

To Be Equal by Vernon E. Jordan, Jr.

Black Voter Analysis

About two-thirds of registered black citizen voted on Election Day and about 94 percent of them cast their ballots for the Carter-Mondale ticket.

This aspect of the election results deserves a lot more study and attention than the media have given it. There are major lessons to be drawn from the black turnout.

The first of these is that black votes decide the winner of any Presidential election that's not a runaway for one of the candidates. Nationally, Carter won by less than two million votes, but he got over six million black votes.

Even if Carter had lost the popular vote, black votes would have swung enough key states for him to win in the Electoral College. The Carter ticket won because it put together eastern industrial states and an almost solid block of southern and border states. In most of them, victory depended on black votes.

This is most striking when you look at the South. The media stressed Carter's ability to hold his home region and attributed it to regional loyalties. Southerners supposedly voted for another southerner. Carter was hailed for putting together the old Democratic Solid South.

But how true is this? Carter's "Solid South" wasn't solid at all. What happened was that white voters favored the Ford ticket but black southerners gave Carter nearly all their votes.

The Carter ticket squeaked through a narrow victory in Mississippi only because it got 134,000 black votes. In many southern and border states Carter's victory margins were less than overwhelming and they would have wound up in the Ford column without that kind of black support for Carter. In the capital county of his home state, Georgia, Carter barely beat Ford among white voters, but blacks gave him almost 98 percent of their votes.

Another lesson of the election is that the black commitment to the democratic process is strong. Despite predictions of light black voting, black citizens recognized the importance of using their political strength to defeat policies that halted the civil rights revolution.

The high black turnout is a tribute to non-political and non-partisan black institutions whose efforts to educate citizens were so successful. The black press and the church, along with such splendid groups as the Joint Center for Political Studies, the Voter Education Project, the NAACP, the Urban

League and others went all out to get people registered and concerned.

Their success, in the face of limited funds and disinterest from traditional foundation supporters, helped encourage the sophistication of black voting results. Despite the overwhelming pro-Carter vote blacks did not vote as a bloc for offices below the Presidency. Split-ticket voting was common whenever Republican candidates were seen as being favorable to black interests.

This contains an important lesson for the Republican Party. Shamefully, the party of Lincoln has ignored or fought many of the things black people are committed to. Had the Republicans been able to hang onto the black

vote that was theirs up to the Depression, they would be nearly unbeatable.

The New Deal brought blacks into the Democratic Party and the Second Reconstruction period of the Kennedy-Johnson Administrations kept them there. But black loyalties are to principles and to programs needed by black people, not to one political party. The black vote can be weaned from the Democrats if Republicans fight for the civil rights and economic programs blacks want.

There's a lot of talk these days about how the Republicans should stick to bed-rock conservatism and a Western base. That sounds suicidal to
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Letter To The Editor

Southern Recipes Needed

Dear Sir:

For two years I have been reading the Chronicle which to me is a very informative and interesting newspaper. I especially enjoy the editorials. Efic Saga, Social Whirl and Black Empowerment are all great.

Now I would like to see one more page added if possible or column and that is some good old Southern recipes because I think our best and tastiest foods are cooked in the south. I am now waiting for my next copy of the Chronicle.

Good luck to a wonderful staff of Editors.

Mrs. Sally J. Robinson
Philadelphia, Pa.

Dear Mrs. Robinson,

Thank you for your nice letter. We do appreciate you taking the time to drop us a line. That is the only way we can give you (our readers) what you want.

We will make a special effort to get someone to furnish these Southern recipes to us. If you can help us out please do.

Again we thank you and keep reading the Chronicle.

The Editor

Your biggest investment: How to improve on it.



If you're like most people, your home is your biggest investment.

All told, you've got thousands upon thousands of dollars involved.

And, since you've got so much in it, it makes sense to improve on your investment. (It can also be much more economical than moving.)

Maybe your house needs repairs.

Maybe you need another room.

Considering the winter we had, maybe you should improve your insulation and add storm windows to hold down utility bills.

Any of these improvements can pay off in your home's increased value, and, at NCNB, we'll be happy to help with the money you need.

Because, as a homeowner, you've proven that you know how to handle credit. So come see us.

Let's talk over what you want to do, and the best way of doing it.

It could be a Personal Loan, or it may be an NCNB Homeowner Loan, with lower monthly payments, over a longer period.

Either way, the people who make loans at NCNB will work with you to help improve the investment you have in your home.

After all, that's the basic idea of 'Cash-Flow' Banking: information, services and people to help you in making the most of the money you make. And the money you borrow.

NCNB

Adding a new room to your home costs several thousand dollars, but it could be well worth it, since it can increase the value of your home. Helping you with home improvements is just part of 'Cash-Flow' Banking, and it all begins with a booklet fitting your situation, which is yours for the asking. Stop in at any NCNB office, or call 800-822-8855 and we'll send you a copy.

Equal Housing Lender