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Facts About Blacks

1980-81



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Facts About Blacks

BASIC STATEMENT

Black Americans continue to struggle to protect the elusive gains made by them during the past twenty years. More than 30 percent of Blacks remained below the poverty level in 1978. Although civil rights laws have been passed to eliminate discrimination, the perpetual pervasiveness of racism has eroded these efforts. Inflation, unemployment, high interest rates and the decrease in productivity negatively affect Blacks more than any other population group.

However, significant gains have been made by many Blacks in high level jobs in government and the private sector. More than one million Blacks were enrolled in college in 1979; Blacks continue to gain in the political arena by being elected to various levels of political office and there are more high ranking black officers among men and women in the Armed Forces than ever before in history. The nation's businessmen recognize the buying power of the Black family whose 1980 money income is projected at \$125.8 billion. Because of this large buying potential, jobs have opened up for Blacks in the fields of sales, advertising, sales promotion, marketing, public relations, T.V. commercials and other related fields.

Jeffries & Associates welcomes the opportunity to publish in 1980 the sixth edition of **FACTS ABOUT BLACKS**, a handy reference and concise statement on the current status of Black Americans. **FACTS ABOUT BLACKS** should be of interest to all who read it and especially to the business community who need to seriously cultivate the buying characteristics of the Black consumer market.

POPULATION

The Bureau of the Census estimated the total population of the United States on January 1, 1980, was 221,719,000, an increase of 0.9 percent over the 219.7 million on January 1, 1979. Blacks in the civilian noninstitutional

population¹ represented more than 25 million as of March, 1979, which was 11.6 percent of the 215,935,000 civilian noninstitutional population.

The Black and Spanish origin populations were younger than the White population, with median ages of: all races, 29.8; White, 30.7; Black, 24.4; and Spanish origin, 22.0.

In families with five or more members present in 1979, 24.8 percent were Black; 29.6 percent, Spanish origin; and 16.8 percent, White. There was no substantial deviation in three-person families among White, 22.3 percent; Black, 23.9 percent; and Spanish origin, 23.3 percent. Of the 57.8 million total families, 82.5 percent had a husband and wife present in 1979; 85.7 percent, White; 76.2 percent, Spanish origin; and 54.9 percent, Black. Female households with no husband present for all races were 14.6 percent; White, 11.6 percent; Spanish origin, 19.8 percent; and Black, 40.5 percent.

The poverty level of the estimated 24.5 million persons in the United States remained relatively stable between 1977 and 1978. Selected by race, 30.6 percent Black, 21.6 percent Spanish origin and 8.7 percent White persons lived below the poverty level in 1978.

The Bureau of the Census showed that 1 in 18 persons in the United States in 1979 was Spanish origin, with a population estimated at 12.1 million. Of this number, 7.3 million were Mexican; 1.7 million were Puerto Rican; 749 thousand were Cuban; 840 thousand were Central or South American; and 1.3 million were of other Spanish origins. Females numbered 6.1 million and males, 5.9 million.

It is indicated that there will be an undercount of the Black and other minority populations in the 1980 census. It has been estimated that if an accurate count had been made of the Black population in the 1970 census, the population would now range between 27 and 30 million.

¹The civilian noninstitutional population are those persons not in hospitals and prisons, not in long term residency; includes members in the Armed Forces living off post or with their families on post in the United States.

Black elected local officials and members of the Congressional Black Caucus fear that an undercount of the Black population in states, counties and cities will negatively affect the amount of revenue sharing funds, social programs important to the Black community and the political reapportionment in these areas.

The distribution of the Black population in metropolitan areas in 1979 was 56.2 percent in central cities and 20.1 percent in the suburbs, while 23.7 percent lived in nonmetropolitan areas. Along with the relocation of White-controlled banks, business enterprises and other income producing facilities, more than 4 million Whites fled from central cities between 1970 and 1979. This mass exodus crushed the tax base and rendered impotent many central city areas throughout the nation.

Although moving at a slower rate than in the 1960's, the Black population in metropolitan suburbs continued to increase at an average annual rate of 4.1 percent between 1970 and 1979. The annual rate of White increase was only 1.2 percent during this period. These percentage rates alone, however, do not present a complete picture. For example, of the 84.4 million people living in metropolitan suburbs in the nation, only 5.8 percent or 5 million were Black and 4.1 million were Spanish origin.

Statements emanating from many quarters have expressed the concept that the Spanish origin population will exceed the number of Blacks during the 1980's. Contrary to this observation, the Director and other officials of the Bureau of the Census say that there is no reliable statistical evidence to support this assumption. In fact, their projections show that the Spanish origin population will reach 24 million in the year 2010 and the Black population will number 37 million. Since the rate of growth of the Black population is 1.3 percent a year and the Spanish origin population growth is 2.25 percent annually, the Director stated that the Spanish origin population will not outnumber Blacks in the nation until after the year 2057, assuming that the growth rates remain constant.

Selected Characteristics by Race and Spanish Origin: 1979

(Numbers in thousands. Noninstitutional population)

Selected characteristics	All races	White	Black	Spanish origin ¹
SEX				
Both sexes	215,935	186,640	25,041	12,079
Male	104,625	90,877	11,671	5,922
Female	111,310	95,763	13,370	6,156
AGE				
All ages	215,935	186,640	25,041	12,079
Percent	100.0	100.0	100.0	100.0
Under 18 years	29.0	27.8	37.2	41.5
18 to 64 years	60.3	61.0	55.0	54.2
65 years and over	10.7	11.2	7.8	4.5
Median age	29.8	30.7	24.4	22.0
TYPE OF RESIDENCE				
United States	215,935	186,640	25,041	12,079
Percent	100.0	100.0	100.0	100.0
Metropolitan areas	67.6	66.2	76.3	84.0
Central cities	28.0	24.1	56.2	49.1
Suburbs	39.5	42.1	20.1	34.9
Nonmetropolitan areas	32.4	33.8	23.7	16.0
TYPE OF FAMILY				
All families	57,804	50,910	5,906	2,741
Percent	100.0	100.0	100.0	100.0
Married couple	82.5	85.7	54.9	76.2
Male householder, no wife present	2.9	2.7	4.6	4.0
Female householder, no husband present	14.6	11.6	40.5	19.8
SIZE OF FAMILY				
Percent	100.0	100.0	100.0	100.0
2 persons	38.9	40.1	30.5	24.6
3 persons	22.4	22.3	23.9	23.3
4 persons	20.8	20.8	20.7	22.5
5 persons or more	17.8	16.8	24.8	29.6
POVERTY				
Persons 14 years and over below poverty level:				
Total below poverty level	24,497	16,259	7,625	2,607
Male	10,017	6,648	3,078	1,186
Female	14,480	9,610	4,547	1,420
Percent below poverty level:				
Male	11.4	8.7	30.6	21.6
Female	9.6	7.3	26.5	20.0
Female	13.0	10.0	34.1	23.1

¹Persons of Spanish origin may be of any race.

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 347; Series P-60, Nos. 123 and 124; and unpublished 1979 Current Population Survey data.

EDUCATION

During the last three decades, the educational attainment of the nation has risen to its highest level. Eighty-five percent of young adults, 25 to 34 years of age, were high school graduates in 1979, but of persons 55 to 64 years of age, only 60 percent completed high school. The differences were even greater among Blacks where 73 percent of young adults finished high school, compared to just 29 percent of the older group.

The total number of persons, 3 to 34 years old, enrolled in school declined between 1970 and 1979 by about 2.5 million students to 57.9 million. The decline was due to the large drop of 6.2 million kindergarten and elementary school enrollment. Moreover, the decrease in the annual number of births that occurred in the 1960's and 1970's is still affecting enrollments at these levels. (See Table 11.)

Of all college enrolled students, 14 years old and over in 1979, women outnumbered men for the first time since World War II. A larger number of older women than men were enrolled part-time. However, there were more men than women enrolled among full-time college students.

From 1970 to 1979, high school enrollment among Blacks increased from 1.8 million to 2.2 million, a 22.4 percent change. On the college level during the same period, enrollment increased from 522 thousand to more than 1 million, a 92.0 percent change.

Of the more than 125 million total persons, 25 years and over in the United States in 1979, 67.7 percent graduated from high school; 31.1

percent completed some college; and 16.4 percent completed 4 or more years of college. Of the 12.2 million Blacks who were 25 years and older, 49.4 percent or more than 6 million finished high school; 19.4 percent or 2.3 million completed some college; and 7.9 percent or 964 thousand completed 4 or more years of college.

Changes in educational attainment levels are best observed for persons who recently completed their schooling. Between 1970 and 1979, the proportion of White adults, 25 to 34 years old, who were high school graduates rose 10 percentage points, while for Blacks in the same group, the proportion rose 20 percentage points.

The percentage point gains of persons completing 4 years or more of college from 1970 to 1979 were not significantly different between Whites and Blacks, although the proportional change was greater for Blacks; about 13 percent of Blacks, 25 to 34 years old, completed 4 or more years of college in 1979, compared to 25 percent for Whites.

Blacks must continue to seek out higher education as a means of becoming better equipped and qualified for the highly technical positions being made available in the many specialized fields that exist today. This is a basic contributing factor necessary to escalate the economic and occupational levels of Blacks.

**School Enrollment of Persons 3 to
34 Years Old, by Level of School and Race
and Spanish Origin:
October 1979, 1978, 1970, and 1960¹**
(Number in thousands. Civilian noninstitutional population.)

Subject	1979	1978	1970	1960 ¹	Percent Change, 1970-1979
ALL RACES					
Total enrolled	57,854	58,616	60,357	46,269	-4.1
Nursery school	1,869	1,824	1,096	(NA)	70.5
Kindergarten	3,025	2,989	3,183	2,092	-5.0
Elementary school	27,865	28,490	33,950	30,349	-17.9
High school	15,116	15,475	14,715	10,249	2.7
College	9,979	9,838	7,413	3,570	34.6
Male	4,993	5,124	4,401	2,339	13.5
Female	4,986	4,714	3,013	1,231	65.5
WHITE					
Total enrolled	48,225	48,843	51,719	40,348	-6.8
Nursery school	1,537	1,456	893	(NA)	72.1
Kindergarten	2,437	2,452	2,706	27,884	-9.9
Elementary school	22,959	23,524	28,638	27,884	-19.8
High school	12,583	12,897	12,723	9,122	-1.1
College	8,709	8,514	6,759	3,342	28.9
Male	4,401	4,508	4,065	2,214	8.3
Female	4,308	4,006	2,693	1,128	60.0
BLACK					
Total enrolled	8,317	8,416	7,829	5,910	6.2
Nursery school	278	312	178	(NA)	56.2
Kindergarten	497	451	426	4,556	16.7
Elementary school	4,296	4,356	4,868	4,556	-11.8
High school	2,245	2,276	1,834	1,127	22.4
College	1,002	1,020	522	227	92.0
Male	434	452	253	125	71.5
Female	568	569	269	102	111.2
SPANISH ORIGIN²					
Total enrolled	3,608	3,455	(NA)	(NA)	(X)
Nursery school	89	87	(NA)	(NA)	(X)
Kindergarten	226	231	(NA)	(NA)	(X)
Elementary school	1,934	1,893	(NA)	(NA)	(X)
High school	920	868	(NA)	(NA)	(X)
College	440	377	(NA)	(NA)	(X)
Male	226	196	(NA)	(NA)	(X)
Female	214	181	(NA)	(NA)	(X)

¹Data for 1960 are for persons 5 to 34 years old and exclude nursery school; 1960 data shown for Black persons are for persons of all races other than White.

²Persons of Spanish origin may be of any race.

NA Not available.

X Not applicable.

Source: U.S. Bureau of the Census, Current Population Reports, Series P-10, Nos. 110, 222, 346, and unpublished Current Population Survey data.

EMPLOYMENT

For the first time, in 1978, the 16 years and over civilian labor force passed the 100 million mark and continued to grow in 1979, averaging 102.9 million. Of this number, 90.6 million were White, 10.4 million were Black and 5.0 million were Spanish origin.

During the 1970's, unemployment was rampant among Blacks in the nation. It was higher than all other major population groups. The 1973-75 recession, which saw the worse economic decline since the 1929 depression, had a devastating effect on the Black population.

The total unemployment rate of the civilian labor force in 1979 was 5.8 percent; 5.1 percent, White; 12.2 percent, Black; and 8.3 percent, Spanish origin.

The 1979 annual averages of teenage (16-19 years) unemployment were 36.5 percent for Blacks compared to 13.9 percent for White teenagers. Black young adults, 20-24 years of age, had an unemployment rate of 20.4 percent, compared to 7.5 percent of Whites in the same age group. These statistics indicate a direct effect on Black society, producing higher crime rates, more broken homes and perpetual economic deprivation among blacks.

The total employed workers, 16 years and over, in 1979 was 96.9 million; White, 86 million; Black, 9.1 million; and Spanish origin, 4.6 million. Of the 9.1 million employed Blacks, 3.2 million or 35.2 percent were white-collar workers, consisting of 963,000 in the professional and technical category, 423,000 managers and administrators (except farm), 224,000 sales workers and 1.6 million clerical workers. The 3.5 million or 38.4 percent Black blue-collar workers were made up of 875,000

craft and kindred workers, 1.4 million operators (except transport), 485,000 transportation equipment operatives and 741,000 non-farm laborers. Black service workers numbered 2.2 million or 24.3 percent and farm workers, 196,000 or 2.1 percent.

Since the 1960's, when gains were made by Blacks in practically all occupational fields, there has been a decline in the professional/technical occupations and managers and administrators during the decade of the 1970's. This is also true in the areas of sales, clerical and skilled blue-collar jobs. Some of the barriers which have curtailed the increase of Black employment are: the high birthrate among Blacks; the relocation of businesses from central cities to suburban areas; competition for jobs from undocumented workers and White women who have recently joined the labor force in large numbers; high unemployment; the lack of basic skills necessary to cope with the nation's escalating, technological job market; and the non-compliance with affirmative action regulations by government agencies and many employers in the private sector.

However, a large number of the more progressive businesses and corporations have made serious efforts to encourage the hiring of Blacks and add equity to their affirmative action programs; they have aided the growth of Black banks and savings and loan associations by making substantial deposits and establishing commercial accounts; purchased group insurance as well as casualty, liability and other types of policies from Black insurance companies; used the services of Black vendors and contractors on a wide scale; used the advertising opportunities of the Black press and Black-owned radio stations to sell their products and services; and they continue to elect Blacks to the boards of major corporations. All of these factors have helped to develop economic growth in the Black community.

Selected Characteristics by Race and Spanish Origin: 1979

(Numbers in thousands. Noninstitutional population
excluding Armed Forces. Annual averages)

Selected characteristics	Total	White	Black	Spanish origin ¹
LABOR FORCE STATUS				
Persons, 16 years and over	161,532	141,614	17,026	7,901
In civilian labor force	102,908	90,602	10,430	5,019
Percent in civilian labor force	63.7	64.0	61.3	63.5
Unemployment rate ²	5.8	5.1	12.2	8.3
EMPLOYMENT				
Total employed, 16 years and over	96,945	86,025	9,160	4,604
Percent	100.0	100.0	100.0	100.0
White-collar workers	50.9	52.5	35.2	32.6
Blue-collar workers	33.1	32.6	38.4	47.3
Service workers	13.2	12.0	24.3	16.3
Farm workers	2.8	2.9	2.1	3.8

¹Persons of Spanish origin may be of any race.

²The unemployed as a percent of the civilian labor force.

SOURCE: U.S. Department of Labor, Bureau of Labor Statistics, Employment and Earnings, January 1980, Vol. 27, No. 1 and unpublished Current Population Survey data.

Occupation of the Employed Population: 1979, by Race

(Numbers in thousands. Annual Averages)

Occupation	Total	Black	White	Percent Black of Total
Total employed	96,945	9,160	86,025	9.4
White-collar workers	49,342	3,221	45,203	6.5
Professional and technical	15,050	963	13,714	6.4
Managers and administrators, except farm	10,516	423	9,945	4.0
Sales workers	6,163	224	5,861	3.6
Clerical workers	17,613	1,611	15,683	9.1
Blue-collar workers	32,066	3,514	28,063	11.0
Craft and kindred workers	12,880	875	11,858	6.8
Operatives, except transport	10,909	1,413	9,264	13.0
Transportation equipment operatives	3,612	485	3,089	13.4
Non-farm laborers	4,665	741	3,851	15.9
Service workers	12,834	2,228	10,299	17.4
Farm workers	2,703	196	2,460	7.3

SOURCE: U.S. Department of Labor, Bureau of Labor Statistics Employment and Earnings, January 1980, Vol. 27, No. 1 and unpublished Current Population Survey data.

Industry of the Employed Population: 1979, by Race

(Numbers in thousands. Annual Averages)

Industry	Total	Black	White	Percent Black of Total
Total employed	96,945	9,160	86,025	9.4
Agriculture	3,297	241	2,999	7.3
Mining	865	31	829	3.6
Construction	6,299	439	5,785	7.0
Manufacturing	22,137	2,173	19,602	9.8
Durable goods	13,450	1,263	11,986	9.4
Nondurable goods	8,688	910	7,616	10.5
Transportation and public utilities	6,406	730	5,590	11.4
Wholesale and retail trade	19,672	1,218	18,046	6.2
Wholesale trade	3,775	227	3,484	6.0
Retail trade	15,898	991	14,562	6.2
Finance, insurance and real estate	5,779	436	5,244	7.5
Services	27,433	3,238	23,635	11.8
Private households	1,301	392	894	30.1
Other services	26,132	2,846	22,741	10.9
Public administration	5,056	653	4,295	12.9

SOURCE: U.S. Department of Labor, Bureau of Labor Statistics Unpublished Current Population Survey data.

BLACKS ON SOME BOARDS OF MAJOR CORPORATIONS

AETNA LIFE AND CASUALTY Hobart Taylor, Jr.	AVON PRODUCTS, INC. Ernesta G. Procope
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ALUMINUM CO. OF AMERICA Franklin A. Thomas	BANKERS TRUST CO. Vernon E. Jordan, Jr.
AMAX, INC. William T. Coleman, Jr.	JAMES B. BEAM IMPORT CORP. Judith Price
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AMERICAN TELEPHONE AND TELEGRAPH CO. Dr. Jerome H. Holland	CHRYSLER CORPORATION Dr. Jerome H. Holland
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EASTERN AIR LINES, INC. Hobart Taylor, Jr.	W.R. GRACE & CO. Henry G. Parks, Jr. Harold A. Stevens	MERCK & COMPANY, INC. Dr. Lloyd C. Elam	POTOMAC ELECTRIC POWER CO. Theodore R. Hagens Flaxie Pinkett
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FIRST COMMERCIAL BANK, N.Y. Thomas B. Shropshire	INTERNATIONAL BUSINESS MACHINES CORPORATION William T. Coleman, Jr.	NATOMAS COMPANY Daniel A. Collins	SINGER COMPANY Dr. Randolph W. Bromery
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		NEW YORK STOCK EXCHANGE Dr. Jerome H. Holland	SYSTEMS PLANNING CORPORATION Robert D. Bowdoin

TIMES-MIRROR CORPORATION
Dr. Alfred E. Osborne, Jr.

TRANS-WORLD AIRLINES, INC.
Jewel Lafontant
Dr. Emmett J. Rice

THE TRAVELERS CORPORATION
Dr. Jewel Plummer Cobb

TWENTIETH CENTURY-FOX PICTURES
John H. Johnson

UAL, INC.
Dr. Andrew F. Brimmer

U.S. INDUSTRIES, INC.
Samuel R. Pierce, Jr.

UNION CARBIDE CORPORATION
Dr. Jerome H. Holland

UNITED CALIFORNIA BANK
Ivan J. Houston

VIRGINIA ELECTRIC & POWER CO.
Dr. Allix B. James

WASHINGTON GAS LIGHT COMPANY
Orlando W. Darden

WELLS FARGO BANK
Wilson Riles

WESTINGHOUSE ELECTRIC CORP.
Vernon E. Jordan, Jr.
Hobart Taylor, Jr.

XEROX CORPORATION
Vernon E. Jordan, Jr.

ZENITH RADIO CORPORATION
John H. Johnson

ZURN INDUSTRIES, INC.
Dr. Jerome H. Holland

INCOME

Runaway inflation, high unemployment levels, unmanagable interest rates, recurring recessions and the decrease in productivity are the basic causes of the country's declining economic activity, which has had a negative affect on wages and income. Added to these factors is the omnipresence of institutionalized racism, which affects job opportunities and income of all Blacks.

The State of Black America in 1980, published by the National Urban League, Inc., reported that the income gap between Black and White families during the period 1969 to 1978, fell from 61 percent to 59 percent. This is due partially, the report continued, to the sharp increase in multiple earners of White families during the 1970's, and the sharp decline in multiple earners of Black families. In fact, the number of Black families, which have historically had a higher proportion of two earners, declined from 57 percent to 47 percent, while White families with two or more earners rose from 54 percent to 57 percent.

In 1978, White family median income was \$18,370, an increase of 2 percent above the median income of 1977, in real terms. Black families, during the same period, had a median income of \$10,880, which represented an increase of about 6 percent higher than the 1977 median income, while the 1978 median income of Spanish origin families was \$12,570 and showed no statistically significant change, in real terms, during that period.

Black families in the United States earning \$15,000 and over increased 26.6 percent from 9.5 percent in 1970, to 36.1 percent in 1978. Spanish origin families earning \$15,000 or more increased from 10 percent in 1970, to 41.1 percent in 1978, a 31.1 percent increase. White families in the \$15,000 and above bracket increased from 23.7 percent in 1970, to 62 percent in 1978, a 38.3 percent increase.

Money income by race, analyzed by Brimmer & Co., Inc. in the March, 1980 issue of BLACK ENTERPRISE magazine, shows that Black income rose from 7.2 percent or \$98.6 billion in 1978, to \$125.8 billion or 7.4 percent in 1980. A recently released Bureau of Census advance report, "Money Income and Poverty"¹ showed that the median income of American families rose 11.6 percent in 1979, but inflation diminished all but a fraction of the gain. Median income of White families in the report was \$20,520; Black families, \$11,650, and Spanish origin families, 14,320.

¹ "Money Income and Poverty Status of Families and Persons in the United States: 1979," Bureau of the Census, Series P-60, No. 125

Trends in Money Income in the United States, By Race, 1978 and 1979 and Projections, 1980

(Amounts in Billions of Dollars)

Reflecting job gains, the Black share of total money income increased in 1979. Brimmer & Company estimates that the money income of Black workers grew by 14.5 percent last year. The corresponding figure for Whites was 11.9 percent. Total income rose by 12.0 percent. Total money income for 1979 is estimated at \$1,545.9 billion — of which Black workers received \$112.9 billion or 7.2 percent. If they had received a share commensurate to their representation in the population (11.6 percent), they would have gotten \$179.3 billion, or 66.5 percent more than they received.

Category	1978a	1979e	1980p
Money Income: Total	\$1,380.6	\$1,545.9	\$1,699.6
Percent of Total	100.0	100.0	100.0
Black	98.6	112.9	125.8
Percent of Total	7.2	7.3	7.4
White	1,258.3	1,408.3	1,546.6
Percent of Total	91.1	91.1	91.0
Other Races	23.7	24.7	27.2
Percent of Total	1.7	1.6	1.6

a: Actual e: Estimated p: Projected
Source: U.S. Department of Commerce, Bureau of the Census (Money Income, 1978). Estimates and projections by BRIMMER & COMPANY, INC.

**Total Money Income of Families, by Type of Family and Race and Spanish Origin of
Householder: 1978, and 1970**

(Families as of March of the following year. Noninstitutional population)

Year and total money income	White			Black			Spanish origin ¹		
	All families ²	Married-couple families	Female householder, no husband present	All families ²	Married-couple families	Female householder, no husband present	All families ²	Married-couple families	Female householder, no husband present
1978									
Number thousands	50,910	43,636	5,918	5,906	3,244	2,390	2,741	2,089	542
Percent, by type of family	100.0	85.7	11.6	100.0	54.9	40.5	100.0	76.2	19.8
Percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Under \$3,000	2.6	1.6	9.6	9.0	1.7	19.2	5.2	2.2	16.6
\$3,000 to \$4,999	3.9	2.7	12.9	13.4	6.4	23.4	9.4	4.3	27.9
\$5,000 to \$6,999	5.6	4.8	11.6	9.8	6.5	14.6	9.2	7.3	17.0
\$7,000 to \$9,999	9.3	8.3	16.4	14.0	11.7	17.1	14.0	13.8	14.4
\$10,000 to \$11,999	6.6	6.2	9.9	7.7	8.1	6.7	9.6	10.4	6.8
\$12,000 to \$14,999	10.0	9.7	11.4	10.0	11.7	7.1	11.6	12.9	6.1
\$15,000 to \$24,999	32.5	34.1	20.9	22.7	32.4	9.5	27.5	32.4	9.0
\$25,000 and over	29.5	32.6	7.4	13.4	21.5	2.6	13.5	16.7	2.2
Median income ³	\$18,368	\$19,638	\$9,911	\$10,879	\$15,913	\$5,888	\$12,566	\$14,720	\$5,578
Mean income	\$20,860	\$22,112	\$11,849	\$13,409	\$17,555	\$7,761	\$14,657	\$16,568	\$7,625
Mean income per family member	\$6,422	\$6,662	\$4,150	\$3,588	\$4,535	\$2,138	\$3,808	\$4,110	\$2,308

1970									
Number thousands	46,535	41,092	4,386	4,928	3,235	1,506	1,954	1,552	329
Percent, by type of family	100.0	88.3	9.4	100.0	65.6	30.6	100.0	79.4	16.8
Percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	(NA)	(NA)
Under \$3,000	7.6	5.8	22.7	21.2	11.8	41.3	12.2	(NA)	(NA)
\$3,000 to \$4,999	9.5	8.4	20.4	17.4	13.5	25.9	17.1	(NA)	(NA)
\$5,000 to \$6,999	11.3	10.5	18.1	17.0	17.8	15.5	18.1	(NA)	(NA)
\$7,000 to \$9,999	20.1	20.3	18.3	18.1	21.7	9.7	22.0	(NA)	(NA)
\$10,000 to \$11,999	13.1	13.7	7.6	8.8	11.0	3.8	20.6	(NA)	(NA)
\$12,000 to \$14,999	14.8	15.7	6.6	8.1	11.0	2.1		(NA)	(NA)
\$15,000 to \$24,999	18.7	20.1	5.7	8.5	12.0	1.3	8.8	(NA)	(NA)
\$25,000 and over	5.0	5.4	0.7	1.0	1.1	0.4	1.2	(NA)	(NA)
Median income: ³									
Current dollars	\$10,236	\$10,723	\$5,754	\$6,279	\$7,816	\$3,576	\$7,379	(NA)	(NA)
Constant (1978) dollars	\$17,189	\$18,007	\$9,663	\$10,544	\$13,125	\$6,005	\$12,391	(NA)	(NA)
Mean income:									
Current dollars	\$11,495	\$12,013	\$6,773	\$7,442	\$8,778	\$4,526	\$8,376	(NA)	(NA)
Constant (1978) dollars	\$19,303	\$20,173	\$11,374	\$12,497	\$14,741	\$7,600	\$14,066	(NA)	(NA)
Mean income per family member:									
Current dollars	\$3,261	\$3,340	\$2,247	\$1,747	\$2,036	\$1,073	(NA)	(NA)	(NA)
Constant (1978) dollars	\$5,476	\$5,609	\$3,773	\$2,934	\$3,419	\$1,802	(NA)	(NA)	(NA)

¹Persons of Spanish origin may be of any race.

²Includes families maintained by a man with no wife present, not shown separately.

³Median incomes were calculated using more detailed intervals than those shown above.

Source: U.S. Bureau of the Census, Current Population Reports, Series P-60, Nos. 80, 118, and 123; and unpublished Current Population Survey data.

CONSUMERISM

Black families continue to spend more of their income on personal care products, food consumed in the home, soft drinks and alcoholic beverages. The more than 36 percent of Black families earning \$15,000 and above in 1978 spent a large portion of their income on travel, recreation, entertainment, clothing and household furnishings. It was projected that money income of Black families in 1980 was \$125.8 billion. This means that if the 25 million Black population in the United States was counted as a nation, they would rank in the thirteenth position among the 158 nations of the world. Since Blacks have a high propensity to consume, these statistics prove that Blacks tend to be among the best customers for retail products and services.

Mediamark Research, Inc. product usage data show the following purchasing patterns of middle income Black families in 1980:

- 52.3% owned homes, compared to 68.8% of the U.S. total.
- 68.1% currently carry life insurance, compared to 67.9% of the U.S. total.
- 11.1% currently carry life insurance of \$50,000 or more, as to 10.7% of the U.S. total.
- 3.2% purchase travel insurance, compared to 3.1% of the U.S. total.
- 1.1% have invested in U.S. Treasury Notes, compared to 0.9% of the U.S. total.
- 11.6% spent over \$100 weekly for groceries, in proportion to 10.6% of the U.S. total.
- 12.5% drink bottled water as compared to 11.4% of the U.S. total.
- 43.9% drink regular soft drinks as compared to 39.0% of the U.S. total.
- 70.2% drink regular colas as compared to 63.9% of the U.S. total.
- 43.0% drink lemon-lime soft drinks in proportion to 38.5% of the U.S. total.
- 32.9% buy 6 or more bars of toilet soap monthly, in proportion to 24.6% of the U.S. total.
- 28.0% buy three or more boxes of facial tissues monthly, as to 25.7% of the U.S. total.
- 12.0% buy 3 or more packages of paper napkins monthly, as to 8.8% of the U.S. total.

- 44.6% smoke cigarettes, compared to 40.1% of the U.S. total.
- 8.9% bought wall-to-wall carpeting in proportion to 6.9% of the U.S. total.
- 2.5% bought kitchen cabinets as compared to 1.9% of the U.S. total.
- 5.7% bought dining room furniture as compared to 4.5% of the U.S. total.
- 5.4% bought bedroom furniture as compared to 4.5% of the U.S. total.
- 9.6% bought blankets in proportion to 6.9% of the U.S. total.

Buy	Middle Income Blacks	U.S. Total
Orange Juice	46.7%	40.8%
Fresh Fruit	93.6%	93.0%
Canned Ham	31.5%	29.6%
Canned Spaghetti & Macaroni	33.8%	31.6%
Rice	79.2%	77.7%
Flour	92.7%	92.3%
Shortening	81.2%	76.3%

- 4.0% bought floor model color television sets, as to 3.9% of the U.S. total.
- 9.7% bought table model black and white television sets, as to 4.7% of the U.S. total.
- 6.6% bought 35mm cameras in proportion to 5.8% of the total.
- 8.2% bought jazz records and tapes in proportion to 4.4% of the U.S. total.
- 15.9% bought soul records and tapes as compared to 4.8% of the U.S. total.
- 4.5% bought encyclopedias, compared to 2.0% of the U.S. total.
- 7.9% bought gold jewelry, compared to 7.4% of the U.S. total.
- 4.2% bought a diamond ring, compared to 3.7% of the U.S. total.
- 72.1% bought regular size candy bars in proportion to 64.0% of the U.S. total.
- 30.4% bought 6 or more pantyhose/stockings monthly, as to 23.5% of the U.S. total.

BUSINESS

The recently issued study, the *1977 Survey of Minority-Owned Business Enterprises*, by the U.S. Department of Commerce, Bureau of the Census, presents a comprehensive report of selected statistics on Black-owned businesses in the United States. The survey, taken at five-year intervals, showed a total of 231,203 Black firms with gross receipts of \$8.6 billion. The corrected survey of 1972 numbered 187,602 firms with gross receipts of \$5.5 billion instead of the erroneously reported 194,000 firms with gross receipts of \$7.2 billion.¹ Of the 231,203 Black firms in 1977, 68% were concentrated in selected services and retail trade, with 61% of the gross receipts.

Although there was an increase of 43,601 firms and \$3.1 billion in gross receipts between 1972 and 1977, the statistics decry any substantial growth in the corporate or even in the partnership sector of Black business enterprise.

For example, of the total number of Black-owned firms, an overwhelming 94.3 percent were sole proprietorships² which accounted for 55.7 percent of gross receipts. This means that partnerships and corporations made up just under 6 percent of the 231,203 Black-owned businesses in 1977. The survey also brings out statistics that show only 39,968 or 17.3 percent of the total number of Black firms had paid employees, which accounted for 74 percent of the gross receipts.

As Black businesses strive to get a bigger piece of the economic pie, BLACK ENTERPRISE magazine continues to send up encouraging signals of success by ranking the Top 100 Black businesses and financial institutions.

For the second consecutive year, BE's 100 top businesses have gone over the billion dollar

¹The 1972 data in the Dept. of Commerce study is revised because of a processing error which caused a systematic overstatement in the previously published data.

²Sole proprietorship is defined as an unincorporated business owned by an individual. The business may be the only occupation of an individual or the secondary activity of an individual who works full time for someone else.

Bought Alcoholic Beverages	Middle Income Blacks	U.S. Total
Regular Domestic Beer	46.7%	43.9%
Imported Beer	13.4%	13.9%
Malt Liquor	14.0%	6.7%
Bourbon Whiskey	16.5%	17.7%
Canadian Whiskey	18.2%	16.9%
Scotch Whiskey	17.8%	15.6%
Rye or Blended Whiskey	9.0%	9.4%
Gin	18.5%	15.8%
Vodka	23.9%	23.1%
Tequila	5.8%	9.0%
Rum	27.1%	18.8%
Domestic Dinner/ Table Wines	31.3%	33.7%
Champagne, Cold Duck & Sparkling Wines	19.9%	18.9%
Port, Sherry & Dessert Wines	12.6%	10.5%
Brandy & Cognac	15.5%	12.3%

Bought in Past Year	Middle Income Blacks	U.S. Total
MEN		
Casual Suits	14.1%	8.6%
Slacks	44.5%	40.3%
Designer Jeans	6.2%	5.6%
Sweaters	25.2%	18.5%
Overcoats	11.8%	6.5%
Tennis Clothing	5.2%	2.8%
Leather Shoes	46.0%	43.5%
WOMEN		
Dresses	58.9%	47.6%
Skirts	39.5%	28.5%
Designer Jeans/ Slacks	18.5%	14.2%
Cloth Coats	18.7%	13.4%
Fur Coats/Jackets/ Stoles	4.9%	4.3%
Tennis Clothing	5.1%	2.2%
Leather Shoes	57.4%	56.9%
Complexion Care Products	74.4%	64.9%
Perfumes & Cologne	91.2%	86.5%

Source: Mediamark Research, Inc. 1980; all rights reserved; quoted by permission.

mark, a 17.5 percent increase from \$1.053 billion in 1978 to \$1.22 billion in 1979.

Rounding out the first five, Motown Industries of Hollywood, California was still ranked number one in 1979, with gross receipts of \$64.8 million. The number two spot was retained by Chicago-based Johnson Publishing Co., with gross receipts of \$61 million. Fedco Foods of Bronx, New York, a supermarket grocer chain, remained in the third slot with gross receipts of \$45 million. H.J. Russell Construction Co. of Atlanta, Georgia moved up to fourth place with receipts of \$41 million. Johnson Products Co. of Chicago, manufacturers of cosmetics and hair care products, was in fifth position with gross receipts of \$35.4 million.

The amount of insurance in force increased 15 percent from \$11.6 billion in 1978 to \$13.5 billion in 1979. This shows a consistent gain of the 39 Black-owned insurance companies in spite of the ravages of inflation, high interest rates and excessive unemployment. Ranked by insurance in force, North Carolina Mutual Life Insurance Co., Durham, N.C., the largest Black insurance company in the nation, overwhelmingly maintained its number one position with \$5.1 billion; Golden State Mutual Life Insurance Co. of Los Angeles, second, with \$2.7 billion; Supreme Life Insurance Co. of Chicago, third, \$1.4 billion; Chicago Metropolitan Mutual Assurance Co., Chicago, Ill., fourth, \$1.1 billion; and Atlanta Life Insurance Co., Atlanta, Ga., fifth, \$980.5 million. These five companies maintained their same rank as 1978.

Deposits in the 48 Black-owned banks increased from \$940.9 million in 1978 to \$1.0 billion in 1979. Assets increased from \$1.13 billion to \$1.18 billion in 1979. Independence Bank of Chicago assured its number one position and raised its assets to \$98.3 million by taking over two failing Black-owned banks in Chicago. Seaway National Bank, also of Chicago, maintained second position with assets of \$80.9 million; the Industrial Bank of Washington, D.C. remained in third position with \$59.9 million. Freedom National Bank of

New York City moved up to fourth position with assets of \$57.9 million. United National Bank of Washington, D.C. slipped to fifth position with assets of \$56.2 million.

In 1979, the 41 Black savings and loan associations increased their savings capital from \$644.5 million to \$710.4 million. Assets between 1978 and 1979 increased 10.1 percent from \$759.6 million to \$836.3 million.

Family Savings & Loan of Los Angeles continued in number one position with assets of \$88.5 million, followed by Carver Federal Savings & Loan of New York City with \$83 million. Illinois/Service Federal Savings & Loan of Chicago retained its third position with \$80.7 million. Fourth-ranked Broadway Federal Savings & Loan of Los Angeles had assets of \$59.7 million, and Independence Federal Savings & Loan of Washington, D.C. was fifth with assets of \$57.1 million.

These statistics on Black business firms and financial institutions show that a modicum of progress has been made in the Black business arena. But realistically speaking, when compared to the aggressive climate of the nation's businesses, the concept and growth of many Black businesses need a complete re-evaluation. Blacks have made substantial gains in corporate and governmental employment, social work, education, politics, religion, medicine, law, athletics, art, science and other fields. More Blacks *must* be encouraged to enter into the various fields of business activity and especially business ownership.

Selected Statistics by Industry for Black-Owned Firms: 1977

Industry	All Firms		With Paid Employees		Without Paid Employees	
	Firms (number)	Gross receipts (\$1,000)	Firms (number)	Gross receipts (\$1,000)	Firms (number)	Gross receipts (\$1,000)
United States	231,203	8,645,200	39,968	6,396,850	191,235	2,248,350
Construction	21,101	757,691	5,443	543,833	15,658	213,858
General building contractors	3,415	214,616	1,021	159,128	2,394	55,488
Heavy construction contractors	495	35,474	181	29,030	314	6,444
Special trade contractors	17,120	496,693	4,230	346,946	12,896	149,747
Subdividers and developers	65	10,908	11	8,729	54	2,179
Manufacturing	4,243	613,665	1,769	583,585	2,474	30,080
Food and kindred products	89	95,025	61	94,405	28	620
Tobacco manufacturers	4	(D)	1	(D)	3	85
Textile mill products	56	3,749	8	3,319	48	430
Apparel and other textile products	203	30,884	93	30,046	110	838
Lumber and wood products	1,935	83,992	923	70,972	1,012	13,020
Furniture and fixtures	145	23,442	43	22,076	102	1,366
Paper and allied products	17	12,979	14	12,951	3	28
Printing and publishing	788	122,193	215	116,318	573	5,875
Chemicals and allied products	64	57,943	37	57,331	27	612
Petroleum and coal products	14	(D)	2	(D)	12	84
Rubber & miscellaneous plastics products	25	9,970	18	9,871	7	99
Leather and leather products	27	(D)	8	(D)	19	135
Stone, clay, and glass products	157	15,428	45	14,755	112	673
Primary metal industries	40	8,552	14	8,159	26	393
Fabricated metal products	149	26,562	77	25,611	72	951

Machinery, except electrical	121	24,729	83	23,956	38	773
Electric and electronic equipment	81	56,412	54	56,091	27	321
Transportation equipment	30	9,753	14	9,297	16	456
Instruments & related products	20	2,146	9	1,928	11	218
Miscellaneous manufacturing industries	278	18,190	50	15,087	228	3,103
Transportation & public utilities	23,061	509,443	2,661	232,510	20,400	276,933
Local & interurban passenger transit	8,088	71,561	434	22,052	7,654	49,509
Trucking and warehousing	11,552	353,216	1,890	168,129	9,662	195,087
Water transportation	35	15,466	14	14,879	21	587
Transportation by air	51	3,205	8	2,398	43	807
Transportation services	1,445	25,774	121	9,738	1,324	16,036
Communication	81	15,183	20	14,570	61	613
Electric, gas, and sanitary services	1,803	24,968	174	10,744	1,629	14,224
Other transportation & public utilities	6	70	—	—	6	70
Wholesale trade	2,212	664,052	705	628,343	1,507	35,709
Retail trade	55,428	3,352,331	12,146	2,533,038	43,282	819,293
Building materials and garden supplies	699	51,379	176	43,118	523	8,261
General merchandise stores	887	47,854	141	31,248	746	16,606
Food stores	10,679	785,776	2,217	498,293	8,462	287,483
Automotive dealers & services stations	5,002	1,107,650	2,528	985,967	2,474	121,683
Apparel and accessory stores	1,927	109,112	459	92,594	1,468	16,518
Furniture & home furnishings stores	2,346	88,502	433	59,424	1,913	29,078
Eating and drinking places	13,008	572,331	4,128	425,283	8,880	147,048
Miscellaneous retail	20,880	589,727	2,064	397,111	18,816	192,616
Finance, insurance, & real estate	9,805	641,372	1,191	562,872	8,614	78,500
Banking	152	140,497	70	139,702	82	795
Credit agencies other than banking	91	43,859	63	43,459	28	400
Security & commodity brokers & services	95	10,630	7	9,720	88	910

Selected Statistics by Industry for Black-Owned Firms: 1977 continued on following page

Selected Statistics by Industry for Black-Owned Firms: 1977 (continued)

Industry	All Firms		With Paid Employees		Without Paid Employees	
	Firms (number)	Gross receipts (\$1,000)	Firms (number)	Gross receipts (\$1,000)	Firms (number)	Gross receipts (\$1,000)
Insurance carriers	58	249,201	53	248,980	5	221
Insurance agents, brokers, & service	2,639	44,163	293	25,252	2,346	18,931
Real estate	6,606	141,267	660	85,213	5,946	56,054
Combined real estate, insurance, etc.	125	5,159	40	(D)	85	(D)
Holding & other investment offices	39	6,576	5	(D)	34	(D)
Sales-related services	101,739	1,889,534	14,791	1,223,078	86,948	666,456
Hotels & other lodging places	1,733	61,349	453	46,802	1,280	14,547
Personal services	35,035	399,274	3,785	198,411	31,250	200,863
Business services	15,461	358,286	2,440	264,839	13,021	93,447
Automotive repair, services, & garages	6,890	184,555	1,459	110,183	5,431	74,372
Miscellaneous repair services	4,355	61,350	473	28,246	3,882	33,104
Motion pictures	241	14,372	40	12,942	201	1,430
Amusement & recreational services	5,535	109,664	393	70,035	5,142	39,629
Health services	14,560	432,534	3,288	324,300	11,272	108,234
Legal services	2,442	77,393	920	60,560	1,522	15,833
Educational services	1,837	20,835	188	13,327	1,649	7,508
Social services	810	33,828	647	31,854	163	1,974
Miscellaneous services	12,840	136,094	705	61,579	12,135	74,515
Other industries	5,158	104,492	807	57,067	4,351	47,425
Agricultural services	3,532	67,269	627	37,184	2,905	30,085
Forestry	574	10,576	109	4,931	465	5,645
Fishing, hunting, and trapping	885	11,952	31	2,632	854	9,320
Other industries	167	14,695	40	12,320	127	2,375
Industries not classified	8,456	112,620	455	32,524	8,001	80,096

(D) Withheld to avoid disclosing figures for individual companies.

POLITICS

The number of Black elected officials in 1979 totaled 4,607, which was less than one percent of the 490,265 elected officials in the nation. The 1979 edition of the *National Roster of Black Elected Officials*, published by the Joint Center for Political Studies, also showed that there has been a yearly percentage decline of BEO's from 17 percent in 1975 to 2 percent in 1979.

In April of 1980, the U.S. Supreme Court ruled that at-large elections did not violate the United States constitution. Dr. Eddie Williams, president of the Joint Center for Political Studies, made a comprehensive commentary on the Supreme Court decision in FOCUS, May, 1980, JCPS' monthly newsletter.¹ He said, in part, "The drive by Blacks and other minorities to increase their numbers in local elective offices has clearly suffered a set back, even if not a fatal one, by the U.S. Supreme Court's April 22 decision in the *City of Mobile et al. v. Bolden et al.*"

Also in this issue, U.S. Supreme Court Justice Thurgood Marshall gave a brilliant dissent on this shattering decision.

On the federal level there has been no numerical change between 1978 and 1979, of the 17 Blacks in Congress. However, there have been other changes in the body. Four Black representatives from California, Pennsylvania, Texas and Illinois replaced Black incumbents who retired or were defeated in primary elections or died in office.

During the 1980 democratic primary elections in Illinois, State Senator Harold Washington defeated Black incumbent U.S. Representative Bennett Stewart. He then defeated his Black republican opponent in the November elections. George W. Crockett, Jr., retired Records Court Judge of Detroit, won election to the Michigan Congressional seat vacated by

¹FOCUS may be obtained from the Joint Center for Political Studies, 1426 H Street, N.W., Suite 926, Washington, D.C. 20005, (202: 638-4477)

Charles C. Diggs, Jr. The only Black republican U.S. Representative, Melvin Evans of the Virgin Islands, was defeated by a non-Black democrat in the November elections. Mervyn M. Dymally, former Lieutenant Governor of California, won a California congressional seat and Augustus A. Savage, a Chicago newspaper publisher, was elected U.S. Representative from Illinois, which brought the total number to 18 Black U.S. Representatives.

Black elected officials at the state level increased from 299 in 1978 to 313 in 1979. This increase, however, was due to 13 legislators added to the Roster for the first time from the Virgin Islands. Black county elected officials dropped slightly from 410 in 1978 to 398 in 1979.

The largest segment of Black elected officials in 1979 was 2,224 municipal officials compared to 2,159 in 1978. The number of Black elected mayors increased from 170 to 175 between 1978 and 1979; Black elected officials on the educational level increased from 1,136 in 1978 to 1,144 in 1979, which was 25 percent of all Black elected office holders.

This inclusive study by the Joint Center for Political Studies shows that there were 882 Black women in elective positions in the United States in 1979, a numerical increase of 39 from the 843 in 1978. Most of them serve as municipal and education officials, as do the majority of BEO's. There are 8 female elected Mayors and 5 others appointed as Mayor by city legislative bodies.

As of July, 1979, Louisiana ranked number one with 334 Black elected officials, followed by Mississippi, second, 327; Illinois, third, 276; Michigan, fourth 272; District of Columbia, fifth, 247; North Carolina, sixth, 240; Georgia, seventh, 237; California, eighth, 227; Arkansas, ninth, 226; and South Carolina, tenth, 222.

The highlight within the political arena has been the continued increase in the number of Black Mayors. In fact, Black Mayors of large metropolitan cities, such as Atlanta,

Birmingham, Detroit, Gary, Los Angeles, Newark, Oakland, Richmond and the District of Columbia, have performed in an exemplary and proficient manner and raised the hopes and desires of all races and creeds of their constituencies.

NATIONAL ROSTER BLACK ELECTED OFFICIALS As of July, 1979

FEDERAL	
Senators	0
Representatives	17*
STATE	
Administrators	5
Directors, State Agencies	1
Senators	70
Representatives	237
REGIONAL	
Directors, Regional Bodies	1
Members, Sub-State Regional Bodies	24
COUNTY	
Members, County Governing Bodies	351
Members, Other County Bodies	22
Other County Officials	25
MUNICIPAL	
Mayors	175
Members, Municipal Governing Bodies	1,696
Members, Other Municipal Bodies	35
Other Municipal Officials	87
Members, Advisory Neighborhood Commissions	231
JUDICIAL AND LAW ENFORCEMENT	
Judges, State Courts of Last Resort	3
Judges, Other Courts	264
Magistrates, Justices of the Peace, Constables	172
Other Judicial Officials	15
Police Chiefs, Sheriffs, Marshalls	30
Other Law Enforcement Officials	2

EDUCATION

Members, State Education	
Agencies	13
Members, College and	
University Boards	38
Members, Local School	
Boards	1,085
Other Education Officials	8
Grand Total, Local Elected	
Officials as of July, 1979	4,607

*In the 1981 Congress there will be 18 Black U.S. Representatives.

BLACK MEMBERS OF THE U.S. HOUSE OF REPRESENTATIVES AS OF JANUARY, 1981

Shirley A. Chisholm (D-NY)
William L. Clay (D-MO)
Cardiss Collins (D-ILL)
John Conyers, Jr. (D-MI)
George W. Crockett, Jr. (D-MI)
Ronald V. Dellums (D-CA)
Julian C. Dixon (D-CA)
Mervyn M. Dymally (D-CA)
Walter E. Fauntroy (D-DC)
Harold E. Ford (D-TN)
William H. Gray, III (D-PA)
Augustus F. Hawkins (D-CA)
George M. Leland (D-TX)
Parren J. Mitchell (D-MD)
Charles B. Rangel (D-NY)
Augustus A. Savage (D-IL)
Louis Stokes (D-OH)
Harold Washington (D-IL)

The 4,607 Black elected officials have come a long way from the 1,469 in 1970. Although the annual percentage rate of increase of Black elected officials has declined, along with the negative effect of the recent U.S. Supreme Court decision that at-large elections did not violate the Constitution, more Blacks continue to strive for greater representation in all areas of political life.

BLACKS IN THE ARMED FORCES

Recent statistics show that there were more than 2,000,000 men and women on active duty with the Army, Navy, Marine Corps and the Air Force. Of this number, as of September, 1979, there were 394,429 Black officers and enlisted men, which represented 20 percent of the total; and 35,463 Black female officers and enlisted women, or 2 percent of the total. This would total 429,892 Black officers and enlisted men and women in the four branches of the active armed services.

For the first time a Black woman, Joan C. Bynum, was promoted to the rank of captain in the U.S. Navy. History was also made in May of 1980 when Black West Point Academy cadet, Vincent K. Brooks commanded the entire cadet brigade as first captain at the graduation exercises. Also at these ceremonies, two Black women for the first time received their lieutenant's stripes. Last year, Hazel Johnson, who commands the Army Nurse Corps., became the first Black woman in the history of the military to attain the rank of brigadier general.

Amid much controversy, there have been opposing views on whether the United States should continue to fill the ranks of the armed forces with volunteers. Clifford L. Alexander, Jr., secretary of the army, who has confidence in the all volunteer army, opposes the draft. General Bernard W. Rogers, one of the Army's highest ranking officers, told the Congress that he favors drafting people into the reserve forces. Alexander says that the volunteer concept has attracted a larger group of higher educated young men and women, including Blacks. This group, he said, also has a higher degree of patriotic commitment to the service.

Blacks and other minorities tend to favor the volunteer concept since it opens up opportunities for employment and the development of technical skills. These factors gain in importance especially because of the very high unemployment rate in the private sector for teenagers and young adults.

There are more Black Generals and Admirals in the Armed Forces than ever before. Several are now scheduled to become Generals in the near future. For example, there are 23 Generals in the Army, 7 are in the Air Force, 4 Admirals in the Navy and a Brigadier General in the U.S. Marine Corps.

Women in the Armed Forces made their greatest strides during 1979. There were 795 commissioned officers in the Army, with one brigadier general; 771 officers in the Air Force; 15 in the Marine Corps and 173 in the Navy. More Black women are now enrolled in the service academies than at any other time during the history of the nation. Black women are finding that the Armed Forces provide them with comparable corporate careers as women working in the private sector.

BLACK MEN IN THE ARMED FORCES

Officers by rank: Commissioned	ARMY				AIR FORCE				USMC				NAVY				
General	0				0				0				Admiral	0			
Lieutenant General	2				0				0				Vice Admiral	1*			
Major General	7				3				0				Rear Admiral	3			
Brigadier General	13				4				1				Commodore	0			
Colonel	191				79				0				Captain	28			
Lieutenant Colonel	582				231				7				Commander	39			
Major	728				443				36				Lt. Commander	117			
Captain	1,802				1,457				195				Lieutenant	494			
1st Lieutenant	1,267				703				259				Lt. Jr. Grade	343			
2nd Lieutenant	1,242				1,168				135				Ensign	295			
Total Commissioned:	5,854				4,088				633					1,320			
Total Warrant Officers:	767								72					117			

Source: The statistics above reflect the representation of Black soldiers by rank/grade in the respective services in the Department of Defense, Sept., 1979

*Retired

Enlisted by grade:

	ARMY
Sgt. Major	709
Master Sgt. or 1st Sgt.	3,022
Sgt. 1st Class or Platoon Sgt.	11,453
Staff Sgt. or Specialist 6th Cl.	16,428
Sgt. or Specialist 5th Cl.	32,685
Corporal or Specialist 4th Cl.	56,744
Pvt. 1st Cl.	41,210
Private/E2	18,961
Private/E1	30,341

Total Enlisted: 211,553
Total in Service: 218,154

AIR FORCE

Chief Master Sgt.	393
Sr. Master Sgt.	1,020
Master Sgt.	4,425
Technical Sgt.	7,869
Staff Sgt.	17,741
Sgt.	17,629
Airman 1st Cl.	13,653
Airman	4,851
Basic Airman	5,078

Total Enlisted: 72,659
Total in Service: 76,747

USMC

Sgt. Major or Major Gunnery Sgt.	146
1st Sgt. or Master Sgt.	457
Gunnery Sgt.	1,223
Staff Sgt.	2,233
Sergeant	3,929
Corporal	4,140
Lance Cpl.	9,941
Pvt. 1st Cl.	6,919
Private	6,947

Total Enlisted: 35,935
Total in Service: 36,640

NAVY

Master Chief Petty Officer	164
Senior Chief Petty Officer	494
Chief Petty Officer	1,722
Petty Officer, 1st Cl.	3,648
Petty Officer, 2nd Cl.	5,920
Petty Officer, 3rd Cl.	9,993
Seaman	12,065
Seaman Apprentice	7,266
Seaman Recruit	7,348

Total Enlisted: 48,620
Total in Service: 50,057

TOTAL BLACK OFFICERS & ENLISTED MEN

394,429

Source: The statistics above reflect the representation of Black soldiers by rank/grade in the respective services in the Department of Defense, September, 1979.

BLACK WOMEN IN THE ARMED FORCES

Officers by rank: Commissioned	BLACK WOMEN IN THE ARMED FORCES			
	ARMY	AIR FORCE	USMC	NAVY
General	0	0	0	0
Lieutenant General	0	0	0	0
Major General	0	0	0	0
Brigadier General	1	0	0	0
Colonel	8	1	0	2
Lieutenant Colonel	23	16	0	10
Major	39	39	1	14
Captain	252	214	3	65
1st Lieutenant	178	192	8	42
2nd Lieutenant	294	309	3	40
Total Commissioned:	795	771	15	173
Total Warrant Officers:	14	0	0	0

Source: The statistics above reflect the representation of Black soldiers by rank/grade in the respective services in the Department of Defense, Sept., 1979.

Enlisted by grade:

	ARMY
Sgt. Major	5
Master Sgt. or 1st Sgt.	15
Sgt. 1st Class or Platoon Sgt.	99
Staff Sgt. or Specialist 6th Cl.	532
Sgt. or Specialist 5th Cl.	3,568
Corporal or Specialist 4th Cl.	5,487
Pvt. 1st Cl.	4,414
Private/E2	3,513
Private/E1	3,711
Total Enlisted:	21,344
Total in Service:	22,153

	AIR FORCE
Chief Master Sgt.	0
Sr. Master Sgt.	3
Master Sgt.	10
Technical Sgt.	42
Staff Sgt.	991
Sgt.	2,623
Airman 1st Cl.	2,342
Airman	1,106
Basic Airman	873
Total Enlisted:	7,990
Total in Service:	8,761

	USMC
Sgt. Major or Major Gunnery Sgt.	1
1st Sgt. or Master Sgt.	3
Gunnery Sgt.	19
Staff Sgt.	56
Sergeant	138
Corporal	152
Lance Cpl.	297
Pvt. 1st Cl.	288
Private	217
Total Enlisted:	1,171
Total in Service:	1,186

	NAVY
Master Chief Petty Officer	0
Senior Chief Petty Officer	3
Chief Petty Officer	5
Petty Officer, 1st Cl.	52
Petty Officer, 2nd Cl.	434
Petty Officer, 3rd Cl.	811
Seaman	824
Seaman Apprentice	519
Seaman Recruit	542
Total Enlisted:	3,190
Total in Service:	3,363

TOTAL BLACK OFFICERS & ENLISTED WOMEN 35,463

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LeRoy W. Jeffries, a marketing and advertising senior vice president of EBONY and JET magazines for 21 years, opened his own firm in Los Angeles in 1971. Jeffries held positions with the Urban League of Greater New York, the National Urban League; worked as job analyst for Arma Corporation; served as consultant to the chairman of the U.S. Equal Employment Opportunity Commission.

He has degrees from Wilberforce University in Ohio and Columbia University in New York City. He taught personnel administration on the graduate faculty at Columbia University in New York City. At the present time, he is a guest lecturer in public relations at the University of California in Los Angeles.

Some of the accounts of Jeffries & Associates are Chrysler Corp., Coca Cola Bottling Co. of Los Angeles, Exxon U.S.A., Hiram Walker Inc., Miller Brewing Co., Safeway Stores, University of Southern California, United Airlines and Western International Hotels.

Source: The statistics above reflect the representation of Black soldiers by rank/grade in the respective services in the Department of Defense, September, 1979.

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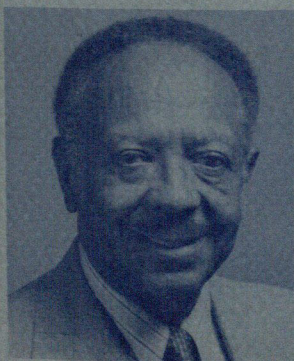
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