

Black **H**istory **M**onth

V continued

been underrepresented among combat troops in previous wars, their deployment in Vietnam evoked charges that blacks soldiers were bearing an unfairly large share of the burden. At the time, African Americans represented 9.3 percent of U.S. armed forces personnel, but 15 percent of the infantrymen serving in Vietnam were black. Moreover, between 1965 and 1967, African American soldiers suffered 20 percent of all battlefield casualties in Vietnam. Most glaring was the discrepancy in rates of conscription: In 1967, 64 percent of eligible blacks were drafted, compared with only 31 percent of eligible whites. At the time, 98.5 percent of the officials serving on local draft boards were white. At the end of the war, 7,115 African American troops had died in the conflict, representing 12.2 percent of the total U.S. war dead.

X for Malcolm X

By THE SCHOMBURG CENTER
Born in Omaha, Nebraska as



Malcolm X is shown addressing a Harlem rally in front of the Hotel Theresa, a black-owned business. On September 19, 1960, Premier Nikita Khrushchev of the Soviet Union, Malcolm X, and Dr. Fidel Castro, of Cuba were overnight guests at the establishment.

Malcolm Little dropped out of school in the eighth grade. He moved to Boston, then Harlem, becoming a hustler and a pimp. Forming a burglary ring in Boston, he was arrested and sentenced to prison in 1946. While incarcerated, he was converted to the teachings of Elijah Muhammad, leader of the Lost-Found Nation of Islam. Following his parole in 1952, Malcolm became a minister and the Nation's most effective evangelist. He headed its Harlem mosque and organized temples from coast to coast, recruiting thousands of members

and gaining additional sympathizers. Amid growing tension within the Nation's hierarchy and the evolution of his own spiritual beliefs, he resigned from the Nation in 1964 and formed his own Muslim Mosque, Inc., in Harlem. He made a pilgrimage to Mecca the same year, changed his name to El-Hajj Malik El-Shabazz, and embraced the traditional Islamic faith. He was assassinated at the Audobon Ballroom in Harlem in 1965, shortly after he founded the Organization of Afro-American Unity.

Y for Youth March for

Integrated Schools

By JANUS ADAMS

Five years after the Supreme Court found segregated public schools unconstitutional and thus illegal, little had been done to desegregate schools. Labor leader and Civil Rights activist A. Philip Randolph issued a call to protest. It was billed as the "Youth March for Integrated Schools." On April 18, 1959, 26,000 students of all races answered the call at the Lincoln Memorial. With them came a nationally circulated petition bearing the signatures of 250,000 fellow voices of protest. Among the day's high points were a youth delegation to the White House and a speech by Dr. Martin Luther King.

Z for Zebra Advertising

By JANUS ADAMS

It was official: what she had accomplished in giving a positive

face and form to African Americans via advertising was historic. Inspired by that recognition, the Smithsonian Institution opened its Caroline Robinson Jones Collection at the Museum of American History on October 29, 1997.

There were cotillion photos from her early days as one of ten children from Benton Harbor, Michigan, and a business portrait from her "fear and fun" days of the 1960s, when she was the first African American to be hired and trained in the hundred-year history of J. Walter Thompson, the world's largest advertising agency. The "challenges and rewards" of the 1970s saw her co-found two agencies - Zebra and Mingo-Jones. On her own in the 1980s, with campaigns that "blended sophistication and soul," she changed the way the public viewed blacks. By the 1990s, she was advertising's Woman of the Year. In an industry that had made the plantation slave images of Uncle Ben and Aunt Jemima synonymous with rice and pancakes, Jones's courageous talent helped give print and television ads a black face that was human and glamorous.

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