

5 million eyes on National Scene

When you read **National Scene** magazine, you're in good company. Each issue reaches 2,569,000 readers across the U.S.A. that's 5,138,000 eyes viewing the issues and seeking the answers to the issues confronting Black Americans, according to a recent study commissioned to report on **National Scene**.

National Scene readers are today's learners and earners, the leaders of the '80s. Better than one out of five Afro-American adults between the ages of 18 and 34 reads **National Scene** and 62% of the magazine's readers are in this young adult age group.

Reflecting the new emphasis on equality between the sexes, our young aware readership is split 50-50 between men and women.

National Scene Magazine. For the issues and answers confronting Black Americans: the eyes have it.

Black mayor wins in Birmingham

by Forrest C. Canteberry

A massive turnout of Afro-Americans in Birmingham, voting solidly for Birmingham City Councilmember Richard Arrington, along with modest support from white moderates apparently tipped the scales electing Arrington, the son of a sharecropper, to be mayor of the city that police chief Eugene "Bull" Connor placed in civil rights infamy with his brutality against non-violent marchers.

Dr. Arrington polled 42,814 votes, for a 52 percent margin over attorney Frank Parsons who got 34,798 votes in the contest which saw voters divided predictably along racial lines.

Arrington's campaign stressed a coalition between blacks and whites in the symbolically important Southern city, while Parsons appealed to white voters to maintain white control over the black majority population.

Arrington, a 45-year-old educator, called his victory "an historic



Newly elected Birmingham Mayor Richard Arrington was greeted at the White House by President Jimmy Carter during a session Carter held with several black mayors.

Black Press mourns Briscoe death

Sherman Briscoe, executive director of the National Newspaper Publishers Association, died Saturday Oct. 27 at the Washington Hospital Center. He was 70 years old.

Leaders of the Black Press, the academic community and the NAACP, all attended funeral services for Mr. Briscoe in Washington. His interment, however was at Delta Memorial Park in his hometown, Greenville, Miss.

Mr. Briscoe also wrote a weekly column, "The Blackside of Washington" for NNPA newspapers and **National Scene** magazine, and his column was published in dozens of newspapers throughout the country. (Mr. Briscoe's final column appears on this page).

Prior to becoming NNPA executive director in 1970, Mr. Briscoe retired as a press officer from the U.S. Agriculture Department, where he served from 1941 until his retirement in 1968. He began his career in journalism as editor of the school newspaper at Southern University in Baton Rouge, LA.

After graduation in 1931, Mr. Briscoe established his own newspaper, the **Southern Broadcast** in Monroe, La., in 1932. When his paper failed in a climate of racial tensions and economic chaos during the Great Depression, Mr. Briscoe joined the **Chicago Defender** in 1939 as a feature writer and national news editor.

Mr. Briscoe would tell the story of his days at the **Defender** when he and all staff members would have to turn in pencil stubs that were so small they could not be written with before they could be issued new pencils, reminding younger reporters of the sacrifices that were made in the early days of the Black Press.

occasion," because voters rejected "a campaign based on fear". In last month's voting, 96 percent of the black votes went to Arrington, while 99 percent of the white votes went to Parsons.

Just days after his electoral victory,



Sherman Briscoe at work, photo by Askia Muhammad.

His work at the Agriculture Department, earned Mr. Briscoe the Capital Press Club journalism award for 1945, Tuskegee Awards in 1951 and 1968, and the Agriculture Department's Superior Service Award in 1959. Mr. Briscoe even served as press coordinator for the 1961 U.S. exhibit at the Cairo, Egypt International Exposition.

Mr. Briscoe was born Dec. 15, 1908 on a farm near Vicksburg, Miss., and reared in Greenville. In addition to his degree from Southern Univ., Mr. Briscoe holds an M.A. in public administration from American University in Washington, where he also completed all the course requirements for a Ph.D. in that field.

Married to Revella Clay Briscoe, a Washington school teacher and former director of public relations at Morgan State University, Mr. Briscoe is survived by his widow, a son, a daughter and three grandchildren.

But in a tribute eulogizing him at the funeral service, Mr. Briscoe's neighbor the Rev. Bernard A. Jefferson reminded friends and relatives and professional colleagues who had clung to Mr. Briscoe and to his strength up until the very end, to "let the tired hero go."

A.M.

Arrington was greeted at the White House by President Jimmy Carter at a session the chief executive held for Alabama black political leaders to "discuss issues of mutual concern", according to the White House. And a surprise guest at Arrington's swearing in ceremony was former Alabama segregationist Gov. George C. Wallace.

Army ROTC helps black colleges

Black colleges are finding the Army's ROTC scholarship program to be an asset for their campuses. These ROTC scholarships are providing a significant source of revenue for black colleges, while at the same time extending the benefits of full four-year college scholarships to promising minority students.

ROTC merit scholarship winners receive full tuition, textbooks, laboratory fees, and other related educational materials. Additionally, they will receive a tax-free subsistence allowance of \$100.00 per month for up to ten months of each academic year. The ROTC educational program also offers a two and three year scholarship

for students already enrolled in the ROTC Basic Course, or for those who attend a six-week Basic Camp.

Dr. Calvin Rolark, President of the United Black Fund, and publisher of the **Washington Informer**, said "the United States Army has always been a source for developing solid leadership personnel, and dependable character traits, which are mandatory for success in civilian or military life. It's rewarding to see the ROTC program pursue this kind of minority educational effort which will produce such a stabilizing and worthwhile effect, not only for the United States Army, but for American society as well."

Students can obtain more information or applications for the ROTC scholarships program from:

ARMY ROTC
P.O. Box 700
Larchmont, N.Y. 10538

blackside

By Sherman Briscoe

We Smell a Rat

Many black Washingtonians are holding their noses because they smell a rat—a **Washington Post** rat that it took two of its staffers a year to gestate.

The rat is the so-called investigative story on the alleged theft of \$600,000 from Clifton Terrace apartment rent receipts by three officials of Pride International Properties, Inc., a spinoff of Pride, Inc., a self-help organization of poor black youth.

Clifton Terrace is a Washington slum housing project of 285 units which was called a deluxe nearly half a century ago when whites occupied the area. But it has become so run-down within the past two or three decades that nobody has been able to turn it around.

Even the Rev. Channing Phillips, first black to be nominated for president of the United States, lost his shirt trying to refurbish the decaying project. HUD, its owner by default, has been trying to palm it off for about a dozen years.

Finally, it found a buyer in P.I. Properties, a nonprofit property management organization, headed by Mrs. Mary Treadwell, former wife of our mayor, Marion Barry. Together, they founded Pride in 1967 which for years did excellent work with youth and youth ex-convicts. Barry is no longer with Pride and was not involved in Clifton Terrace.

But Mrs. Treadwell should have smelled a rat when HUD reduced the sale price of the project from \$1,200,000 to only \$800,000. However, she didn't, and after three years of trying (the **Post** baldly says stealing), HUD foreclosed in 1978 for lack of payments. Interestingly, nobody rushed in to buy the project. Only HUD bid on the \$600,000 "grave train" at auction.

The **Post** has devoted a year to digging into this case, seeking wrong-doing by Mrs. Treadwell and other officials.

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