

# Editorials & Comments

## Super Bowl XIII's Hidden Hero

By Hoyle H. Martin Sr.  
Post Editorial Writer

Super Bowls I and II were highlighted by the personality of Vince Lombardi and his Green Bay Packers' dynasty; Super Bowl VI was glamorized and dramatized by the "I guarantee it" flamboyancy of the Broadway Joe Namath-led New York Jets; Super Bowl X, the best of the first 12 matched Dallas and Pittsburgh, with the latter winning 21-17. Undoubtedly, those bowls were considered great because they were at least able to match the high expectations of the press and the general public while others were not.

The latest of these football extravaganzas, Super Bowl XIII, was undoubtedly the most talked about, written about and theorized about bowl of them all because of the higher expectations in the game by the press, the public, the NBC-TV Network and professional football itself.

All of this was justified by the game itself which included probably the two best quarterbacks in professional football—Bradshaw and Staubach; two of the most explosive running backs—Harris and Dorsett; two of the NFL's best defensive teams; two teams that had won a total of 30 games, including four play-offs, while losing only six; and the two best-coached teams in the professional ranks. All of these facts contributed to making Super Bowl XIII the greatest most wide-open, shoot-out it was, finally won by Pittsburgh 35-31, with the victory in doubt until the last minute of play. Thus, like Super Bowl XZ, involving the same two teams, Super Bowl XIII was an exciting event seen and cheered by 79,000 people in the Orange Bowl in Miami and witnessed by 100 million people—nearly half the nation's population—on television.

In order to understand the drama and attraction of this annual event, and why number XIII has been the best yet, it is necessary to look behind the spotlight performers and the sports page headlines to see the hidden heroes, that is, how championship teams are master-minded or developed.

I am referring here to two things that the Dallas Cowboys and Pittsburgh Steelers do that most other teams don't do: they hire good coaches and retain them through. Tom Landry has been the only headcoach the Cowboys have had in their 18-year history. Chuck Noll was hired by Pittsburgh as headcoach 10 years ago.

## Coaches Tenure

Underlying this tact of the coaches tenure is the matter of the teams or organization's management philosophy and policy. Begun by Dallas, and adopted by Pittsburgh, the policy calls for building a

football team from the drafting of college players on an annual basis and attempting to avoid any trades. Furthermore, in addition to hiring the best possible headcoach, the policy calls for filling every position from the lockerroom assistant to the organization's president with the best available persons.

This hiring policy has a positive side affect in that it encourages the football players to excel to the highest. It is undoubtedly partly for this reason that Pittsburgh's Lynn Swann caught 67 passes for 1,3030 yards and 13 touchdowns during the 16-game regular season and the play-offs. His teammate John Stallworth caught 52 passes for 971 yards and 11 TDs. Dallas' Tony Hill and Drew Pearson collectively caught 100 passes for 1,676 yards and six touchdowns.

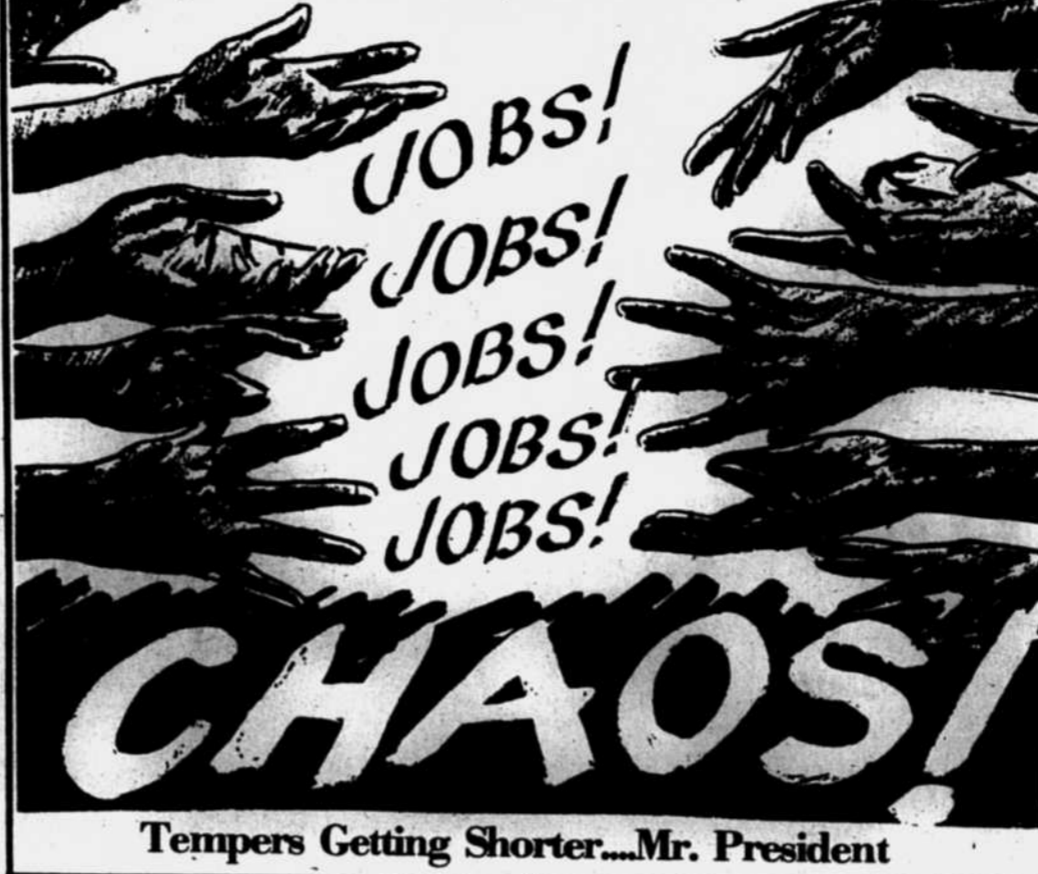
Dallas quarterback Roger Staubach has thrown for 3,421 yards and 27 TDs while Pittsburgh's Terry Bradshaw, the NFL's Most Valuable Player for 1978, has passed for 3,389 yards and 32 touchdowns. Added to this is the fact that both are good running quarterbacks. We need not mention the talents of Tony Dorsett or Franco Harris, the excellent runningbacks of Dallas and Pittsburgh, respectively, because most know their skills. The point is, players are motivated to play up to their potential in every game. The proof of the pudding in the management approach of these super Bowl powers is in the fact that just six years after entering the NFL in 1960 as an expansion team, the Cowboys qualified for the play-offs and continued to do so for eight consecutive years, 1966 through 1973. They won the Super Bowl last year and, of course, played in the super event this year, losing out to Pittsburgh. By making the play-off this year, the Steelers have now qualified seven years in a row.

## Management Formula

The management formula has been so successful for Dallas and Pittsburgh that other teams have begun to adopt the same management approach.

Finally, millions of the people who watched or listened to the super bowl are not regular football fans nor do they support a specific team. They watched the game because it was a reflection of a basic American value. That value is in admiring an individual or a group of individuals who can demonstrate great skill in the use of a specific talent. Basic to this is individualism. Thus, in the witnessing of a Bradshaw pass, a dorsett run, A Stallworth diving catch or a Butch Johnson punt return, we are admiring an individual utilizing a talent to the maximum. This is particularly true since we rarely have the opportunity to see such a raw demonstration of skill either in the joy of victory or the agony of defeat.

# AMERICAN BLACK YOUTHS



## Facts About Illegal Aliens

By Bayard Rustin  
Special To The Post

In the 1850's, an ugly political organization appropriately known as the Know Nothing Party grew in size and influence by appealing to mass hatred of foreign immigrants. According to the Know-Nothing leaders, the economic problems of America's workers and farmers had one main cause—the steady influx of Chinese coolies, European Catholics, and other such undesirables.

These groups, the nativists asserted, deprived white American jobs, suppressed wages, and threatened white supremacy. To counteract the "Yellow Peril" and other alien threats, the Know-Nothings proposed mass deportations and highly restrictive immigration rules. The nativists had a simple program and a simple slogan: "Americans must rule America!"

A new wave of Know-Nothingism seems to be sweeping America as we hear more and more about the economic threat from so-called illegal aliens. Of course, much of the outcry about "illegals" arises from the usual sources, organizations like the Ku Klux Klan, and other racist groups. But I find it very disturbing—indeed, very disappointing—to discover Know-Nothing sympathies even among some of the most sensitive and decent leaders of the black community. Here I have in mind those blacks who call for the virtual deportation of illegal aliens as a quick-fix remedy for chronically high black unemployment. Such an approach obscures the real issues, and simply uses illegal aliens—most of them Mexicans, blacks and Asians—as convenient scapegoats.

On the surface, any argument pointing to "illegals" as the economic enemies of black



Bayard Rustin

people appears to make sense. After all, we all agree that the labor force includes an enormous number of "illegals," anywhere from 3 million to 12 million people. But everyone seems to forget two important points: first, "illegals" subsist as a virtual under-class in economic terms, and second, many employers have a vested interest in preserving an obsolete and highly questionable immigration system that creates "illegal aliens."

Anyone who suggests that "illegals" displace large number of black people from desirable jobs should examine the facts especially as they relate to wage rates and occupations.

By and large, "illegals" receive wages that are best described as "sub-poverty." In 1975, for instance, one of every four "illegals" earned less than \$2.10 per hour; more than 65 percent received \$2.50 per hour or less; and more than 95 percent earned \$4.50 per hour or less. In terms of occupations, the largest group of "illegals" were concentrated in farm work, with the remainder scattered in extremely low-paying service and industrial jobs, jobs that

would offer unemployed blacks scant opportunity for a

decent living.

Who benefits from the existence of a large and growing pool of undocumented aliens? The answer is simple: employers in labor-intensive industries who greatly prefer defenseless, workers willing to work at low wages. "Illegals," who constantly fear deportation, fill that prescription exactly. And the economic position of black people, particularly youngsters, is threatened more by this system of fear than by the mere presence of "illegals" who are in effect, innocent pawns in the employer's billy club—the threat of deportation—blacks can begin moving toward an effective and humane solution of the "illegal alien" problem.

As a minimal program, I believe blacks should support two proposals. First, and most important, we must call for some sort of amnesty for "illegals" presently working in the United States, especially those with long-standing attachments to the community. Such an amnesty would immediately eliminate the "under-class" of low-wage terror-stricken workers so easily exploited by some employers. Without the threat of deportation, employers will find it impossible to exact tribute from workers in the form of substandard wages and working conditions. Moreover, they will be unable to play-off Mexican workers and other "illegals" against black people.

Second, employers who repeatedly hire undocumented aliens should be prosecuted and fined. Under the present immigration laws, those who hire and recruit "illegals" face no penalties whatsoever. The only people subject to penalties are the "illegals" themselves.

## TO BE EQUAL



By Vernon E. Jordan, Jr.

## IRS Under Fire

The Internal Revenue Service has come under heavy fire in the past several months. The reason? Its new regulations barring tax exempt status to the notorious "seg academies."

Those are schools that were set up after local public school desegregation took effect. White parents who vowed their kids would "never" go to school with black kids made good on their promise.

They yanked their kids out of the public schools and enrolled them in private schools. In some cases, long-established private schools saw their enrollments swell. More often, new schools were set up, draining the public schools of white students.

Such schools were helped to prosper by getting tax exempt status as educational institutions. That meant donations to them could be written off as charitable deductions. Without that hidden subsidy from the federal Treasury, few of those seg academies could have survived.

In 1970, the Federal courts got into the act. In a case that went to the Supreme Court, it was ruled that racially discriminatory private schools are not entitled to tax exempt status.

Some schools lost their exemption, but most continued to flourish by making a simple statement that they did not discriminate. Those professions of non-discrimination were easily seen through the absence of blacks from faculty and students were proof enough.

So the IRS drew up a set of regulations that conforms to anti-discrimination were easily seen - the absence of blacks from faculty and students was proof enough.

So the IRS drew up a set of regulations that conforms to anti-discrimination laws and to court rulings. It says that predominately white schools that were established in a period following public school desegregation or whose enrollment grew by 10 percent or more at that time have to prove they don't discriminate.

The regulation is really a mild one. The schools would have to enroll a modest number of minority students. Or they could just prove they are making a good faith effort to do so. That's all it takes to keep the exemption.

But that mild regulation has resulted in over 100,000 letters to the IRS complaining about it. It has led a small army of Congressmen to put pressures on the IRS to revoke or modify the regulation.

Spokesmen for private schools have made charges of "dictation by regulation." They've wrapped themselves with the cloak of religious freedom, since some of the schools claim affiliation with a religious denomination.

What's all the fuss about? The argument doesn't revolve around the right of such schools to exist. Everyone grants that right is constitutionally protected. The issue is whether they should get a federal subsidy. And there's no constitutional right to discriminate with federal money.

On the contrary, there is a constitutional mandate against such discrimination. If white supremacists want their own schools they can't be stopped. But let them support those schools themselves—without raiding the federal treasury to do it.

## Black Unity Challenges Austerity Plans

by Norman Hill  
Special To The Post

In an unusual display of unanimity, virtually every economic forecaster has predicted a recession for 1979. While economists differ as to the severity of the slump, they generally agree that unemployment will exceed 7 percent, that the inflation rate will probably be in the 8 percent range, and that the Gross National Product will decline by something like 1 percent or 2 percent. All this translates into a loss of well over 1.2 million jobs, the continued erosion of individual purchasing power, and general economic stagnation. Even worse, the anticipated recession—a favorite cure for inflation—seems unlikely to seriously control the problem of steadily rising prices. Indeed the predicted inflation rate of 8 percent is actually higher than the present rate. Thus, modern recessions are not only painful cures; they are also largely ineffective cures.

Considering our dismal experience with seven post-war recessions, one might expect political leaders and economic policy-makers to reconsider the old inflation-employment trade-off. But with over 30 years of repeated failure, this

outmoded and frequently inhumane approach remains popular, at least among "mainstream" economists and conservatives. Several days ago, for example, a leading economic forecaster and consultant to IBM offered this prescription for America's economic ills: "The problem that the country has to face is whether it really wants to get the basic rate of inflation down very substantially, to cut it, say in half. There is no way to accomplish that without going through a recession and having a couple years afterward of slow growth." Many key figures in the Carter Administration unfortunately share this pessimistic approach to economic policy.

In addition to creating more joblessness and human suffering, recessions spawn other problems, problems that especially affect black people. For one thing, a contracting or stagnant economy prevents blacks from continuing the economic gains of the last 15 years. With rising unemployment, and decreasing tax revenues, pressure mounts for deep cuts in social programs at all governmental levels. And already, an attack has been launched against the oldest and most basic components of the protective wel-

fare state—measures like the minimum wage, social security, and the Fair Labor Standards Act.

By any standard, then, 1979 is hardly a promising year for black people. But there are some positive developments, the most important being the renewed sense of unity among America's black leaders. As evidence of this I point to the White House meeting of the Black Leadership Forum in December. Faced with the double threat of recession and substantial cutbacks in the federal budget, the black leaders confronted President Carter, and presented him with concrete proposals, regarding jobs, housing, and assistance for America's deeply troubled cities.

Moreover, the Black Leadership Forum left President Carter with a clear, straightforward message: black people, whether they be poor or middle-class, workers or businessmen, will not surrender their political independence, even if it means criticizing—sometimes harshly—an Administration elected with over-whelming black support. One key sentence from the Forum's joint statement to President Carter is worth noting here: "The failure on your

part to take bold and decisive action on the matters we have set before you today could well undermine your Administration."

Some people, of course, might interpret these words as veiled threats. But such an interpretation is a mistake. The

## Business In The Black

## Bargains In The Stock Market

by Charles E. Belle  
Special To The Post

Every stockbroker is overly optimistic about an equity opportunity every now and then. This year, there are plenty of common stocks to put your money into at reasonable prices. Americans of all colors have been chastised for consuming rather than saving their dollars.

Since Federal Reserve statistics show U. S. consumers devote 21 percent of every after-tax-dollar to repaying existing debts, there is some truth to the comment. Some economists even believe because U. S. policymakers over the years have discouraged the public from saving, the U. S. now faces the prospects of higher inflation, a weaker dollar, slower economic growth and declining productivity.

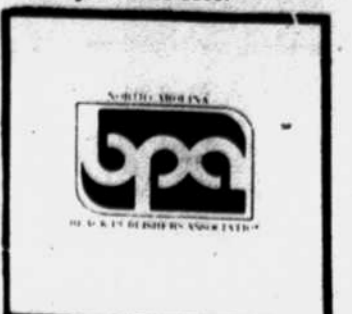
Black Leadership Forum was not joining a "Dump Carter" movement. On the contrary, it was reasserting its claim for a meaningful black voice in shaping the nation's economic policy. And it was convincingly defending the interests of those black people least able

to survive another round of "austerity" policies. This unity and political independence of the black leadership is, I believe, a hopeful sign that the worst prospects of 1979 may somehow be avoided, or at least moderated. And it gives cause for hope during the coming year.

Further, belief is that, unless such issues are corrected, the U. S. will be unable to get on to a stable high-growth path. Now let me take the personal perogative and pay homage to America's self-sufficiency. Some tax reform initiative will stimulate a renewed interest in securities investment before election year 1980.

It is a matter of record that the stock market moves several months ahead of the actual economy. The stock market, currently reflects the coming recession. On the theory that elective representatives fear unemployment personally as well as for the public, economic relief before federal elections. From a stagnant firm survey each, after some 300

top financial people around the country. For the first time since the survey was initiated in the first quarter of 1976, common stocks are given preference over all other investment alternatives as having the best prospects for appreciation. Drexel Burnham Lambert, Inc. an investment banking firm intimately associated with this writer traces its history back to 1838.



**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

---

**60 YEARS OF CONTINUOUS SERVICE**

---

BILL JOHNSON...Editor Publisher  
BERNARD REEVES...General Manager  
SHIRLEY HARVEY...Advertising Director  
HENRY ALAKSA...Business Manager

---

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.

---

National Advertising  
Representative  
Amalgamated Publishers, Inc.  
45 W. 5th Suite 1403 2400 S. Michigan Ave.  
New York, N.Y. 10036 Chicago, Ill. 60616  
(212) 489-1220 Calumet 5-0200