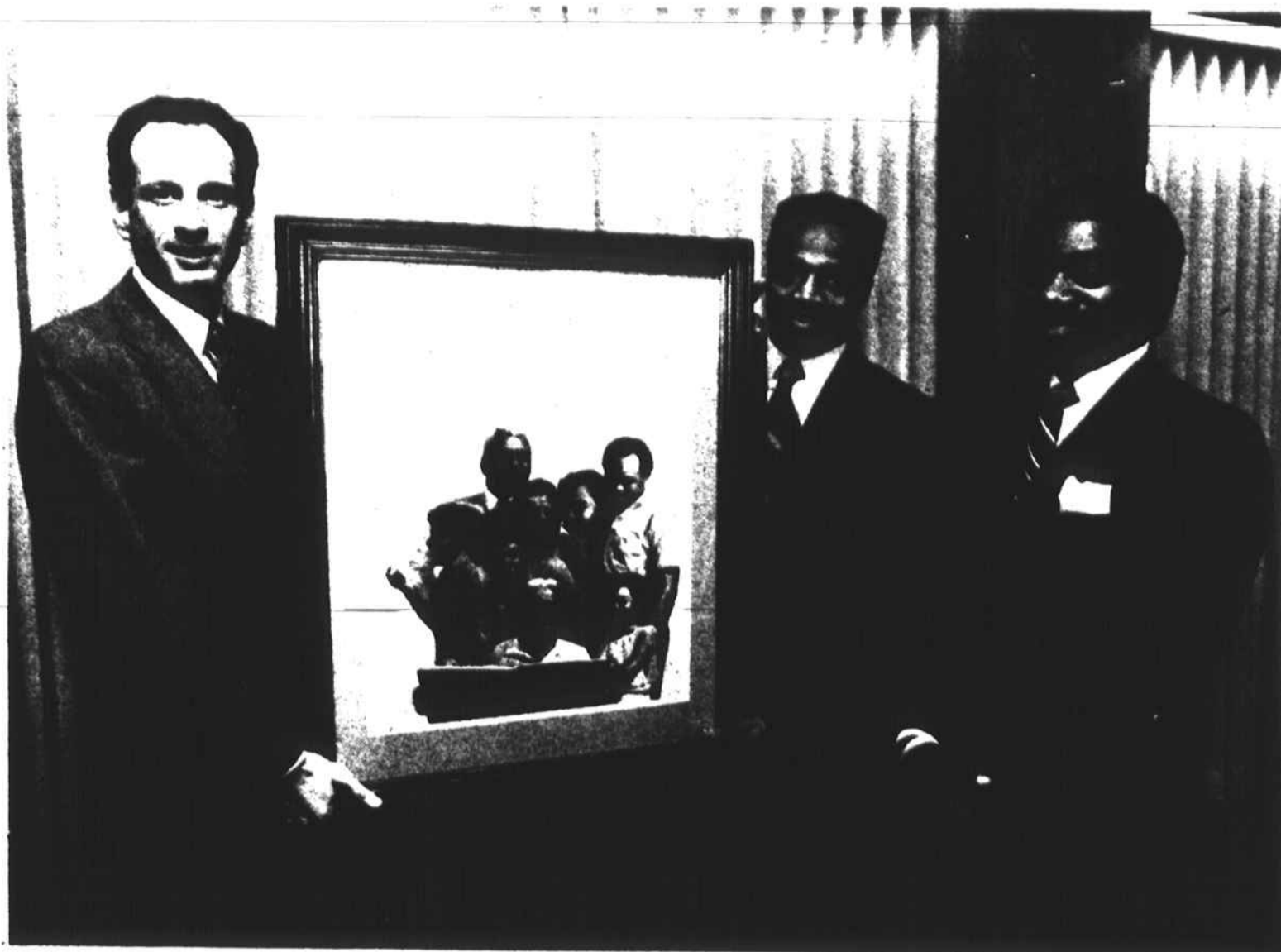


# Looking Back



## Family Ties

The Seven-Up Co., St. Louis, commissioned Godbold Graphics, Inc., Kansas City, Mo., to produce this oil painting. The painting reflects the company's theme for Black History Month, the black family. Pictured, left to right, are Leslie C. Zuke, vice president for corporate affairs, Seven-Up, Leonard Jenkins, artist, and Dell Godbold, president of Godbold Graphics, Inc. The painting will appear nationally as an ad in newspapers and magazines and will also be available as a color poster.

## King's legacy

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historic mission. In this capacity Walker was responsible for coordinating activities with the Secret Service, arranging meetings with top Syrian officials, coordinating the activities of the Jackson delegation and solving thorny problems as they arose.

Walker's role in Damascus was to assist Jackson in securing Goodman's release by keeping the process moving along in an organized and fruitful manner. Walker accomplished this delicate feat splendidly by drawing on his national and international experiences.

Walker has made another invaluable contribution by writing a superb book on Goodman's release, "Road to Damascus." One gets the feeling that Walker is destined to make even more historic contributions for human freedom.

It is the great behind-the-scenes organizers such as Dr. Walker that make great liberation movements possible.

### Jesse Louis Jackson

The Rev. Jesse Louis Jackson is one of the premier leaders in the world today. He eloquently orates on behalf of the poor, the uneducated, the hungry and the oppressed.

In Jackson's view the oppressed are the ones whose boats are stuck at the bottom of an affluent and uncaring society. In addition to leading the oppressed, Jackson challenges them not to passively accept their position but to recognize that they are somebody and that they are precious in God's sight, and that they can change the situation. The damned and dispossessed recognize Jackson as their authentic champion and leader.

National opinion polls continue to reveal that Black America considers Jackson as its leader by far. Large numbers of whites are also attracted to Jackson, although they, of course, do not view him as their leader. Rather, the Gallup poll reveals that Jackson is one of the 10 men most admired by Americans.

Who, then, is Jesse Jackson? Where did he come from and where is he headed?

Jackson is of the generation that immediately followed Dr. King's generation. Jackson was born Oct. 8, 1941, in Greenville, S.C., where he attended high school and excelled as an athlete.

### Football Recovery

Having graduated, Jackson accepted a football scholarship to attend the black Agricultural and Technical College in Greensboro. Jackson's decision to attend A&T reveals a great deal about his personality. He actually began his college career at the University of Illinois, where he had also received a football scholarship.

In high school Jackson had been the leader of the team because he was its star quarterback. He fully expected to play this role as quarterback of the University of Illinois football team.

However, the predominantly white university had different plans. Jackson was told he could become a running back. It was a bitter message. Jackson knew the quarterback position was being reserved for whites only.

Rather than compromise his dignity and talent, Jackson transferred to A&T, where he could excel and be himself. Excel he did. At A&T Jackson became an honor student, a football star and president of the student body. Throughout his academic career, Jackson remained near the top of his classes because he studied long hours and cherished a first-rate education.

As far as the civil rights movement is concerned, A&T is famous because the 1960 student sit-in movement started there. By 1963 Jesse Jackson had become the leader of the movement at A&T. Indeed, he led daily student sit-ins and protest marches which eventually desegregated Greensboro's theaters and restaurants.

But Jackson's resistance to white racism began before 1963. His biographer, Barbara Reynolds, points out that at age 12 Jackson secretly spit in the food of whites while he worked at a segregated hotel in South Carolina.

While still in high school, Jackson and a friend "protested the white-only restrooms and drinking fountains and attempted to organize the employees in protest against segregation, low wages and unsafe working conditions." When protest burst forth in the early 1960s at A&T, Jackson was prepared.

By 1966 Jesse Jackson came to the attention of Dr. Martin Luther King. That year Jackson,

at the request of King, became head of the Chicago branch of King's Operation Breadbasket. Because of successful boycotts launched by Jackson and others against racist Chicago merchants, King appointed Jackson as national director. Please see page C8

**History is not just what happened Yesterday, but what you make happen today.**

Miller High Life salutes all those who make history worth remembering.

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MADE THE AMERICAN WAY.

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**TOGETHER, WE HAVE A YESTERDAY AND A TOMORROW.**

The Seven-Up Company joins the Black Family in the ongoing quest to learn from yesterday as we work for a better tomorrow.

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