

# Editorials & Comments

## Anti-Inflation Hypocrisy

By Hoyle H. Martin, Sr.  
Post Editorial Writer

In 1978, McDonald's new big hamburger, the "McFest", was quietly reduced in size but increased in price and, some predict, that in 1979 the footlong hotdog and the The "Hersey" chocolate bar will be reduced in size by nearly 50 percent in order to maintain their current sales prices. Such unbelievable product quantity are called, in a word, inflation.

Conventional wisdom tells us too, that when the consumer price index is rising at an annual rate of nearly 10 percent, the prime lending rate is up from 7 3/4 to 11 1/2 percent, and mortgage rates are zooming from 9 to nearly 11 percent, as has been the case over the past year, we have inflation.

Inflation has so ravaged the dollar, eroded personal savings, made many on fixed incomes poor and created so many prophecies of doom that it - inflation - has the unique distinction of being the nation's number one problem. The question that many ask, but few seek to adequately answer, is what can we do about inflation?

Many Americans believe the answer to this question depends on how much the government can and will do. Because of this belief, President Carter told a nationwide television audience in October that we must embrace "a time of national austerity" through a voluntary anti-inflation program highlighted by wage and price limitations. His plan aims to cut the nation's 9 percent inflation rate by about 3 percent by the end of 1979.

The President intends to achieve this goal by reducing federal hiring, cutting federal spending, and eliminating \$30 billion from the federal budget in the next fiscal year. Furthermore, labor and management are expected to hold wages and prices increases to 7 and 6-5 percent respectively, and a "wage insurance" will be granted workers participating in the voluntary plan when or if the consumer price index rises by more than 7 percent.

## Onward With Hope In '79

Clearly, the pessimistic outlook for the economy - continued inflation and a possible practical off-setting recession in 1979 appear to be influencing measurements for much that may happen in this new year.

This pessimism is undoubtedly encouraged by the belt tightening programs of the Carter Administration, the probable slight increase in unemployment resulting from the presumed recession as well as the new federal minimum wage increase from \$2.65 to \$2.90 that will initially increase unemployment. There are nevertheless, some rea-

"If there is one thing I am asking of every American," Carter said, "it is to give this plan a chance to work." Despite the President's apparently good intentions, it is the federal government itself that may hamper the anti-inflation plans' effectiveness. Two factors point this out. First, as a result of Congressional action, the federal minimum wage rose from \$2.65 to \$2.90 this month. This has added to the pressure on higher prices and few jobs, especially among black youth. Secondly, the Carter administration has recently announced plans to increase defense spending. Can we justify more defense spending while cutting domestic funding with the argument it's inflationary and not consistent with the anti-inflationary plan? I think not.

On the other hand, labor management and consumers are caught in an inflationary merry-go-round commonly called the "psychology of inflation." Workers demand higher wages to offset future price rises, management boosts prices to off-set anticipated wage demands and possible wage-price controls, and consumers try to buy big now in the hope of heading-off higher prices they believe are inevitable.

Thus, neither the government nor the elements in the private sector are fully committed to or seeking to grapple with the problem of inflation. There is, in effect, an anti-inflationary hypocrisy that is shared by government, management, labor and some consuming elements. This leaves the real burden of inflation on the poor, many of whom are black, those with fixed incomes, and the elderly.

It is therefore past the time for labor and management to temper their demands for higher wages and higher prices. Furthermore, it is time for the federal government to put into priority the nation's needs and then utilize a realistic non-political or bi-partisan budget to meet those needs. As individuals, we too can do our part as consumers by shopping wisely, economically and with a commitment to aiding the fight against inflation. Won't you do your part?

sons to have a positive outlook for '79. Among these are the hope for new world peace that a new Pope may help bring; the greater possibility for black majority rule in Rhodesia; the possibility that Middle East imported crude oil price increases may be off-set by our renewed diplomatic relations with mainland China and possible oil purchases there; the appointment of more black federal judges by President Carter, especially in the South; the greater awareness by blacks that the "reverse discrimination". Allan Bakke decision did not wipe out all past civil rights gains.

## COMMUNITY SELF-HELP PROJECTS

- "EDUCATION"
- VOTER REGISTRATION
- ANTIPOVERTY PROGRAM
- POLITICAL ORGANIZATION
- MORALITY
- DELINQUENCY
- FIGHT AGAINST CRIME!



"TRUE WISDOM IS TO KNOW WHAT IS BEST WORTH KNOWING, AND TO DO WHAT IS BEST WORTH DOING."  
HUMPHREY

**BLACK COMMUNITIES CAN AND MUST DO THE JOB**

## Business In The Black

### Army Of Black American Labor

by Charles E. Belle  
Special to The Post  
General Bernard W. Rogers, Chief of Staff, U. S. Army, came from Kansas. General Rogers is a bit of a wizard himself. Even looking like a Four-Star General all right enough with his steel snow hair and unblinking eyes. Every soldier saluted this Rhodes Scholar, including the black ones.

General Rogers reasons the Russians are at least ready, possibly able and almost willing to whip U. S. ground forces in a conventional war in Europe. Black officers account for 6.1 percent of the Army, but Black Americans account for 28% or one out of every four foot soldiers in the chief of staff's service.

High Black American unemployment of males in the 17-25 year-old range can provide cannon fodder for fighting conventional type wars. Conventional wars keep a lot of warm bodies tied up of any color until they're dead.

General Rogers reasoned in a speech to the Commonwealth Club of San Francisco, California that the Army's major contribution is in the conventional field. While he believes the active Army is ready, his greatest concern is for the National Guard, Reserve and civilian employees to support a total combat effort. What the General did not say was how much higher the casualties for frontline troops, mostly black, may be if there is insufficient back up for conventional war forces.

General Rogers believes we have good men and women in the active Army. Performance is the word that pops right out of his mouth in making a soldier. Since, according to him, 83% of the Army per-

sonnel are high school graduates getting an honorable discharge would seem a goal for the average Army guy.

But Black Americans fill more of the Army's jails than their numbers dictate to be the case. In 1972, when Black Americans made up 17% of the enlisted ranks, they constituted nearly 37% of the prisoner population on a year-by-year basis. By 1976, Black Americans constituted more than half the prisoner population.

The late Rev. Dr. Martin L. King's organization, SCLC, claims to have received over 500 complaints from black servicemen who have been harassed, discriminated against, illegally confined and otherwise unfairly punished. General Rogers has a fact finding committee investigating these type of charges.

Getting to the bottom of these allegations could greatly enhance the Army's image. However, rumors running out to Washington say Pentagon people wince at the idea of a totally black U.S. Army. Even with a de-emphasis on Black American recruitment, re-enlistment by a higher percentage of Black Americans causes the color of the U. S. Army to grow blacker.

Putting powerful pressure on the high command to promote Black American soldiers for heretofore unheard of higher positions.

Black Americans have served honorably in all the wars involving this nation. Offering one's life in the service of the country commands equal respect and reward which goes with such sacrifice.

Black pride forces performance out of Black American soldiers who seek a successful career in the Army. General

Rogers will have ample opportunity to provide equal employment opportunity for Black Americans as their civilian unemployment situation continues to suggest a career in the armed services.

## Letter To The Editor

### Appreciates

### Post Support

Dear Mr. Johnson:  
This letter is in appreciation of your support of the North Carolina National Guard as evidenced by articles furnished through the Clipping Service of your coverage of Guard events.

The National Guard is news. Its members are continuously involved in community affairs in an effort to improve harmony and growth of the community. They are able to assist in many ways as a direct result of the training they receive and the economic growth is attributed, in part, to their military pay as members of the National Guard. Your reporting events and instances enhances their morale and makes the public aware of the assets available to them.

I would like to take this opportunity to wish you and yours a joyous Holiday Season with peace and contentment prevailing throughout the New Year. May our respect for mutual interests suffice to bring about continuity of effort.

Sincerely,  
William E. Ingram  
Major General, NCARNG  
Adjutant General  
Subscribe to the Charlotte Post! Your support helps!

By Vernon E. Jordan, Jr.

BE EQUAL

## 1978 - The Rightward Drift

1978 was a year marked by a rightward drift in American that blocked the resolution of long-standing problems. And it was a year of continued hardship for blacks, Hispanics and other minorities.

It was a year of economic recovery—for everyone but black people. Despite the reduction in white unemployment figures, blacks were badly off as in the previous year. Black jobless rates remained at their incredibly high levels. The only change was that last year people were alarmed at the high unemployment rates, while in 1978, they were indifferent.

That's another example of America's willingness to tolerate conditions among blacks that would not be tolerated among whites. If white unemployment were anything like black joblessness—with a quarter of the labor force out of work—there would be massive programs to revive the economy.

But since such joblessness is primarily confined to blacks, the response is to slash the number of federally-created jobs by over 100,000 in 1979.

The rightward drift can be seen in Washington. Last year the Administration came up with an urban policy, a welfare reform program, and the beginnings of a national health plan. Now it is talking about cutting social programs and preaching "austerity". That's a big switch, and it's one that promises a rough year ahead.

1978 was symbolized by two events that indicate the rightward drift in the country. One was the Supreme Court's Bakke decision.

Actually, that decision fudged the issues and did not substantially harm the concept of affirmative action. But by blurring the edges of the issue, the Court gave people an excuse to question the workings of affirmative action.

Thus the Bakke decision, by not giving unqualified backing to the University's minority admissions program, threw similar programs into confusion. But it should be stressed that the confusion was primarily the result of the reluctance of many schools and companies to fully commit themselves to affirmative action in the first place. So too many people saw the Bakke decision as a chance to escape their responsibilities instead of an opportunity to go full speed ahead.

The second symbolic act of the year was the passage of California's Proposition 13. That tax-cutting plan was

aimed at inequities in a revenue-rich state's property tax system. But whatever the localized reasons, it quickly became the rallying cry for the so-called tax revolt.

We're bound to hear more from that quarter in the coming year. Even though some states knocked down similar plans in the November elections, opposition to taxes is still strong enough to frighten legislators into a fiscal conservatism that is often unwarranted.

The real target of the tax-cutters has to be made clear. It's not cutting taxes that generates their loyalties—it's cutting government spending, especially spending on services that benefit the poorest people in their communities. Past attempts to cut spending failed, so now they are going about it differently. By trimming revenues, they hope to force spending cuts—and it's the poorest among us who will bear the brunt of those cuts.

Another aspect of 1978 bears mention. Blacks, who elected a President in 1976, played a minor role in this year's election. True, in some states such as Pennsylvania, Illinois and Mississippi they materially affected the election results.

But by and large, blacks voted in smaller proportions than other groups and by so doing, voluntarily gave up the political bargaining chips our society provides. Black people don't have the economic strength that makes power-holders pay attention to their needs. But they do have the power of numbers. Translated into votes, that becomes an inducement to political leaders to back policies needed by the group.

So black non-voting in 1978 meant a dilution of black strength and the weakening of black people's ability to be heard and to have their needs met. That's a self-inflicted wound the black community will have to correct this year and next.

## Five Experts To Lead Black Press Workshops

WASHINGTON (NNPA)—Five experts in marketing and in newspaper advertising and circulation will lead the Mid-Winter Workshop sessions of the National Newspaper Publishers Association—Black Press of America—January 17-20 in Memphis, Tennessee, at the Hyatt Regency Memphis Hotel.

The five are: Roy W. Stevens, president of Hiram Walker; Arthur Segall, Sr., general advertising sales manager of the Memphis Commercial Appeal and its sister, the Press Scimitar, largest dailies in the Mid-South; Ted MacDonald, president of the MacDonal Classified Services; Daniel Orr, circulation director of the Boston Globe and president of International Circulation Managers Association; and Malcolm F. Mallette, director, American Press Institute.

This disclosure of expanded Workshop program plans were made this week by NNPA President John H. Sengstacke, editor-publisher of the Chicago Daily Defender and other newspapers in his chain. He said the program is being planned by NNPA First Vice President John L. Procope, publisher of the New York Amsterdam News.



Sengstacke

In addition to specialized sessions on circulation and advertising, Sengstacke said a general session will be held with the representatives of private industry, schools and departments of journalism, and the government. These officials, who attend most NNPA Workshops and Conventions, are expected to join in a dialogue with the publishers on the role of the Black Press in helping to further improve the status of blacks in America and worldwide.

The Workshop will open with the President's Reception on Wednesday evening, January 17. Following the reception, two or three short newspaper movies will be shown. These will include "Dateline



Procope

today", a film on newspaper circulation produced by the Audit Bureau of Circulation. Sengstacke says he expects greetings to be brought during the luncheons and dinner by Senators Howard Baker and James R. Sasser of Tennessee, Mayor Wyeth Chandler of Memphis, and Bishop J. O. Patterson of the Church of God in Christ.

Stevens, who will address the advertising luncheon on Friday, January 19, has been president of Hiram Walker since 1975. His broad experience in the marketing field began in 1948 when, fresh out of the University of Iowa, he joined Coca-Cola. Then he moved on to General Foods and Riviana Foods before entering Hiram Walker as a vice president in 1973.



Segall

Orr, who will open the discussion on circulation, is one of the nation's leading authorities in the field. He has been involved in the work since 1948 when he arrived here from his native Ireland. Orr came up through the ranks at the Boston Globe, becoming circulation manager in 1964 and director eight years later. This year he was elected president of ICMA. He holds a B.A. and a law degree.

Mallette will provide the important tie-in between the news and feature content of newspapers and their circulation potential. At the Institute, he conducts seminars for editors year-round.



Orr

been an advertising executive with the Scripps-Howard chain for 25 years. He is a graduate of Northeastern University in Boston and has done further work at Ohio State.

MacDonald, who will discuss classified advertising, is an international authority on the subject. He has written two books on such advertising: *Fundamentals of Newspaper Classified Advertising*, and *Sales Management in Newspaper Classified Advertising*. His organization serves the classified advertising departments of over 600 newspapers in the United States, Canada, and six other countries. He is a graduate of Notre Dame.

## More Meals Eaten Away

### From Home

We Americans are making more and more trips to the local pizza joint, hamburger stand and cafeteria. More and more of our meals are being eaten away from home.

Nearly a third of the nation's food bill now consists of expenditures outside the home, according to U. S. Department of Agriculture figures.

The expenditure for outside meals in 1977 was around \$49 billion.

The value of food served in institutions, such as hospitals, schools, nursing homes and others, also increased in 1977 and reached nearly \$12 billion.

Away-from-home expenditures for farm foods, therefore amounted to \$61 billion, almost half as large as at-home expenditures of \$125 billion.



**THE CHARLOTTE POST**  
"THE PEOPLES NEWSPAPER"  
Established 1918  
Published Every Thursday  
By The Charlotte Post Publishing Co., Inc.  
1524 West Blvd., Charlotte, N.C. 28208  
Telephones (704) 376-0496-376-0497  
Circulation, 9,915

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Second Class Postage No. 965500 Paid At Charlotte, N.C. under the Act of March 3, 1878

Member National Newspaper Publishers Association  
North Carolina Black Publishers Association

Deadline for all news copy and photos is 5 p.m. Monday. All photos and copy submitted becomes the property of the POST, and will not be returned.

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(212) 489-1220 Calumet 5-0200