

Editorials & Comments

Luther Hodges- A Man For Our Time

By Hoyle H. Martin Sr.
Post Executive Editor

In the aftermath of Watergate, the American people have become ever-mindful of the need to identify and encourage ethical business, civic and religious leaders to enter public service. It is for this reason that the Post was pleased when Luther H. Hodges Jr. announced in January that he is seriously considering becoming a candidate for the U.S. Senate in 1978.

Hodges, 40, is board chairman of the North Carolina National Bank and the Manpower Development Corporation (MDC), and immediate past chairman of the Charlotte Chamber of Commerce.

His position at NCNB gives him considerable power and influence in both the corporate and civic community and reportedly, a salary of \$125,000 yearly. While such accomplishments and its accompanying security would satisfy most men, Hodges is considering giving it all up for a job that pays less than half his current salary and involves the insecurity of possible recall every 6 years.

Embracing the insecurity of politics at the cost of corporate security and power, Hodges reasons it's a small price to pay for his quest of new challenges and his desire to be a public servant. Yet, the youthful looking bank executive, does not consider his interest in public service an abandonment of his involvement in business affairs. For example, he was quoted recently as saying, "business can't be done independently (of government)." More significantly, Hodges told a College-Business Forum at Johnson C. Smith University last year, our corporation (MDC) is "using government and private funding...to match unemployed and underemployed individuals to training and to jobs." He said further, "business should begin to recruit in areas it has ignored or specifically excluded in the past — such as in black colleges and universities and among the poor, underemployed, and high school dropouts."

Hodges' people orientation and his commitment to a philosophy of corporate social responsibility does not end with job training and employment. Under his leadership, NCNB has given significant support to minority business and instituted a low-income loan plan for high-risk customers. In the latter case, the pilot program fell short of the expected results due to a sluggish economy resulting in a financial loss to the bank. However, in characteristic fashion, Hodges held to the view that business must be people-oriented as well as profit-oriented and thus considered the loss an investment in human development.

What do these actions tell us about the man Luther H. Hodges Jr? He is a man who has made a significantly wide, yet unassuming, contribution



LUTHER HODGES JR.
...NCNB Board Chairman

to the business, civic and educational community. He has demonstrated a sensitive concern for the needs of minorities and the poor. He has accepted, with a maturity beyond his years, a rapid rise up the corporate ladder from an NCNB credit trainee in 1962 to the board chairmanship in 1974. He has illustrated the courage to remind management that it has a responsibility to workers as well as to the larger community from the standpoint of working conditions and environmental needs. Finally, Luther H. Hodges Jr. is a man of high moral character, honesty and integrity.

The son of an "enlightened capitalist" who became governor of North Carolina and commerce secretary in the Kennedy administration, Luther Jr. is a graduate of UNC Chapel Hill and the Harvard Business School. He is married to the former Dorothy Duncan of Monroe, N.C., and they are the proud parents of two children, Ann, 16, and Luther III, 15.

Possessed with the kind of ethical business-political philosophy that public officials need in order to deal successfully with the problems of our times, Mr. Hodges is a man of our time and the type of individual we so desperately need in public service.

In these times of the crisis of the cities it was Hodges again who put things in perspective when he said, "No city seeking a high quality of life for people can long afford to stand still in our rapidly changing world."

Finally, Luther Hodges' personal success has been surpassed only by his concern for people and his efforts to help the less fortunate to achieve a measure of dignity and opportunity. Such unselfish concerns in a world of selfish people leads us to call Mr. Hodges a man for our time, a man deserving of support because he has supported so many others.

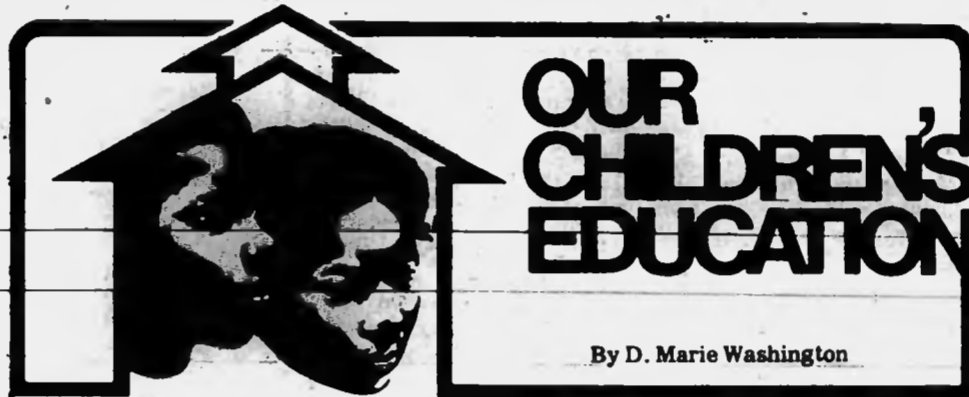
We salute Luther H. Hodges Jr. and wish him well in his possible pursuit of a U.S. Senate seat.

BLACK BUSINESS MEN AND POLITICIANS SHOULD BE IN THE FOREFRONT OF LONG RANGE PLANNING FOR IT IS ONLY THROUGH ECONOMIC AND POLITICAL CLOUT THAT ETHNIC GROUPS HAVE BEEN ABLE TO MOVE UP THROUGH SOCIETY.

THE FLIGHT OF CAPITAL FROM BLACK COMMUNITIES SUBURBIA



Blacks' Destiny In Own Hands



By D. Marie Washington

Standards And Pluralism

Education cannot be equal as long as selection and rejection is a built-in process. Existing tests which arrange people along a single scale of high, average and low are based upon a single cultural standard and upon programs which are limited in scope. The conflict which results from trying to fit diverse peoples into molds created for only one group has already been witnessed in cities where large numbers of minority children have been turned off and pushed out by schools which recognize only one kind of intellectual strength, one kind of talent, and one set of measuring standards.

We have grown so accustomed to these single standards and priorities that it becomes difficult to imagine how a school system could function without them. We are fearful that children will not really be "educated" if we don't stick to the old educational programs, and we fear that "everybody will get by" if we don't use the old standard measures as a watchdog. But those who challenge these mono-cultural standards are not asking that they be abandoned or discarded altogether, but that we develop a wider range of standards and measuring devices, and that we broaden our entire concept of what education ought to be about.

Underlying the call for a wider range of options is the concept of cultural pluralism, which must accompany the

effort toward integrated education. The concept of pluralism means more than just a mixing of races or cultural groups. It is a recognition that each culture has something of value to contribute to the whole. On the individual level, it means that every child in the educational system must be regarded as a person who has talent and capabilities which must be recognized, respected and allowed to develop to the fullest. The concept of pluralism simply cannot fit into the old traditional pattern of education; it calls for a wider range of programs and options which will allow room for every child's fulfillment.

Many educators believe that today's society calls for more than the ability to read and write, and that traditional programs should be expanded, not only to meet the times, but to promote every child's intellectual strength or talent. Sheldon White of Harvard University believes that the old mono-cultural IQ tests should be replaced by tests of plural abilities. He suggests that we develop and use a testing system which would "recognize in some official sense that human excellence and human social utility come in diverse forms." Milton J. Gold, author of EDUCATION FOR THE INTELLECTUALLY GIFTED, suggests that we "use intelligence tests intelligently" by making it just one of many indexes of ability. In

an article which appeared in National Elementary Principal, Vito Perrone suggests that we use other means for measuring the process of learning and that we make standardized tests a "very small part of a larger and more important evaluation fabric."

Changing times call for a change in ideas and attitudes. As long as we hang onto those traditions and devices which keep one group in a privileged position, we are helping to perpetuate a system of inequality.

Savannah State

Hosts Annual

Press Institute

Savannah State College's Office of Public Relations will host the 26th Annual Southern Regional Press Institute April 1st, and this year's director, Gus Howard, says it should be one of the best ever held.

The theme for the Institute this year is "The American Press-From Its Roots To Now," and Howard believes guest speakers Kalamu ya Salaam of Black Collegian Magazine and Ms. Marcia Gillespie of Essence Magazine will really reinforce that theme. "Both are what I call pioneers, for Black Collegian was and is the only magazine of its kind, as is Essence.

TO BE EQUAL



Vernon E. Jordan Jr.

Affirmative Action Ruling Due

Sometime this year the Supreme Court will hear a case of crucial importance to blacks and other minorities. It's the old "reverse discrimination" vs. affirmative action argument, and the Court's ruling will have a major influence on university admission and employment policies.

The issue came from the Court two years ago, in the De Funis case, but the Court ducked it, refusing to give a definitive ruling.

Now it's back, with a white Californian, Allan Bakke, suing the University of California at Davis for twice turning down his application for medical school while reserving 16 out of its 100 openings for disadvantaged applicants.

The University says it has over 3,000 people applying for admission, and reserves those 16 slots to help integrate the school and the profession, and to fulfill the compelling need for more minority doctors.

Nationally, only about two percent of all doctors are black, a situation that is clearly the result of racial and economic discrimination. As a result, black — and other minority — communities suffer denial of medical services and equal access to medical care, as well as being deprived of role models, civic leadership, and sympathetic professional assistance.

And the University isn't just taking anyone for those reserved slots; the students are all qualified. While they may have somewhat lower test scores than the white applicants for the majority 84 entrance slots, such scores often reflect cultural bias and aren't accurate predictors of later success.

In choosing to give added weight to an applicant's disadvantaged background, schools and employers recognize personal attributes not reflected in test scores that suggest professional success. For a poor black or chicano to get to a certain level indicates he's got ability, drive and perseverance. So a little extra boost to help him compete with advantaged persons for such scarce goods as professional school admission makes sense.

That's the principle too, behind such preferential treatment as veterans points on civil service exams, and all institutions have long histories of special favored treatment for alumni, friends, and others, as well as long histories of outright negative discrimination against blacks and other minorities.

It is hypocritical for society to finally acknowledge that past discrimination was unconstitutional and then refuse to take adequate steps to remedy the effects of that discrimination through reasonable positive racial considerations on the grounds that would be "reverse discrimination."

The outlook is troubling. Lower courts ruled in Bakke's favor, saying that the program's goals and classifying applicants by race are constitutional, but that the University's system of racial preference violates the equal protection clause of the Constitution.

And there is suspicion that the University wouldn't mind losing the case. It's not the strongest example of affirmative action that might have come up, and America's educational establishment has never been very keen about expanding opportunities for blacks and other minorities.

as i see it

Pride Lacking Among Blacks

By Gerald O. Johnson

I have noticed a lack in black professionalism in black business in Charlotte. Those businesses catering to a black clientele seems to be non-chalant about how they present their product to the customer. Let me give you an example. When I first moved to Charlotte I bought a house. I wanted the sun room on the house remodeled. I called a black construction company to give me an estimate. The owner came out, looked over what I wanted done and said he would write up an estimate and get back in contact with me. Three years and one room additional later and I haven't heard from him yet. I called a white remodeling agency that came in and did the job. Ironically enough the white agency subcontracted the job to a black carpenter who did an excellent job. The point here is that Blacks are undoubtedly qualified to do a professional job, yet they lack

the professional diplomacy to contract jobs. It is inexcusable for any business to ignore a potential customer.

My wife started seeing a black gynecologist for her medical services, but switched after feeling that the doctor was too insensitive. She was not the only defector. Over hearing conversations my wife would have with friends it became apparent that many felt the same way.

Again professional diplomacy overshadowed professional ability.

Clubs, restaurants, insurance agencies, and the like all lack the professional air. Therefore the mood of skepticism about doing business with Blacks is real.

But how real is it? As Blacks needing services rendered, we help add to the unprofessionalism of Black businesses. It is a fact we as black customers give black business a hard way to go. Black workers produce less when working for



Gerald O. Johnson
Blacks Black customers are less willing to pay black collectors, black customers are less willing to pay a black company for services rendered the same price that they would pay to a white company for the same services. Taking all this into consideration and realizing that a Black businessman's primary clientele is the black public where as

the white businessman's clientele knows no color, the black business is hurting.

Moreover, jealousy plays a dominate role in black business, black customer relationships. A lot of Blacks refrain from helping black businesses because they don't want Blacks to get ahead. In other words there are those who purposely anchor black businesses. The reason for this is my theory of "Failure Rationalization." It works like this: These Blacks can rationalize their failings simply by using race as the reason. By saying that whites have had all the opportunities, they can relax with their shortcomings. But as more Blacks succeed in business it begins to put the reasons for failure where it belongs, in the lap of the individual.

It is obvious that black capitalism suffers because of the skepticism between black business and black customer. With a limited customer base

a black business has to be understaffed. The necessary revenue is not forth coming.

This causes a situation where by the owner of the business is likely to be the sales man, the worker, the bookkeeper and etc. This obviously limits a person's ability at diplomacy. All small businesses lack professionalism for this reason.

As members of the black community we all should try to help build pride and professionalism in our community.

As businessmen we should not use the lack of personnel as an excuse for not giving customers the very best service we can offer.

As black laborers for black businesses we should do our jobs the best we know how and not try to take advantage of the business because it is black.

As consumers of services rendered by black businesses we should try to give our support. We should under-

stand the shortcomings and handicaps of the black businessman and realize that with our support most of these shortcomings can be overcome.

Remember, North Carolina Mutual, Johnson and Johnson, and Johnson Publishing Company, didn't start out as large corporations. All of these companies started as one man operations much the same way as small businesses are in Charlotte now.

With support, hard work, and pride in ourselves as a community we could turn mountains.

NEWS FOR YOU!

Do you have a topic that you would like my opinion on? Write to "As You See It" in care of The Charlotte Post. You may include an opinion of your own if you like for printing along with my opinion. I will give you my honest and candid opinion on any topic.

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