

National **Scene**

FAMILY NEWS SUPPLEMENT

The Iowa Bystander

August 1972

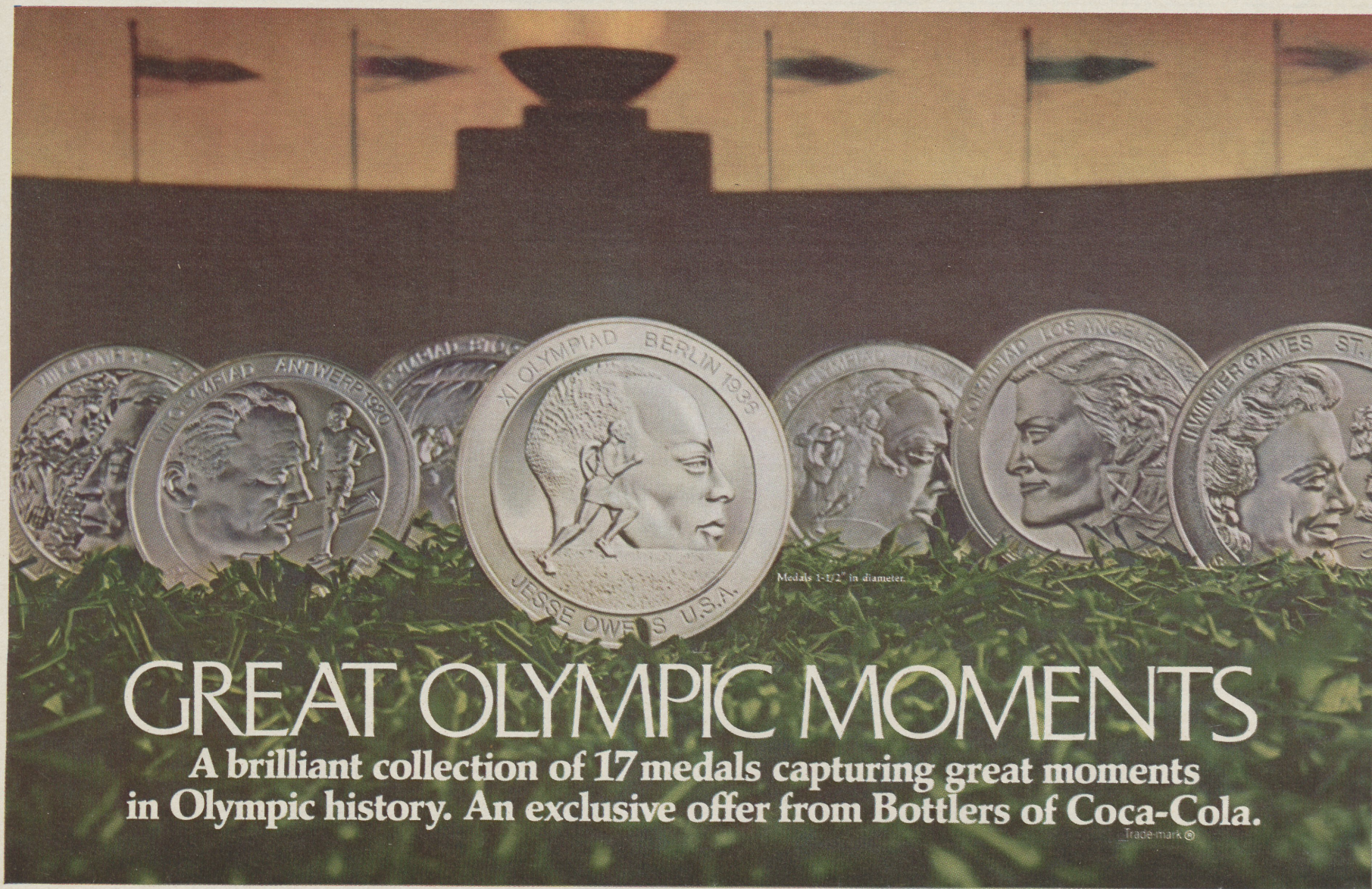
WHERE IT ALL STARTED

THE ARRIVAL OF
THE BLACK NEWSPAPER

BLACK ATHLETES
IN THE 1972 OLYMPICS

MR. OLYMPIC 1936, MUNICH, GERMANY.
JESSE OWENS, WINNER OF THREE GOLD
MEDALS IN THE 1936 OLYMPICS, 100-
METER DASH, 200-METER DASH AND THE
BROAD JUMP.





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Berlin, Germany. 1936. The Olympic Games with 120,000 people in the stadium.

Jesse Owens, a young athlete from Ohio State, wins the 100-meter dash, the first of four gold medals he was to win in the 1936 Olympic games. It is a Great Olympic Moment!

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good for a limited time only and the dies for the designs of these medals will be destroyed after this offer expires.

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WHERE IT ALL STARTED

BY W. J. CLARKE

In recent years American business, industry and government have been making at least token efforts to employ and upgrade more members of minority groups. Only the most naive, however, would shout from the housetops that these efforts have even approached complete equality to the point that every Black, Chicano, Indian, Puerto Rican, Mexican or Jew can believe all employment doors are open. Nevertheless, changes and improvements have come in the past two decades . . . call them token, watered down, vacillating, weakkneed, what you will, but in 1972 there is greater minority representation in most every field of employment than existed even ten years ago and make no mistake about it, there are today constant pressures on all phases of business, government, and industry to bring the figures on minority employment to some reasonable standard of decency. Employment in the Federal government is no exception.

For years in Washington the only hopes for Black employees were the mediocre, lower status jobs of porters, charwomen, messengers, building guards, and a few, very few, white-collar clerical jobs at low pay. Minor changes started under the Truman administration about the same time the President began to press for total integration of America's armed forces, and when the late Congressman Adam Clayton Powell started to flex his political muscle in Washington. The changes were slow and discouraging, especially with the District of Columbia's Black population increasing daily. (Some estimate it to be 75% Black now.) During the Eisenhower years, no special effort was made to upgrade Negroes in Federal jobs, but because of his strong stand against discrimination in 1956, hotel, motel, restaurant and theatre doors opened to Blacks and tied to this move in the late fifties, some better jobs opened for them as well. It must be remembered the Civil Rights movement began to wax strong in those same fifties, particularly following the Montgomery Bus Boycott when Mrs. Rosa Parks refused to move to the back of the city bus that December evening of 1955. The White power structure, including some members of Congress, began to take a second look. Some of these public figures had served in the armed forces with Minority servicemen in World War II, and Korea. Many were conscience-stricken, and despite the fear of retribution from their own areas, began speaking out against the shameful system which continued to deny the better jobs, or upgrading on jobs, to employees because they were Black and for no other reason. One of those who became involved in the changes was a former Congressman from Texas who in his early years had been outspoken against all Civil Rights legislation, Equal voting Laws, and even against the Anti-lynching laws which the NAACP fought to have passed for more than three decades. His name, Lyndon Baines Johnson, who admittedly was greatly influenced toward change in this area by the dynamic Preacher Congressman from New York, Rev. Adam Clayton Powell. Johnson's statements were not strong, campaign-type directives to anyone but there was evidence he was joining with liberal colleagues in an

effort to improve job opportunities for American Negroes in Federal jobs. In the late fifties there was slight evidence of upgrading for those confined to low paying Federal jobs for years, and a few were advanced to supervisory positions in Engraving, Postal services and other Federal departments. Ironically the young man who was to become President in 1960, a Senator from Massachusetts, made no waves in this area, but he was usually on the "right" side of the aisle with his vote on Civil Rights legislation.

The real push for better Federal jobs for Blacks, however, came after the inauguration of this former young Senator. President Kennedy, recognizing that without the strong Black vote in the key states of Michigan, Illinois, Ohio, and Pennsylvania, he could not have gained the Presidency, made some significant appointments. One of the first was Andrew Hatcher, as Assistant Press Secretary, the first Black American to ever have such an appointment. Next, he named a well known Educator, Robert Weaver as head of the Housing Agency which immediately put thousands of jobs under his jurisdiction. This dynamic Director began to cull the rolls and check the number of minority personnel and the picture improved within weeks. It must be remembered, President Kennedy had at his right arm, a keen advisor on Negro affairs, Louis Martin, Director of Minorities in the Democratic party and presently Managing Editor of the *Chicago Defender*, a strong Negro paper. Hatcher too, played an important part in the changing scene as well as the late William Dawson, Congressman from Chicago.

The Real Change Came

Unfortunately, President Kennedy did not live long enough to lead a great breakthrough in minority Federal employment. When President Johnson took over, Blacks across the country were skeptical and many believed the limited gains and the new climate might be reversed because of Johnson's Southern background. These fears were soon to be proven unfounded because the new executive moved without delay, confounding the critics, and upsetting even the liberals who thought some of his moves in 1963 and 1964 and 1965 were illtimed, and "too fast" for the nation to accept. The record will show, however, that this man who came to power because of a great tragedy, did more in his five years of leadership to secure equality for Black Americans than all the Presidents who preceded him, including President Franklin Roosevelt, looked upon by older Negroes as a Savior. Andrew Brimmer was named Assistant Secretary of Commerce and served on the Federal Reserve Bank Board, considered the Supreme Court of Wall Street. Hobart Taylor was named to the Export-Import Bank; Carl Rowan, distinguished Journalist from the hills of Tennessee was first named an Assistant Secretary of State and later succeeded the late Edward R. Murrow as head of the United States Information Agency with hundreds of staff people under his wing. While in the State Department, Rowan brought seventeen Blacks into the department to work in responsible jobs. It would not be wrong to say

that President Johnson made a "flurry" of Black appointments, oftentimes to the consternation of party leaders, even some from the North, East, and West, who believed he was going "too far, too fast." Apparently Johnson's mind was made up and before 1964 passed Sam Jackson was named to head the Equal Employment Opportunity Commission. Sam Simmons was named Assistant Postmaster General, and recognizing no Black man had ever before held a Judgeship in the Federal District Courts rendering key decisions, Judge James Parson was named in Chicago; Judge Connie Motley, long time Civil Rights Counsel on the NAACP staff was named to the Federal courts of New York; the brilliant, young Philadelphia lawyer, Leon Higgenbotham was likewise named to a Federal Judgeship in Pennsylvania, and Frakie Freeman, dynamic Black woman lawyer was named to the U.S. Civil Rights Commission. Johnson filled some diplomatic posts too, with representatives of the Negro group. Clifton Wharton, State department career man, was assigned to Roumania and the dynamic Pat Harris, distinguished lawyer in her own right, was named Ambassador to Luxemburg. President Johnson's vigor in this area was not over for he surprised many more with the appointment of the young New York lawyer, Clifford Alexander as Special Counsel to the President, and Thurgood Marshall as Attorney General and in less than two years, advanced the long time Civil Rights NAACP lawyer Marshall to another first in the nation, Supreme Court Justice.

Those who were close to President Johnson took heart about his attitude toward correcting the long time evil of discrimination against Black people when he made that historical Commencement address at Howard University in June 1964 using the well known Civil Rights slogan of Martin Luther King Jr., James Farmer, Hosea Williams and others . . . "We Shall Overcome." Louis Martin told this writer that early in 1964 President Johnson sent word along the line to correct the imbalance in Black employment at the Federal level to "ask nobody about his politics, just make sure he is Black and able." The record will show today that some of those same Johnson appointments are still at work in key Federal positions. The discouraged Blacks and other minorities who feel there has been no rash of such appointments in the past four years since Johnson left the office, are again hoping someone will come along to improve the lot of minorities with the same kind of slogan . . . "Find some who are Black, Puerto Rican, Indian, Chicano, and just make certain they are able. Although there has been a laxity in many Federal departments in upgrading and appointing a fair percentage of minority Americans, particularly in policymaking positions, it should not be forgotten that it all started in earnest with the resolve of a former segregationist, now recuperating from a third minor heart attack on his farm in Texas, Lyndon Baines Johnson.

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Blacks in Government WHERE IT ALL STARTED

BY W. J. CLARKE

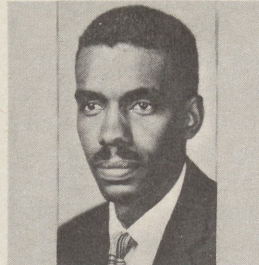
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Thurgood Marshall, U.S. Supreme Court Justice, the first Black to serve on the high bench.



James B. Parsons, U.S. District Judge for Northern District of Illinois First Black appointed District Judge in Continental U.S.



Leslie C. Carter, Deputy Assistant Secretary, Department of Health, Education and Welfare.



Walter E. Washington, Mayor of Washington, former Executive Director, National Capital Housing Authority.



Atty. Marjorie Lawson, Appointed Judge of the Family Court, District of Columbia.



Atty. Clifford Alexander, former Chairman of EEOC.



Dr. Grace L. Hewell, Program Co-ordination officer, Health, Education and Welfare.



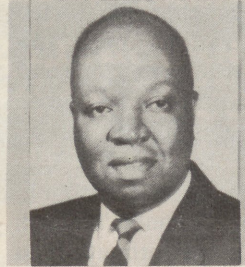
A. Leon Higginbotham Jr., U.S. District Judge for Eastern Pennsylvania, first Black to member of the Federal Trade Commission.



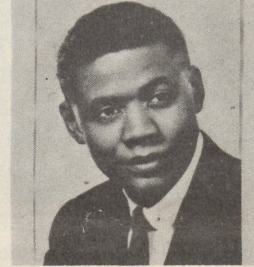
Andrew Muse, former EEOC Director of Compliance.



Andrews Brimmer, First Black Appointed to the Federal Reserve Board.



Dr. Alfred L. Edwards, Deputy Assistant Secretary, Department of Agriculture.



Samuel F. Yette, Executive Secretary to the Director of the Peace Corp.



Spottwood W. Robinson III, U.S. District Judge for the District of Columbia. Former dean of Howard University Law School.



Atty. Frankie Freeman, U.C. Commission on Civil Rights.



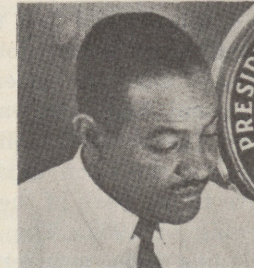
Mrs. Anne M. Roberts, Deputy Regional Administrator, Housing and Home Finance Agency.



Cecil F. Poole, Attorney for Northern District of California. First Black in the Nation to serve as U.S. Attorney.



Dr. Samuel D. Proctor, Associate Director of Peace Corp.



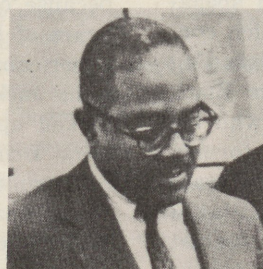
Carl Rowan, for Deputy Assistant Secretary of State, Director of Voice of America and Ambassador to Sweden.



Robert Clifton Weaver, Secretary of Housing Administration, the first Black to be a member of the Cabinet.



Clifton Wharton, former Ambassador to Norway.



Andrew Hatcher, former White House Assistant Secretary, under John F. Kennedy.



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Tempura Beautiful Dish

TEMPURA

Vegetables (such as squash, eggplant, green beans, broccoli, sweet potatoes, celery, green pepper)

1½ pounds medium shrimp, shelled and cleaned or 1 pound fish (halibut, haddock or cod) cut in 1-inch strips

Flour

Tempura Batter

Mazola corn oil, for frying

Cooked rice

Cut vegetables into thin diagonal slices. Dust shrimp or fish lightly with flour. Dip shrimp and vegetables into Tempura Batter. Pour corn oil into heavy, sturdy, flat bottomed 3-quart saucepan or deep fryer, filling utensil no more than ½ full. Heat over medium heat to 375 degrees F. Carefully add selected foods in single layer. Fry food, turning as needed, until tender, 1 to 2 minutes. Drain on absorbent paper. Serve with hot fluffy rice. Makes 4 servings.

TEMPURA BATTER: Sift ¾ cup sifted flour and ¼ cup corn starch into bowl. Stir in 1 cup water, then 1 egg. Beat with rotary beater or wire whip until smooth and frothy.

The Japanese have a way of arranging food beautifully. If the meal is to be cooked at the table, the foods are arranged as carefully as flowers.

Tempura is one of the fascinating dishes the Japanese cook at the table. Although it is often thought of as fried shrimp, it may include other fish and a variety of vegetables which are batter dipped and fried in the same manner as the shrimp. It closely resembles Southern fried food.

While most of us might object to frying shrimp in our living rooms, there's no reason why the Tempura can't be served in an oriental setting with an unusual flower arrangement. Don't forget chopsticks for every guest. They're half the fun of eating Oriental style.

A favorite Japanese dish is Tempura. It is fish and vegetables, batter dipped and deep fried. Here the fish is shrimp, the vegetables are zucchini and beans. Serve tempura with Japanese brewed soy sauce and hot fluffy rice. The liquid candle in the flower arrangement adds decorative light to the table.



The Arrival of the Black Newspaper

The Long, Hard Journey From Crusader To Businessman

(part 1)

By Henry G. La Brie III

TO FOLLOW:

Part 2: "Concealed Champions: The Black Pulitzers and Hearsts" National Scene, September, 1972

Henry G. La Brie III, 24, is currently a candidate for the Doctor of Philosophy degree in Mass Communications at the University of Iowa. He owns a B.A. degree in Communications from Bethany (W. Va.) College and a M.S. degree in Journalism from West Virginia University.

La Brie has twice been named to *Who's Who in American Colleges and Universities*. He is a Life Member of Sigma Delta Chi professional journalism fraternity.

Articles by La Brie have appeared in several publications including *Black Enterprise* and *Journalism Quarterly*. He is co-author of one book *INTERMEDIA: An Experience-Based Approach to Journalism Education* and a contributor to another Mr. Clutch: *The Jerry West Story*.

Most recently, La Brie published *The Black Newspaper in America: A Guide* (Second Edition) which is the most up-dated and accurate listing of black newspapers currently available. *The Guide* has been adopted for inclusion in the *Editor and Publisher International Yearbook*, both in 1971 and 1972.

Indeed, it would be extremely difficult to make any case for a theory that the black newspaper was originally established for the purpose of returning a profit. A financial profit, that is.

Yet its founders, John Russwurm and Rev. Samuel Cornish were able to realize a profit as did so many others between the years 1827 and 1945. But, it was not the type of profit one deposits in the First National Bank every Monday morning.

In the majority of cases, the papers which appeared during this period beginning March 16,

1827 through the Second World War, were created to protest against racial discrimination and social injustice. They were more often than not, edited by men and women as an avocation rather than a vocation, and any financial rewards were arrived at through large circulations, not advertising.

During what may be characterized as the first growth period of the black press, 1827-1865, approximately 40 newspapers were started. In all but one case, the journals appeared in the North. The exception was *L'Union*, a black newspaper printed half in French and half in English which began a short publication life in New Orleans in 1862.

In addition to *Freedom's Journal* started by Russwurm and Cornish in New York City, the most famous paper of this period had to be Frederick Douglass' *North Star*, initiated in Rochester, New York on November 1, 1847. A third prominent paper of the day was *Ram's Horn*, which published for only a year (1847) but had among its contributors Douglass and John Brown, a noted abolitionist of the day.

Even the names of the papers of this early stage, reflected their purpose: *North Star*, *Rights for All*, and *Spirit of the Times*. *Mirror of Liberty*, one of the first black magazines, published between 1847-1849.

The second growth period, 1866-1905 reversed an earlier trend. Of the more than 1,200 newspapers born, over 70 per cent began in the South. Most of the papers remained small and very few became established enough to boast a circulation of over 5,000.

Today, only nine pre-1900 newspapers are currently publishing. Three of the nine are religious newspapers: *The American Baptist* (Louisville), the *Christian Recorder* (Nashville) and the *Star of Zion* (Charlotte, N.C.). The *Star of Zion*, begun in 1867, is the oldest paper of the nine.

The six commercial papers include: *Philadelphia Tribune* (1885), *Baltimore Afro-American* (1892), *Houston Informer* (1892), *Dallas Express* (1892),

Des Moines New Iowa Bystander (1894) and *Indianapolis Recorder* (1895).

The publishers and editors continued to rely on circulation revenue and infrequent local advertising. Literacy studies conducted on these first two growth periods suggest that a large percentage of the readership was most likely white. And, the median income levels of black families during this 78 year stretch were traced to be so low, that few families were able to afford any newspaper on any regular basis. Undoubtedly, a tradition of pass-on readership was born here-with these conditions and the weekly black newspaper circulated throughout the neighborhood.

The papers in the second period, picked up the fight for social equality with even greater vigor than the pre-Civil War journals. However, the small circulation restricted the newspapers to local influence. Almost all lacked printing equipment. And, the void of any "national awareness" reduced the crusading impact of the papers. In fact, conditions remained so bad in the South that the *Memphis Free Speech*, edited by Miss Ida B. Wells, a courageous militant journalist, was destroyed by a mob in 1892 after waging an intense campaign against racial injustice in that city. Many other black papers were brought to a halt in similar fashion.

continued on page 8

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Black Newspaper

continued from page 7

But, it was the resourcefulness of editors like Miss Wells, T. Thomas Fortune, W. Monroe Trotter, John H. Murphy, Sr., Phillip A. Bell, William Calvin Chase, and John Mitchell, Jr. combined with the faith and recognition the black leaders showed toward their newspapers, that set the foundation for the remarkable third growth period.

Although few of the editors and reporters were able to call upon a formal journalism education or previous newspaper experience, they successfully patterned their work around the needs of their audience. In the face of so many obstacles, it was "trial and error" experimenting at its finest.

The genesis of a unity of movement came in 1875, when 13 black editors convened in Cincinnati to exchange ideas and identify their goals. P.B.S. Pinchback, an active black politician from Louisiana, made the following notes at the meeting:

The first meeting of black editors decided: Our first objective is to make colored people's newspapers self-sustaining — not that we expect to make money out of them . . . of the four millions who were recently in slavery, we cannot expect any large portion of them to be readers; but we must look to their children as they grow up. We cannot expect, for some time, to derive much income from advertising, not until our people become active and enterprising in business matters . . . All we need is a just appreciation of our own power and our own manhood . . .

The press, and the Church, were to grow to be the helmsmen of thought for black people as they struggled to cure the canker of slavery.

Not long after the Cincinnati meeting, the first exodus North began. It was an exodus which would herald an even greater migration during the First World War.

And, out of the South came those who would beckon in the third growth period of the black press. From Georgia, Robert S. Abbott. From North Carolina, Robert Lee Vann. The Scott brothers in Atlanta, Georgia and the Young family in Norfolk, Virginia.

Add to this group of men New England born W. E. B. Du Bois, Jamaican born Marcus Garvey and the Murphy family of Baltimore, Maryland, and you have the nucleus which would bring the black newspaper to its peak in prominence. (More will be said about each in Part 2)

Abbott launched the *Defender* in Chicago on May 5, 1905. He sold it himself for five cents on the streets of Chicago. Following the examples of Hearst and Pulitzer and motivated by the fertile chaos of an oncoming war, the *Defender* is responsible for resuming the northern exodus.

Ric Roberts, veteran of 40 years on five major black newspapers best describes the scene:

Henry Ford had hired 10,000 black men and they were working an eight-hour day for five dollars a day minimum. It was heaven on earth for black people. I remember as a child

they talked about the North, and the *Chicago Defender* was the radical cause, it was the voice of God, the voice of the future. Thousands of black people began buying the paper so that by the time we reached the apex, the top moment of World War I. Mr. Abbott's paper was selling to 200,000 readers every week. And, by 1921 in the post-war period, when the Yankees came marching home and the League of Nations died, Mr. Abbott's paper was selling 250,000 copies per week. Mr. Abbott emerged as the Croesus of our time, we had all the big bounties that a man could wish. And we knew then by his example, by his financial success, by his ownership of a Rolls Royce automobile that in that "never never world" of tomorrow, there would be other Abbotts . . . Between 1914 and 1920 — less than a decade — the world had changed, completely changed, and the black man was on the move.

Five years after Abbott started his *Defender*, five men started the *Pittsburgh Courier*. Robert Lee Vann served as legal advisor for the cor-



Garth Reeves, President of the National Newspapers Publisher Association, Publisher of The Miami Times

poration but within a year, he had become personally involved in the *Courier* and still later, became its owner.

The "edition" idea which catapulted the *Courier's* circulation, was earlier used by the Murphys in Baltimore as they issued *Afro-Americans* in Philadelphia, Newark and Washington. The Scott brothers also picked up on the idea and in addition to the *Atlanta World* the paper would appear regularly in Memphis and Birmingham.

The *Norfolk Journal and Guide* also offered a national edition (along with the *Courier*, the *Afro* and the *Defender*).

With Du Bois's *Crisis* magazine, Garvey's *Negro World* newspaper and the big circulation weeklies canvassing the country, both black and white America became more alert to the demands of black people. The periodicals served to organize the earliest signs of our current civil rights movement and aided greatly, the development of the National Association for the Advancement of Colored People. G. A. Scott of the

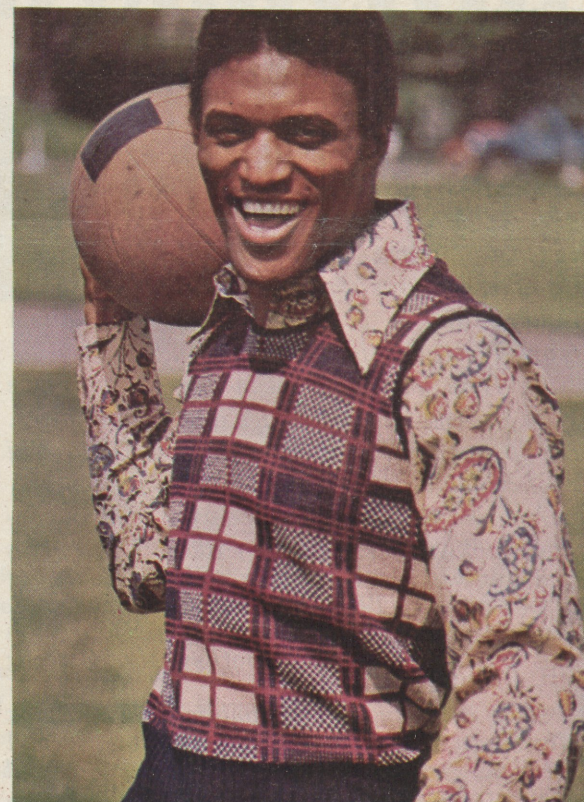
Atlanta Daily World distinguishes:

The press has really been the vanguard of the NAACP. I believe that the NAACP would not have succeeded had it not been for the Negro press because we have been with the whole trend of civil rights and protest against segregation. We have served to strengthen the whole press and democracy. People just would not have moved that fast had it not been for it (the black press).

Finally, after nearly 100 years of existence, the black newspaper, by virtue of its huge subscription, began to turn a substantial profit. Once again, the Abbotts showed foresight. In 1921, the *Defender* purchased its own printing equipment; the *Courier*, the *Afro* and the *Journal and Guide* soon followed suit.

The newspaper joined the insurance company to become two of the oldest most prominent black businesses. Along with this recognition came a number of rights and privileges. The editors and publishers quickly moved into policy-making positions in many organizations. By the late Twenties, the papers began to have a profound influence on political elections. Economically, each newspaper, while often understaffed, served as a viable employment center (at best for many, in a part-time way).

continued on page 10



TEAMWORK

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Black Athletes in the 1972 Olympics



Joe Yancey

Director-Coach of the New York Pioneer Club from 1936-1972. Coach of Olympic Teams of Jamaica, West Indies, Trinidad, West Indies, British Guiana, Bahamas and United States Virgin Islands.

*Lecturer Coach and Goodwill Ambassador for the United States Department of State and former athlete, World Traveler, Recon-
eur and Writer.*

By Joe Yancey

The contribution of American athletes of African descent in Track and Field athletics has been, past and present, outstanding and distinguished.

The achievement of our Black athletes has played no small part in the historic fight of all minority groups to achieve full and complete citizenship in this great United States of America.

It would be impossible to write a scholarly piece on the many great Black athletes who made Olympic history, so I shall briefly talk about the "Clan of Tracksters" who will play an invaluable role in advancing the greatness of the United States Olympic Track and Field team in Munich, Germany from August 26 - September 10, 1972.

The following Black athletes, listed according to their events, will represent the United States in the Olympic games:

A: 110-Meter High Hurdles: Tom Hill of the University of Arkansas, now representing the United States Army won the final hurdles event

at the United States Olympic Track and Field elimination at the University of Oregon, Eugene, Oregon. Second in this event was the great Willie Davenport of Texas Striders, the 1968 Olympic Champion in Mexico City; and third final qualifier, was Rod Milburn of Southern University who for the last two years was the most consistent winning hurdler in the world. Truly a reat trio of world class hurdlers, a group easily head and shoulders above other hurdlers in the world today.

B: 100-Meter Dash, Eddie Hart of Pittsburgh, California, assistant Track and Field coach at the University of California at Berkley won in the sensational time of 9.9 at Eugene. Second was Ray Robinson of Lakeland, Florida and Florida A&M University in the same time of 9.9 seconds and third was Robert Taylor of Houston, Texas in 10.0 flat.

C: 200-Meter Dash, Chuck Smith of Los Angeles, California won the final Olympic eliminations in 20.4, followed by Larry Burton of West Lafayette, Indiana in 20.5 and Larry Black of Miami, Florida and North Carolina Central College in 20.6.

D: 400-Meter Dash, The eliminations saw a mild upset when Wayne Collett of Los Angeles, California defeated his teammate John Smith—



John Craft, U. of Chicago, one of America's Best Triple Jumpers, is shown during the Hop, Step, Jump event of the U.S. Olympic Trials at Eugene, Oregon.



Tom Hill winning the 100-Meter hurdle finals.

44.3 against 44.1 seconds; third place was won by Vincent Mathews of Brooklyn, New York in 44.9 seconds. The 1968 Olympic Champion, Lee Evans, could finish no better than fourth in this event and therefore will go to Munich as a member of the 1600-Meter Relay Team.

E: Long Jump, The winner was Arnie Robinson, San Diego, California with 26-4¾ and in second place, Randy Williams of Compton, California with 26.4. Third was a young unknown Freshman from the University of Kansas, Preston Carrington, with 26.4. Such veteran Long Jumpers as Henry Hines, Ron Coleman and Norman Tate failed to make the team in this event.

F: Triple Jump, This event was won by the very consistent and talented John Craft of Charleston, Illinois with a jump of 56 feet, 2 inches. Veteran Dave Smith of Berkley, California placed second with 56 feet and third place went to Art Walker of Los Angeles, California with a leap of 55 feet, 1 inch.

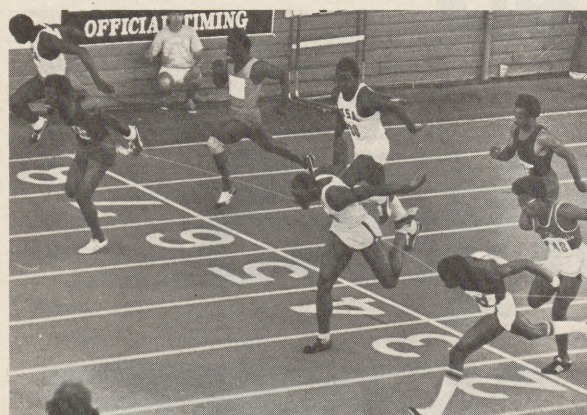
This Galaxy of Black athletes along with their fellow White team mates should do a tremendous job in winning Gold, Silver and Bronze Medals for Uncle Sam.

The 1972 United States Olympic Track and Field Team is a very formidable group of dedicated and conscientious performers and together with their female counterparts such as Iris Davis, Mrs. Madelyn Manning Jackson, Willye White, Martha Watson, Joanne Scott and Miss Tousant should see the "Stars and Stripes" hoisted on the flag pole in the Munich Olympic Stadium in glorious triumph for the United States of America.

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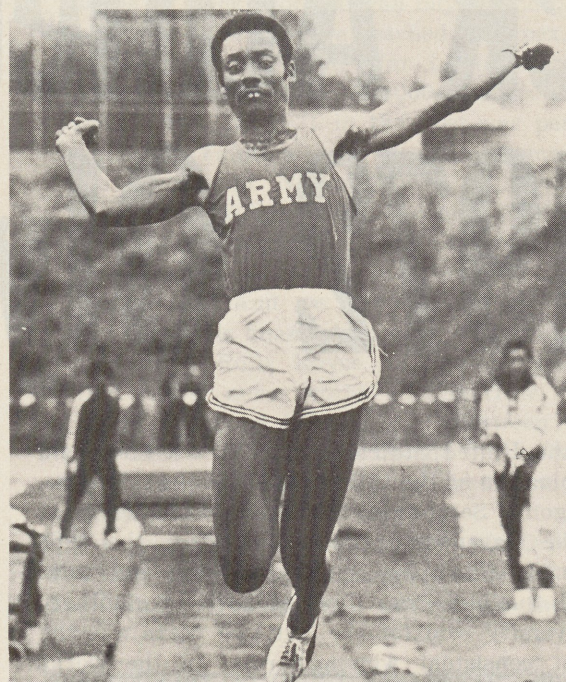
Black Athletes

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EQUALS WORLD DASH RECORD

Eddie Hart (lane 6) formerly of the University of California, equals the world 100 meter record in winning that event in the U.S. Olympic Trials at Eugene, Ore. Others from left: Gerald Tinker of Kent, who was fourth; John Young, Air Force, seventh; Marshall Dill, Michigan State, sixth; Norbert Payton, San Francisco Bay Area Striders, eighth; Robert Taylor, Texas Southern, third; Warren Edmondson, UCLA, fifth; and Ray Robinson, Florida A&M, second . . . Time was 9.9.



Arnie Robinson showing top form in winning the Long Jump with a leap of 26-44 $\frac{3}{4}$.



Wayne Colett, winner of the 400-Meter dash in 44.1 seconds.

Black Newspaper

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In 1932, W. A. Scott stunned the publishing industry when he turned his *Atlanta World* into a daily. It would become the world's first successful black daily. Roberts recalls:

W. A. Scott, the most dynamic and the most innovating of all the newspaper personnel of our time, was unfortunately removed by an assassin's bullet in his 31st year, 1934, at the very peak of his projection. He had by that time converted the *World* into a daily, managed to print 50 other newspapers every week, and had three shifts going in his plant. He bought three linotype machines in one day and left the newspaper world bug-eyed.

The *Chicago Defender* became the second successful daily in 1956. The *Columbus (Ga.) Times* became a daily in October, 1970. In March, 1972, the *New York Daily Challenger* started in New York City.

While the black newspaper became more and more sophisticated, it still was forced to grow by means of circulation income. Some advertising did appear. Ads for skin bleachers, hair straighteners, and palmistry did appear. For many papers, they were accepted as a "trade-off"; although the publishers would naturally have preferred other types of advertising, these were accepted as a stopgap and for some dictated the difference between failure and success.

The black publishers were criticized for accepting such advertising. Westbrook Pegler, one of the loudest critics of the black press wrote in his "Fair Enough" column on April 28, 1942:

. . . The *Defender* advertises luck's genuine

magnetic lodestones at a dollar a pair, one to attract and the other to repel; zodiac incense to invite good luck and a book at \$2. which, it is intimated, will impart to the reader power to be victorious in all undertakings.

The *Courier* offers similar opportunities . . . Such ads, though profitable, being acceptable in only a very limited publication field, plainly place on the intelligence of the Negro reader a much lower estimate than the editors express in their editorial matter.

The growth of a national-oriented black press began when the *Defender* started in 1905. This trend was supplemented by Associated Negro Press, a news service founded by Claude Barnett in 1919 in Chicago. Until 1966, it served black newspapers in both the United States and Africa. The absence of a news service since 1966 has somewhat hindered the black press. In April, 1972, Paul Wyche Jr., an enterprising young black journalist, moved to fill this vacancy when he started National Black News Service in Washington, D.C. By July, 1972, it had 36 member black papers and eight establishment dailies.

Reporting society news, the career of Joe Louis and the black war correspondents commendable effort of presenting the news of the black serviceman in World War II are all credited with boosting circulation. But, it was not until late in the war, that the black newspaper finally began to receive a share of the advertising dollar, particularly at the national level.

John Sengstacke Sr. must in part, be credited with this event. On February 29, 1940, he called together in Chicago 28 other black publishers to create the National Negro Publishers Association, an occurrence his Uncle, Robert S. Abbott had told him was impossible due to the conflicting viewpoints of each publisher. Before the meeting had ended, Sengstacke was summoned to his Uncle's home, only to arrive too

late. Mr. Abbott had passed away, and Sengstacke inherited the *Defender* and the central position in the hierarchy of the black press.

In the years to come, it was the NNPA (changed a few years after it was founded to stand for National Newspaper Publishers Association) which lobbied to see the President of the United States; it was the NNPA which pushed for desegregation in the armed services and in public schools; it was the NNPA which campaigned for national advertising for its members.

So it was, that beginning in 1945, the black newspaper was stabilized via a new and welcome financial transfusion. The publishers who had sacrificed for decades were rewarded as big business recognized their ability to reach a key market.

However, regardless of the variation this new income produced in the bank accounts and life styles of each publisher and editor, the true reward was again intangible. The black newspaper had "arrived" and in the end proved to be a major battle won in a long war of protest.

Rev. Jesse Jackson, director of Operation PUSH, speaking on ABC-TV's special feature, "Black Business in White America", on July 1, 1972 stated:

" . . . The depth of the psychological problem is so well established that blacks now tend to think that behind every successful black business is white money.

Today, the black newspaper stands proud and independent and as a cure to such a psychological pathology.

NEXT MONTH: In addition to an article dedicated to those men and women who gave so much of their lives to the development of the black newspaper, the author will examine the future, and what it holds in store for the black newspaper.



Good Gordon's® Gin!

Biggest seller in England...
America... the world.
Super-dry is why!



PRODUCT OF U.S.A. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. GORDON'S DRY GIN CO., LTD., LONDON, N. I.

This is L&M—super bad



Hand in hand across the ice.
Blades flashing into turns,
spins and fancy figure eights.
Then, sitting real close
sipping hot chocolate,
happily fighting off the hawk.
And now
you're both ripe for L&M.

**Ah, the taste of an
L&M Menthol
cigarette—super bad.**

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health

Menthol: 19 mg. 'tar,' 1.3 mg. nicotine
av. per cigarette, FTC Report (Apr. '72).