPTABLE LEVELS OF UNEMPLOYMENT" AND TELL YOU WE "CAN LIVE" WITH A GIVEN PERCENT OF JOBLESSNESS. IF YOU SEPARATE THE BLACK LABOR FORCE AND THE WHITE LABOR FORCE -- WHICH IS ALWAYS A FASHIONABLE THING TO DO -- THE NUMBERS COME UP WITH A DEPRESSINGLY DIFFERENT IMPACT. A FIVE PERCENT AT THE CHAMBER OF COMMERCE CAN STRETCH OUT TO



TEN OR FIFTEEN PERCENT -- OR MORE -- FOR BLACKS WHEN YOU
DIVIDE THE TOTAL BLACK EMPLOYABLES BY THOSE WHO CAN'T FIND
JOBS.

HOW MUCH INFLATION CAN THIS COUNTRY STAND?

THE ANSWER IS INDIVIDUAL -- DEPENDING ON WHAT
YOU MAKE AND WHAT YOU'RE CARRYING.

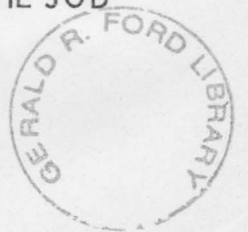
BUT, ASK A YOUNG BLACK WITH A COUPLE OF KIDS, A
COLLEGE DEGREE -- AND A PART-TIME, PICK-UP JOB WHO NETS
\$50.00 A WEEK.

BETTER THAN THAT -- BECAUSE THEY'RE EASIER TO FIND --
ASK ANY BLACK VETERAN OF VIETNAM HOW HE'S DOING IN THE JOB
MARKET THESE DAYS.

I'LL GIVE YOU A HINT.

THE TOTAL VIETNAM VETERAN UNEMPLOYMENT FIGURE RIGHT
NOW STANDS AT A TRAGIC 7.7% -- COUNTING VETERANS OF EVERY
STRIPE AND COLOR. THE UNEMPLOYMENT RATE FOR BLACK
VETERANS, ALONE, IS FIFTEEN-POINT-THREE PERCENT!

ENOUGH SAID? WELL, NOT EXACTLY.



ONE OF THE GRAVE PROBLEMS FACED BY MY FRIEND,
DICK ROUDEBUSH, NATIONAL ADMINISTRATOR OF VETERANS AFFAIRS,
IS THE UNEMPLOYMENT RATE OF THE YOUNGEST VETERANS -- 20 TO
24 YEARS OF AGE -- WHICH STANDS AT A WHOPPING 12.2%. IT
IS ONE OF THE AREAS OF SPECIAL CONCENTRATION BY THE VETERANS
ADMINISTRATION AND I'M WORKING WITH ROUDY IN THAT AREA.

WOULD YOU LIKE TO GUESS WHERE THE BLACK VIETNAM VETERAN,
IN THE 20 TO 24 AGE GROUP, STANDS?

HIS UNEMPLOYMENT RATE IS AN INCREDIBLE TWENTY-NINE-POINT-
TWO PERCENT!

LOOK WHERE YOU WILL, ALONG THE BROAD SPECTRUM OF
AMERICAN LIFE -- EDUCATION, EMPLOYMENT, HOUSING, NUTRITION,
HEALTH SERVICES, RECREATION, ARTISTIC ENRICHMENT, OR JUST
PLAIN "MAKING IT" -- THE NUMBERS KEEP COMING UP THE SAME
WAY FOR THE PEOPLE WHO JUST WEREN'T SMART ENOUGH TO GET
THEMSELVES BORN ON THE RIGHT SIDE OF THAT ARBITRARY COLOR LINE.

NO, MY GOOD FRIENDS, THE CIVIL RIGHTS MOVEMENT ISN'T
DEAD. BUT, YOU CAN SEE IT NEEDS ALL THE HELP IT CAN GET FROM



YOU AND ALL OF OUR FRATERNITY MEMBERS IN THIS LAND.

EXCEPT IN ISOLATED INSTANCES, WE ARE NOT FIGHTING A CONSCIOUS ENEMY. FEW AMERICANS WANT THIS INEQUALITY AMONG ITS PEOPLE. AT THE SAME TIME, TOO FEW AMERICANS REALLY DWELL ON IT -- EITHER AS A PHILOSOPHICAL OR PRACTICAL FACT OF AMERICAN LIFE.

IT IS REALLY UP TO THOSE WHO CAN SEE CLEARLY -- PEOPLE LIKE YOU -- TO REMIND ALL OF THE PEOPLE, REGULARLY THAT THE DISSOLUTE EMPLOYMENT POLICIES THAT, ONE WAY OR ANOTHER, TEND TO EXCLUDE BLACKS ARE, IN TRUTH, WASTING ONE OF THE COUNTRY'S RICHEST VEINS OF HUMAN RESOURCE. AND THAT'S A PRACTICAL FACT.

IN HIS HUMANE ACTION TO EMANCIPATE THE SLAVES IN 1863, PRESIDENT LINCOLN ALSO HAD IN MIND A HARD-HEADED, PRACTICAL CONSIDERATION. FOR, WITHOUT THE SLAVES, THE POWER OF THE REBELLIOUS STATES TO SUSTAIN A WAR WOULD BE CRIPPLED. IT WAS.



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WE'VE MADE IT, SO FAR, AND THAT'S SOMETHING.

THANK YOU.

~~NOW, I'LL TAKE YOUR QUESTIONS -- AND IN THE PROCESS, MAYBE~~
~~I'LL FIND OUT WHY THE LORD SET ME DOWN IN CHICAGO!~~

~~Q & A S E S S I O N~~



~~April 3~~
FOR NOON RELEASE, THURSDAY, ~~JANUARY 16~~, 1975

Journalism Awards-Seminar
Lincoln University
Jefferson City, Missouri

~~THE HEADLINE CLUB~~

~~CHICAGO CHAPTER~~

~~SIGMA DELTA CHI~~

~~LA SALLE HOTEL~~

~~CHICAGO, ILLINOIS~~



BY: THE HONORABLE STANLEY S. SCOTT
SPECIAL ASSISTANT TO THE PRESIDENT
THE WHITE HOUSE
WASHINGTON, D. C.

THANK YOU FOR THAT NICE RECEPTION. I CAN ONLY HOPE
YOU'LL FEEL THE SAME WAY WHEN I SIT DOWN.

~~HOWEVER IT TURNS OUT, I PROMISE NOT TO BORE YOU.~~

FRANKLY, I WAS HESITANT ABOUT COMING OUT HERE TO
~~my ole alma mater~~
~~FRANK SINATRA'S ADOPTED "HOME TOWN"~~ TO RISK MY NECK

AND MY REPUTATION BEFORE THIS ILLUSTRIOUS GATHERING OF MY

PEERS -- CHAPTERED HERE UNDER THE AWESOME SKYLINE OF

~~Jefferson City,~~
~~THE COUNTY SEAT OF COCK.~~

~~DR. PRIDE'S~~

SO, WHEN I GOT ~~FRANK SPENCER'S~~ INVITATION ONE

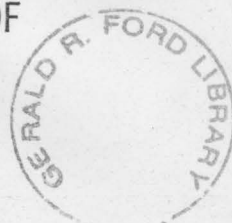
MORNING LAST MONTH, I STALLED AROUND FOR A WHOLE ^{half} HOUR

BEFORE CALLING TO ACCEPT. ~~I HAD TO CHICAGO'S ON CENTRAL~~

~~to know how long I had been waiting for this invite.~~
~~TIME~~

~~I JUST WANT TO TELL YOU, THAT IF CHICAGO EVER EXPECTS~~
~~TO MAKE IT IN THE BIG TIME IT HAD BETTER START GETTING TO WORK~~
~~WITH THE REST OF US.~~

~~TO TELL YOU THE TRUTH, THE HOME OF "STATE-STREET-THAT-~~
~~GREAT STREET" IS MY KIND OF TOWN, TOO -- AND IT ISN'T JUST~~



~~BECAUSE OLD ABE, OUR FIRST REPUBLICAN PRESIDENT, WAS~~
~~NOMINATED HERE IN 1860. THOUGH, I'LL HAVE TO ADMIT THERE ARE A~~
~~LOT OF FREE MEN AND WOMEN IN THIS LAND-OF-THE-FREE WHO LOOK~~
~~ON ^{Missouri As} ~~ILLINOIS~~ AS THE TRUE BIRTHPLACE OF THE IDEAL THAT WOULD~~
ONE DAY MAKE THIS COUNTRY WHOLE.

I SAY "ONE DAY" -- BECAUSE IF WE GET TO THINKING THAT
ALL AMERICANS HAVE "EQUAL RIGHTS" JUST BECAUSE THE
CONSTITUTION SAYS SO, WE'RE KIDDING OURSELVES.

NOW, STOP FIDGETING IN YOUR CHAIRS. I'M NOT ABOUT TO
LAUNCH INTO THE OLD CIVIL RIGHTS HARANGUE. HELL, I WON'T
EVEN TALK ABOUT BOSTON -- EXCEPT MAYBE TO SAY THAT THE FOOD
AT OBERLOCKER'S IS STILL MIGHTY TASTY.

LECTURING THIS CROWD ON CIVIL LIBERTIES WOULD BE LIKE
TRYING TO CONVERT THE POPE TO CATHOLICISM. ~~IF I DON'T INCLUDE~~
~~ALL PUBLISHERS, BROADCAST OWNERS AND MANAGERS IN THAT~~
~~SIMILE, PLEASE FORGIVE THE OMISSION.~~ HOWEVER, I KNOW YOU WON'T
THINK IT INDELICATE OF ME TO SUGGEST THAT, IN THEIR OWN HIRING



POLICIES MANY PUBLISHERS DO NOT ALWAYS PRACTICE WHAT THEIR EDITORIALS PREACH.

BUT I'M NOT GOING TO GET INTO THAT, EITHER. IN DUE COURSE, EVEN THE MOST UNENLIGHTENED STATION OWNER AND PUBLISHER MAY BEGIN TO THINK THAT IF BLACK COLUMNISTS AND ANCHOR-MEN CAN BUILD SUCH STRONG PUBLIC FOLLOWINGS, THERE MIGHT EVEN BE SOME "BROTHERS" AROUND WHO ARE SMART ENOUGH TO MANAGE A DESK OR CUE A TV SHOW. LIKE OTHER BUSINESSMAN, THEY MIGHT LEARN THAT, ALMOST WITHOUT EXCEPTION, BLACKS WHO "QUALIFY" FOR MANAGEMENT POSITIONS ACTUALLY HAVE TO BE OVER-QUALIFIED MERELY TO BE COMPETITIVE.

AFTER ALL, IT ONLY TOOK ABOUT 25 YEARS AFTER JACKIE ROBINSON BROKE INTO THE BIG LEAGUES BEFORE BLACKS CAME ALONG WHO "KNEW ENOUGH" ABOUT BASEBALL TO COACH OR MANAGE. HELL, WE'RE EVEN INTO HOCKEY -- AND YOUNG (19 YEAR-OLD) MIKE MARSON, "COLORFUL" NEW ICE-ACE OF THE WASHINGTON CAPS ISN'T GETTING HASSLED HALF AS MUCH AS THE LATE GREAT JACKIE WHEN HE FIRST TOOK HIS PLACE AT THE SECOND SACK IN



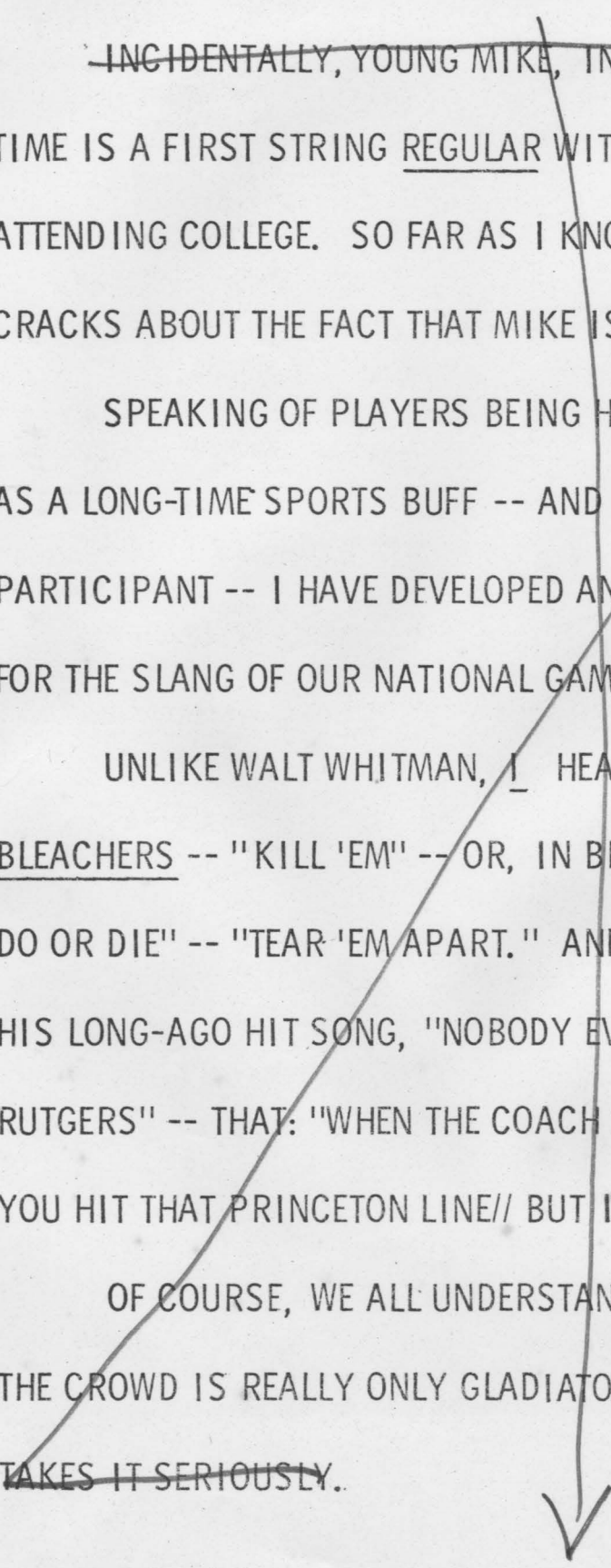
EBBETS FIELD -- ONLY A SHORT THREE DECADES AGO?

~~INCIDENTALLY, YOUNG MIKE, IN HIS FIRST YEAR IN THE BIG~~
TIME IS A FIRST STRING REGULAR WITH THE CAPS -- AND HE'S STILL
ATTENDING COLLEGE. SO FAR AS I KNOW, NOBODY HAS MADE ANY
CRACKS ABOUT THE FACT THAT MIKE IS THE CAPS' LEFT WING.

SPEAKING OF PLAYERS BEING HASSLED BY THE FANS:
AS A LONG-TIME SPORTS BUFF -- AND A ONE-TIME COLLEGE
PARTICIPANT -- I HAVE DEVELOPED AN APPRECIATIVE EAR
FOR THE SLANG OF OUR NATIONAL GAMES.

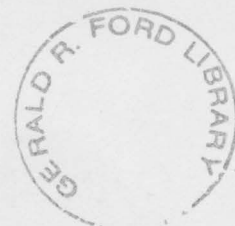
UNLIKE WALT WHITMAN, I HEAR AMERICAN SINGING FROM THE
BLEACHERS -- "KILL 'EM" -- OR, IN BROOKLYN, "MOIDAH DA BUM," --
DO OR DIE" -- "TEAR 'EM APART." AND, I THINK -- PHIL SIVERS IN
HIS LONG-AGO HIT SONG, "NOBODY EVER DIED FOR DEAR OLD
RUTGERS" -- THAT: "WHEN THE COACH SAYS 'HIT THAT PRINCETON LINE'//
YOU HIT THAT PRINCETON LINE// BUT IT'S NO GOOD FOR YOUR SPINE!"

OF COURSE, WE ALL UNDERSTAND THAT THE BLOODTHIRSTY CRY OF
THE CROWD IS REALLY ONLY GLADIATORIAL HYPERBOLÉ -- AND NOBODY
~~TAKES IT SERIOUSLY.~~



WE HAVE RESPONSIBILITIES TO OUR COMMUNITIES, TO OUR NEIGHBORS, AND TO OURSELVES. I AM SURE THAT MOST OF US EXPECT TO LIVE UP TO THOSE RESPONSIBILITIES. ASSUMING THAT WE ALL DO, THEN I FEEL WE MUST RECOGNIZE THAT WE HAVE RESPONSIBILITIES TO THIS INSTITUTION.

THINK ABOUT LINCOLN UNIVERSITY -- THINK NOT ONLY ABOUT THE PART THIS GREAT INSTITUTION HAS PLAYED IN THE COMMUNITY -- BUT THINK WHAT AN IMPORTANT PART IT HAS PLAYED IN YOUR LIFE. THINK ABOUT HOW MANY OF US CAME ON THIS CAMPUS FOR THE FIRST TIME FROM THE MANY CITIES AND SMALL AREAS OF MISSOURI, ARKANSAS, OKLAHOMA, KANSAS AND THE OTHER 48 STATES. REFLECT BACK TO HOW GREEN AND IMMATURE WE WERE, HOW VOID OF KNOWLEDGE OF OUR RESPECTIVE FIELDS AND THE WORLD AROUND US. I AM SURE THAT MANY OF YOU SITTING HERE TODAY HAVE AT ONE TIME OR ANOTHER EXPRESSED PROFOUND GRATITUDE TO THE MILLERS, SAVAGES, LEES, PURNELLS, MAXWELLS, PULLANS, HOARDS, BLUES, FREEMANS, FULLERS, GREENS, DAMELS, HARDIMANS HATCHERS, KILDARES, MINORS, TAYLORS, REEDS, MUSES, JASONS, TALBOTS, AND THE MANY, MANY OTHERS WHO TAUGHT HERE AT LINCOLN UNIVERSITY FOR THE TIME AND EFFORT THEY PUT FORTH TO INSURE THAT WE



OBTAIN THE KNOWLEDGE THAT WAS SO NEEDED TO WALK THROUGH THE CORRIDORS OF LIFE. SURE, WE ALL CALLED THEM A THOUSAND AND ONE NAMES FOR THE LONG HOURS WE SPENT WRITING TERM PAPERS, CONDUCTING EXPERIMENTS, AND STUDYING - AND FOR THE MANY HOURS WE WERE FORCED TO STAY AWAY FROM THE "FOOT". IN MY PARTICULAR CIRCUMSTANCES IT TOOK A FEW YEARS AWAY FROM LINCOLN UNIVERSITY TO REALIZE JUST HOW IMPORTANT WERE THE THINGS THEY WERE TRYING TO GET ACROSS. NEVER IN MY WILDEST DREAMS, WHILE I WAS A STUDENT HERE, DID I THINK THE MATH, ECONOMICS, MANAGEMENT, ACCOUNTING AND EVEN ZOOLOGY WOULD ONE DAY BE INDISPENSABLE TOOLS IN MY OPERATION OF A MANUFACTURING AND MARKETING ORGANIZATION IN WHAT WAS THEN CALLED THE DARKEST PART OF AFRICA. I AM ALSO SURE THAT SOME OF MY PROFESSORS WOULD BE EQUALLY SURPRISED TO KNOW THAT I ABSORBED ENOUGH OF THESE COURSES TO ONE DAY USE THEM.

THERE CAN BE NO QUESTION IN OUR MINDS THAT LINCOLN UNIVERSITY PRODUCES QUALITY -- AND QUALITY WITH CLASS. UNFORTUNATELY, UNTIL LAST YEAR, I HAVE SPENT THE LAST 12 OR 13 YEARS WORKING OUTSIDE THE UNITED STATES. I AM NOT FULLY AWARE OF THE MANY THINGS THAT THE VARIOUS ALUMNI CHAPTERS HAVE BEEN DOING;



HOWEVER, I AM SURE THEY HAVE BEEN ENGAGED IN THE NORMAL ALUMNI ACTIVITIES.

IF I MAY, I WOULD LIKE TO SUGGEST THAT WE VENTURE A LITTLE BEYOND THESE THINGS AND STRONGLY SUGGEST THAT WE, AS ALUMNI OF L. U., COMBINE OUR SOCIAL AND ALUMNI RESPONSIBILITY, THUS FULFILLING THE NEEDS OF OUR COMMUNITY AND OUR ALMA MATER AS WELL. ONE OF THE MOST SERIOUS PROBLEMS THAT WE AS A GROUP HAVE IS THE SLOW, BUT STEADY, DETERIORATION OF OUR YOUTH. IN MY HOME TOWN OF MILWAUKEE, WISCONSIN, SCHOOL OFFICIALS ARE ALARMED BECAUSE EACH SCHOOL DAY THERE ARE OVER 6,000 KIDS - THE GREATEST MAJORITY OF WHICH ARE BLACK - WHO FAIL TO SHOW UP FOR CLASSES. ALTHOUGH I DO NOT HAVE THE FIGURES OR PERCENTAGES, SCHOOL OFFICIALS WILL TELL YOU THAT THIS IS BEING REPEATED ALL OVER THIS COUNTRY. SHOULD THIS TREND CONTINUE, WE AS A GROUP CANNOT EXPECT TO TAKE ADVANTAGE OF THE OPPORTUNITIES THAT ARE AVAILABLE AND INCREASING EACH DAY.

A FEW MONTHS AGO, THE CONFERENCE BOARD RELEASED ITS ANNUAL STUDY OF THE JOB MARKET FOR COLLEGE GRADUATES. THIS YEAR, FOR THE FIRST TIME, THE STUDY SPECIFICALLY

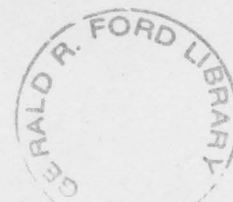


INCLUDED THE OPPORTUNITIES FOR BLACK GRADUATES. OF THE 132 MAJOR CORPORATIONS IN THE SURVEY, 80% SAID THAT THERE ARE NOT ENOUGH QUALIFIED BLACK GRADUATES FOR THE FIELDS WHERE THEY ARE WANTED AND NEEDED. NOT ENOUGH BLACK ENGINEERS. NOT ENOUGH BLACK ACCOUNTANTS. NOT ENOUGH BLACK GRADUATES IN BUSINESS ADMINISTRATION. AND NOT MANY BLACKS INTERESTED IN SUCH BASIC AREAS OF DISTRIBUTION AS SALES AND MARKETING.

UNEMPLOYMENT AMONG BLACK TEENAGERS IS AT THE TOTALLY UNACCEPTABLE LEVEL OF 36%. THE UNEMPLOYMENT RATE OF MARRIED MEN OVER 20 YEARS IS TWICE AS HIGH AMONG MINORITIES.

INDEED, THERE IS A DANGER THAT MINORITY ECONOMIC DEVELOPMENT HAS ARRIVED AT A STATUS QUO. JOB QUALIFICATIONS ARE BECOMING MORE STRINGENT, AND GAINS IN BLACK CAREER EDUCATION ARE NOT KEEPING PACE.

THE MEDIAN INCOME OF BLACKS IS 63% OF THE MEDIAN INCOME OF WHITES. ALTHOUGH THIS IS SOME IMPROVEMENT, THE PERCENTAGE GAP REMAINS APPALLINGLY LARGE AND DOES NOT TELL THE WHOLE STORY. THE DOLLAR GAP BETWEEN WHITE AND BLACK INCOME



HAS ACTUALLY INCREASED. TODAY, BOTH GOVERNMENT AND INDUSTRY FEEL A GREAT DEAL OF PRESSURE TO HIRE BLACK PEOPLE. IN RECRUITING FOR THESE POSITIONS, COMPANIES LOOK FOR THE BEST QUALIFIED. AS MORE AND MORE BLACKS MOVE INTO RESPONSIBLE POSITIONS, COMPANIES WILL NOT BE LOOKING FOR THE BEST BLACK APPLICANT AND OUR YOUTH WILL NOT BE COMPETING AGAINST OTHER BLACKS BUT AGAINST EVERY APPLICANT. THE BEST BLACK APPLICANT WILL NOT GET THE JOB UNLESS HE OR SHE IS THE BEST APPLICANT.

UNLESS A LARGE NUMBER OF OUR YOUTH MAKE SOME DRAMATIC CHANGES, WE ARE IN FOR SERIOUS REGRESSION IN TERMS OF THE ADVANCEMENT WE HAVE MADE OVER THE PAST TWO DECADES. IF THIS DOES HAPPEN, THEN WE HAVE ONLY OURSELVES TO BLAME.

AT THIS POINT IN TIME, THE POTENTIAL FOR OUR YOUTH IN THE WORLD TODAY IS PRACTICALLY UNLIMITED, AND THIS IS PARTICULARLY TRUE IN THE BUSINESS WORLD. IN 1973 BLACK YOUTHS HAVE MORE TO LOOK FORWARD TO THAN AT ANY OTHER TIME IN THE HISTORY OF OUR COUNTRY. THEY CAN ATTAIN HEIGHTS NEVER REACHED BEFORE. THEY HAVE MORE OUTSTANDING BLACK MEN AND WOMEN TO POINT TO WHO HAVE MADE IT THAN AT ANY OTHER TIME. THEY CAN BE SELECTIVE. I AM SURE YOU SAW THE RECENT

