

THEY ARE JUST LAZY

The new poor of the other America saw the rest of society move ahead. On of the most important things about the new poverty is that it cannot be defined in simple, statistical terms. A matter of aspiration, vitality, a will. These things were present in the ethnic slums, but not in the new ones. ". . . .the new poverty is constructed so as to destroy aspiration; it is a system designed to be impervious to hope. The other America does not contain the adventurous seeking a way of life and land. It is populated by the failures, by those driven from the land and bewildered by the city, by old people suddenly confronted with the city, by old people suddenly confronted with the torments of loneliness and poverty, and by minorities facing a wall of prejudice."

Point out the Necessity for incentive, hope -- what the discriminatory system does. Need for meaningful jobs.

"You can often tell how well a company follows fair hiring policies by a quick tour of its building. The lower floors are often like checkerboards -- whites and colored working side by side. But as you travel to the upper floors, where the men who make the decisions have their offices, they get whiter and whiter.

"and if you reach the top floor where the executive offices are, you won't see a colored face until after hours, when the cleaning crew comes on. Industry is rapidly opening its doors to employment for colored workers, but the executive suites remain firmly locked."

In most companies, that is. For a few are beginning to see that they can't continue to do business in cities with growing non-white populations while their top offices remain lily-white. One such company, recently set a shining example for industry, by naming a non-white to its board of directors.

The Midwest Federal Savings and Loan Association, a Minneapolis-centered bank with assets of over \$469 million, appointed Cecil E. Newman, editor and publisher of the Minneapolis Spokesman and the St. Paul Recorder, to its board of directors."

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Non-white, like everyone else in America, have ambitions. They don't want a dead-end job. They, too, want to know that hard work will be paid off with promotions.

"How come non-whites in baseball for example, get to work on time, never miss a plane, and do well on the field? Because they know that a Willie Mays can make more than \$100,000. They know that the top isn't reserved for whites.

"The colored worker may realize that he won't rise to the board of directors, but when he sees a non-white on the board, he knows he is working for a decent outfit and that his kids may make it even if he doesn't.

"Incentive is the word for this. And if companies are really serious about attracting colored workers they'll have to provide some incentives."

Excerpts from article by Whitney M. Young Jr., "To Be Equal: Companies' Checkerboarded Floors Get Whiter as You Go Higher."

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New Welfare Program -- "Mothers Work for Benefits"

A group of 27 District welfare mothers went to work this week to earn their public assistance benefits under a new program started by the District Welfare Department.

The mothers, receiving temporary assistance to families of unemployed parents, began working part-time Monday at Welfare Department headquarters, Junior Village and D.C. Village.

The city's 1968 welfare appropriation from Congress authorized a program for temporary employment of recipients at prevailing wage rates up to the equivalent of their grants.

The temporary program aids families of employable parents for a maximum of six months while the parents await jobs or training at the work and Training Opportunity Center here.

Harry Taylor, program director, said the special work program would be limited to 30 recipients although the rolls include 105 families. The temporary employment is seen as a prelude to either direct job placement or enrollment in the large-scale work incentive program that the U.S. Labor Department is developing to train welfare clients.

The Welfare Department can cut off aid to recipients of temporary aid who refuse to take the part-time jobs. But so far, Taylor said, the recipients chosen have said they wanted the work experience.

The women are working at a rate of \$2 an hour for the number of hours it takes to equal their grants. A mother of three children receiving \$42 a week, for example, would work 21 hours weekly. She also receives \$7 a week extra for work-related expenses.

The recipients picked for the jobs as aides in case work, counseling, nursing and custodial work generally had more education and some work experience compared with other clients, Taylor said.

Welfare officials were worried, Taylor said, that the mothers chosen would resent working for their grants while other clients stayed home.

"They really surprised us," he said. "None have shown any resentment. They want to get the work experience and feel it may develop into something else."

For more data and information on this subject, see the section on guaranteed minimum income.