WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT ALL MEN ARE CREATED EQUAL, THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN UNALIENABLE RIGHTS, THAT AMONG THESE ARE LIFE, LIBERTY AND THE PURSUIT OF HAPPINESS . . . AND FOR THE SUPPORT OF THIS DECLARATION, WITH A FIRM RELIANCE ON THE PROTECTION OF DIVINE PROVIDENCE, WE MUTUALLY PLEDGE TO EACH OTHER OUR LIVES, OUR FORTUNES, AND OUR SACRED HONOR.

## THE DIGNITY OF MAN



Each day, week in and week out, today's world and its peoples face new crises or continuations of old ones.

Every news broadcast, every headline, seems a new zero hour to set our lives by.

We are bombarded daily with reports of Russia's latest move; the situation in Vietnam; Castro's newest outburst; another incident at the Berlin Wall.

So frequent are such anxious datelines we have come to take them in our stride. Too much, they have become common-place, almost boring, too often a matter of indifference.

It was for this reason that we, at WXYZ Radio, undertook to

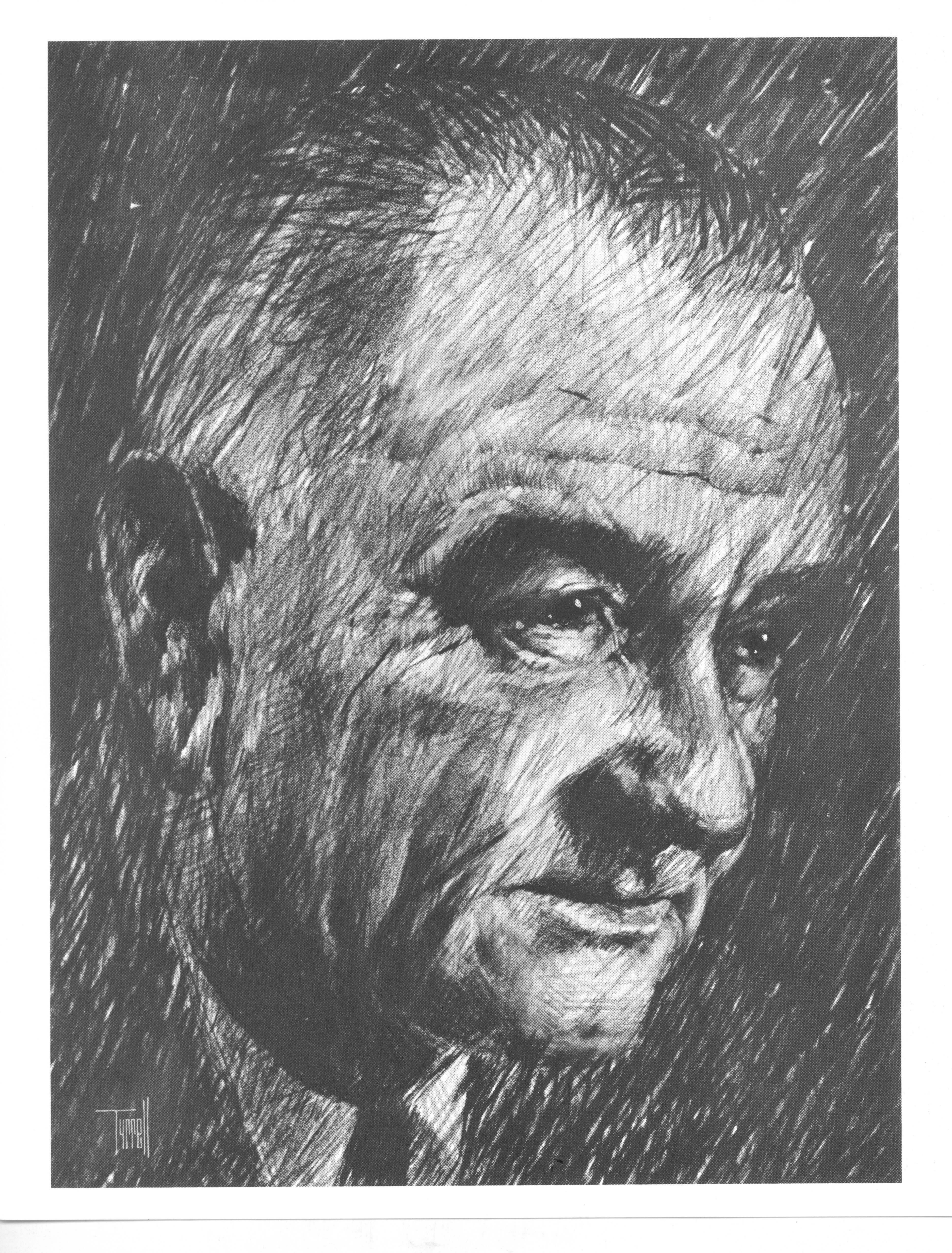
call special attention to the Civil Rights issue with the following series of messages sponsored by us in the Detroit Free Press. In other words, we were concerned about the unconcern. We felt that a focusing of the public's attention would help to break the general apathy which we felt was gradually enveloping the real issues at hand.

In the series, our main objective was to bring to the public the thinking of not only great leaders in our Nation's history, but the ideals of this country's leaders, today.

The response to the series leads us but to one conclusion. It takes but little effort to stir Americans to a cause which they, themselves, consider just. All that is necessary is emphasis.

Vice President and General Manager

Chas Ul. Frity



### THE DIGNITY OF MAN PART I

"Our mission is at once the oldest and the most basic of this country: to right wrong, to do justice, to serve man."

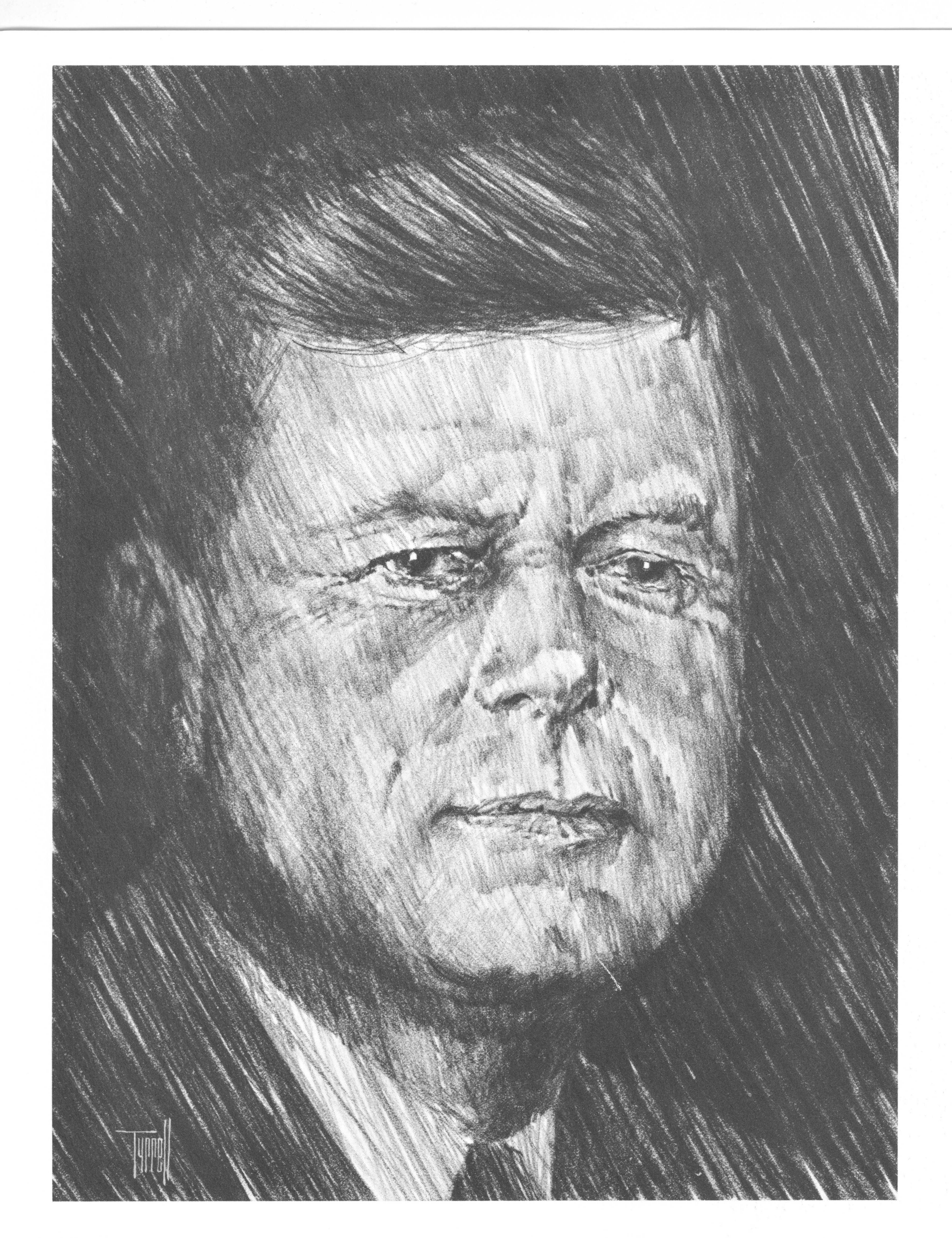
"I speak tonight for the dignity of man and the destiny of democracy.

"I urge every member of both parties, Americans of all religions and of all colors, from every section of this country, to join me in that cause.

"Our mission is at once the oldest and the most basic of this country: to right wrong, to do justice, to serve man.

"This was the first nation in the history of the world to be founded with a purpose. The great phrases of that purpose still sound in every American heart, North and South: 'All men are created equal'—'government by consent of the governed'—'give me liberty or give me death.' Those are not just clever words. Those are not just empty theories. In their name Americans have fought and died for two centuries, and tonight around the world they stand there as guardians of our liberty, risking their lives."

President Lyndon B. Johnson



#### THE DIGNITY OF MAN PART II

"Let both sides explore what problems unite us instead of laboring those problems which divide us."

"For I have sworn before you and Almighty God the same solemn oath our forebears prescribed nearly a century and three quarters ago.

"We dare not forget today that we are the heirs of that first revolution. Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans—born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage—and unwilling to witness or permit the slow undoing of those human rights to which this Nation has always been committed, and to which we are committed today at home and around the world.

"So let us begin anew—remembering on both sides that civility is not a sign of weakness, and sincerity is always subject to proof.

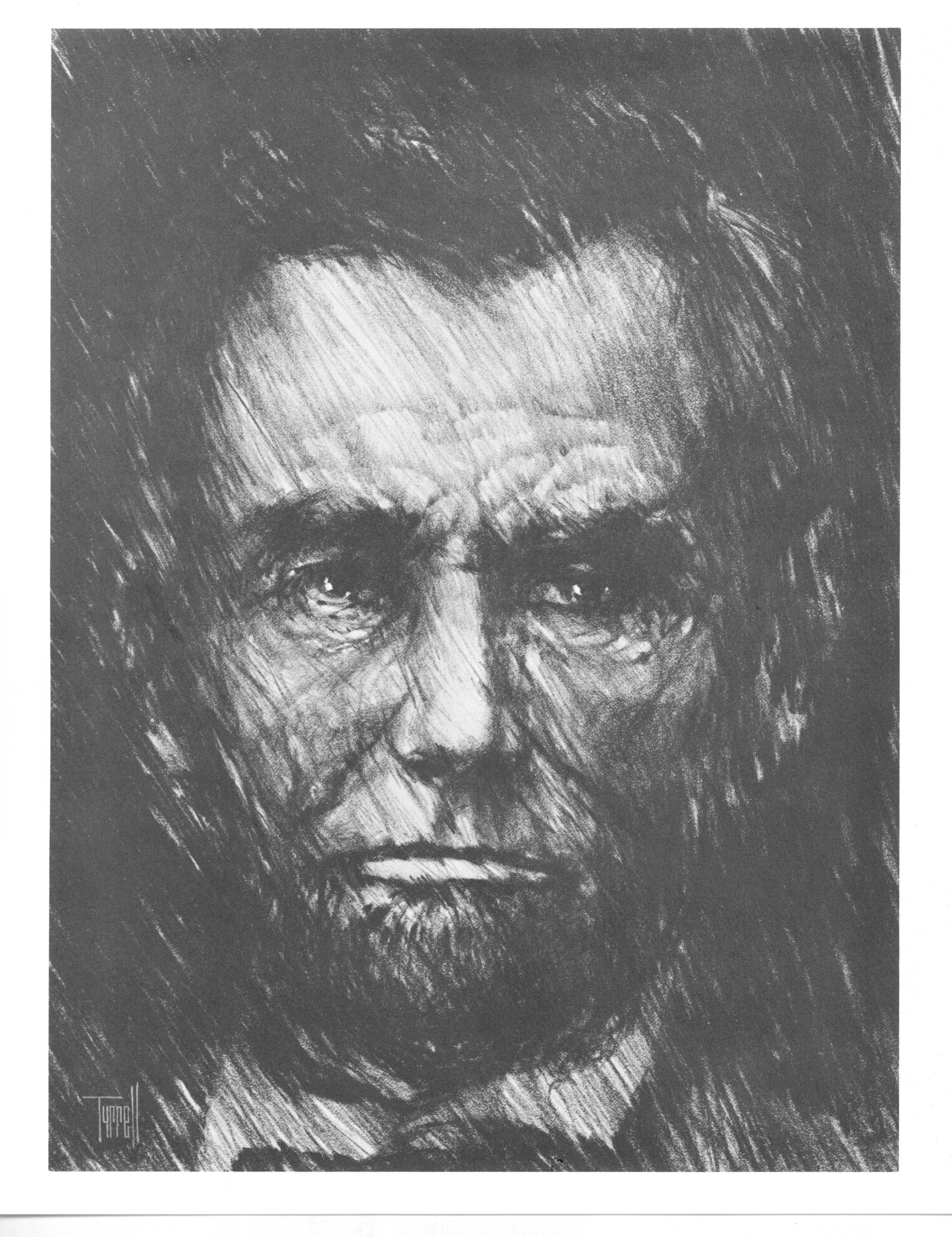
"Let both sides explore what problems unite us instead of laboring those problems which divide us.

"Let both sides unite to heed the command of Isaiah—to undo the heavy burdens and to let the oppressed go free."

"All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days, nor in the life of this administration, nor even perhaps in our lifetime on this planet. BUT LET US BEGIN.

"And so, my fellow Americans, ask not what your country can do for you: Ask what you can do for your country."

President John F. Kennedy



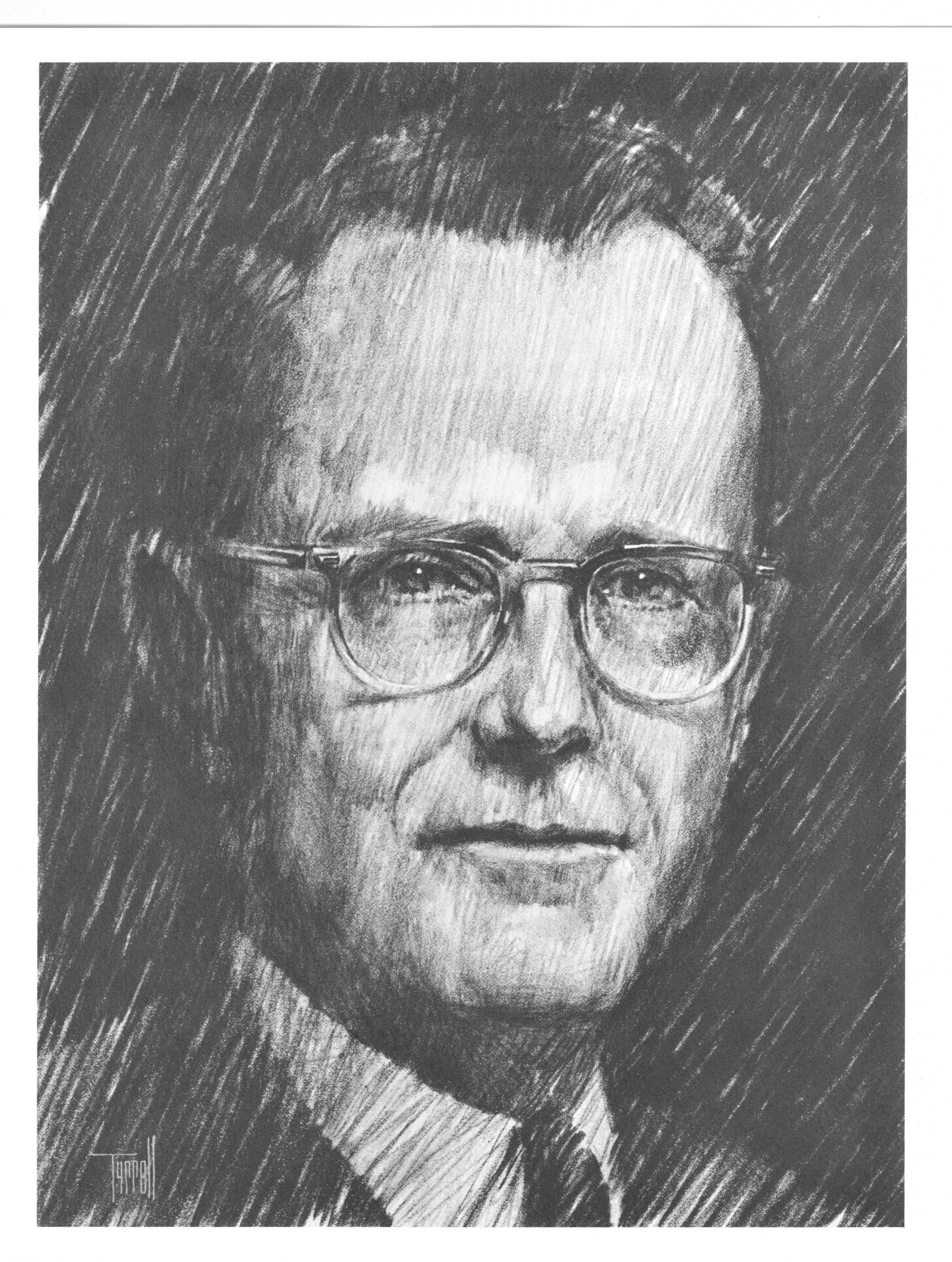
#### THE DIGNITY OF MAN PART III

"... that this nation, under God shall have a new birth of freedom—
and that government of the people, by the people, for the people,
shall not perish from the earth."

"Four score and seven years ago our fathers brought forth on this continent a new nation conceived in Liberty, and dedicated to the proposition that all men are created equal.

"It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth."

President Abraham Lincoln



#### THE DIGNITY OF MAN PART IV

"The problem won't be truly solved until every citizen—colored or white—is willing to spend more than three seconds to judge the merits of a person of another race."

"Once there was massive discrimination in this country against Irish immigrants. I know because I am the grandson of four of them.

"And the complaint of the Irishman was that his desirability as an employee, a student or a neighbor was decided within ten seconds of his appearance—just long enough for his name to be noted.

"The complaint of the Negro is that he is often judged within three seconds of his appearance—just long enough for his skin color to be noted.

"Some of this can be corrected with laws. Congress has already enacted laws for fair treatment at hotels, in schools, and at employment offices. And it will soon see to it that the Negro is everywhere allowed to vote.

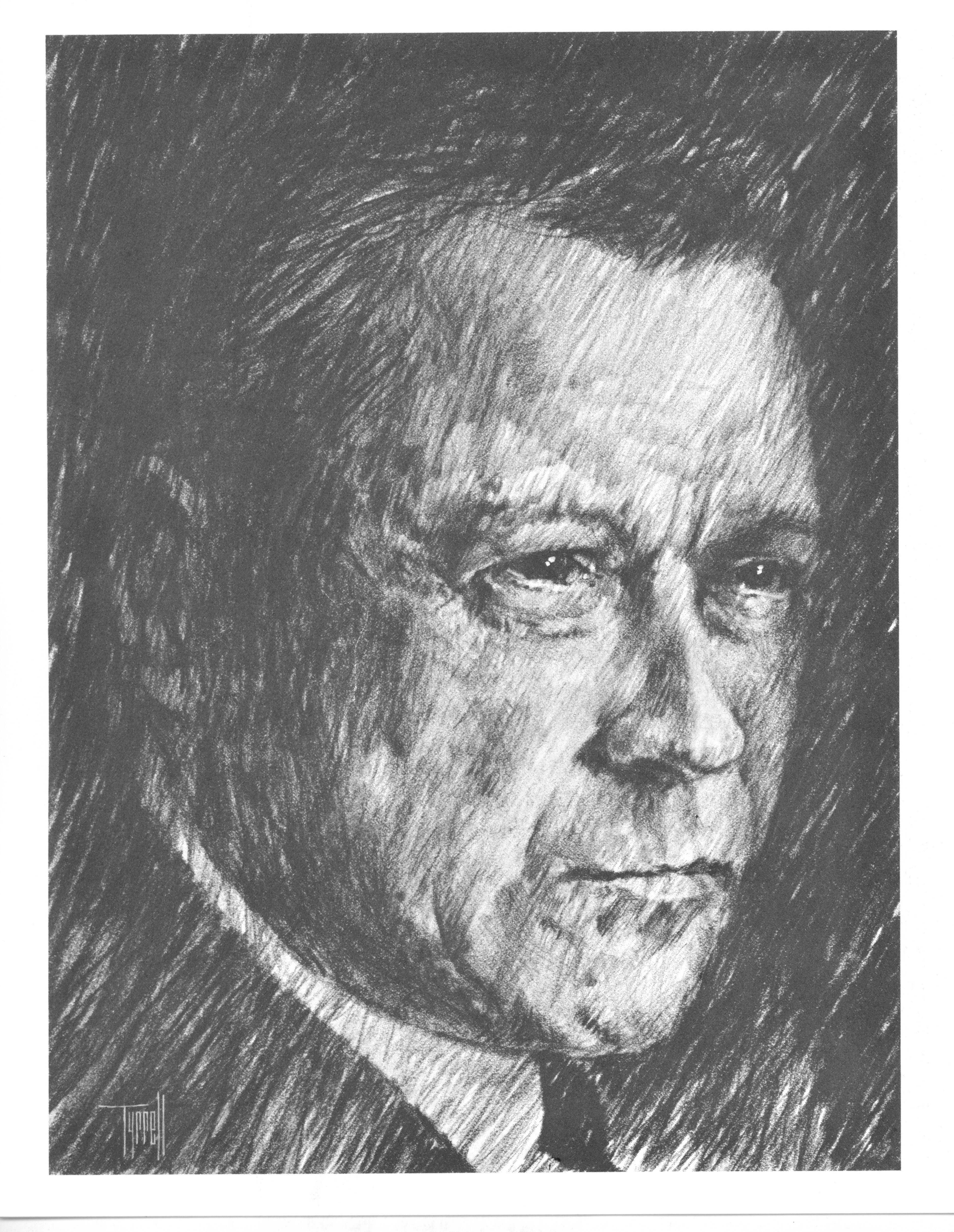
"But this is only the beginning. The problem won't be truly solved until every citizen—colored or white—is willing to spend more than three seconds to judge the merits of a person of another race.

"The problem will be solved when each person's integrity, ability and intelligence count more than the color of his skin.

"How much time will it take to solve the nation's racial problems? Ten years? Thirty years? No.

"The real key to the problem is five minutes . . . the five minutes needed to take some measure of a person's skill or ability or personality. And the first three seconds of that time shouldn't count at all."

The Honorable Philip A. Hart United States Senate



### THE DIGNITY OF MAN PART V.

"Americans of good will, of all races, creeds and colors, must continue to work to eradicate the last vestiges of discrimination and segregation."

"The civil rights revolution is a time of testing which will measure our true commitment to the concepts of human brotherhood and the depth of our belief in the worth and dignity of every human being.

"Every American has the moral obligation to share in the impatience of America's Negro citizens who, one hundred years after the signing of the Emancipation Proclamation, are still denied their constitutional rights and continue to be the victims of vicious discrimination.

"American Negroes are determined to win first class citizenship.

They should not and will not settle for anything less for there can be no halfway house on the road to freedom.

"Abraham Lincoln in his wisdom understood this when he said:
'I have always thought that men should be free . . . Those who deny freedom to others deserve it not for themselves, and under a just God, cannot long retain it.'

"America cannot successfully preach democracy to the world unless we first practice democracy at home. We shall be both unequal and unworthy of leading the forces of freedom against the forces of tyranny unless we practice what we preach.

"Enactment of the Civil Rights Act of 1964 and of the pending voting rights legislation will not be the end of the struggle. But they constitute a truly meaningful beginning, one that will put the nation on the road to total equality.

"Americans of good will, of all races, creeds and colors, must continue to work to eradicate the last vestiges of discrimination and segregation. We must stay at our posts until the job is done and all men, women and children share the opportunities and abundance of this nation.

"One hundred and one years after the Emancipation Proclamation, our conscience will permit us to do no less."

Walter Reuther, President of the UAW-CIO

# "Constructive impact on the Detroit community"



#### The Detroit Free Press

AREA CODE 313 PHONE 222-6400 . DETROIT, MICHIGAN 48231

JOHN S. KNIGHT, PRESIDENT-EDITOR
LEE HILLS, PUBLISHER-EXECUTIVE EDITOR

April 14, 1965

Pr. Charles Pritz, Vice Fresident and General Manager
MAIZ Radio
Prozecest Rouse
Southfield, Michigan

Dear Mr. Fritz:

I have noted with interest the series of advertisements on the Dignity of Man that WXYZ Radio recently placed in the Free Press.

The Free Frees is always pleased to be the medium selected for advertising of this callbre, it seems to me that it cannot fail to make a thoroughly constructive impact on the Detroit community, at a time when its message needs reiteration.

I wanted to take a moment to add my own expression of approval to the many that I am sure this advertising series is bringing you.

Cordially yours,

Lee Hills Publisher

Affiliated Ownership. AKRON BEACON JOURNAL . THE CHARLOTTE NEWS . THE MIAMI HERALD . THE CHARLOTTE OBSERVER



This series of public service advertisements appeared in the Detroit Free Press the week of April 4, 1965, under the sponsorship of WXYZ Radio. Additional copies of this brochure may be obtained without charge by writing: DIGNITY OF MAN, WXYZ RADIO, BROADCAST HOUSE, DETROIT, MICHIGAN 48219.



#### NBC NEWS BROADCAST

WALTER REUTHER: We believe that minimum wages should be set at \$2.00 an hour and that we ought to have universal coverage. We are hopeful that in this present session of Congress we can get \$1.75 with considerable broader coverage and we believe that when you look at the fact that we are waging war against poverty in America and that roughly  $2\frac{1}{2}$  million wage earners who have full-time jobs, their wages are so miserably low that they have to be supplemented by welfare funds, we think that the minimum wage increase is the only effective way to deal with this problem. And I would like to suggest that a Congressman who feels that \$1.75 is too high, he ought to live on it and support his family on \$1.25 until he changes his mind. And I think that if some of the people who are opposed to \$1.75 did that, we'd get very speedy Congressional action.

INTERROGATOR: Did you see anywhere that this tragedy in the way as far as the public is concerned could have been averted?

WALTER REUTHER: Well, the only way you can avert these kind of problems is to work out a more responsible and rational mechanism by which public service employees can get their equity. If you deny them their equity and you offer them no way to get that equity excepting in the desperate action of striking, then I think this is what will happen. What we've got to do is to find a way so that workers in these essential public service industries can get their measure of equity relative to what other workers get in other industries doing comparable work so that they can get that equity without the necessity of strike action.

And I think the lesson to be learned from the New York Transit strike is that we have not developed that kind of mechanism that will insure public service workers their equity.

WALTER REUTHER: Well, I believe that we really can't be serious in the fight against poverty. I mean, 30 million Americans are living in poverty. They are the have-not citizens of America and we really can't be serious in the fight against poverty excepting as we are prepared to be more realistic in raising the level of minimum wages. There are more than two and a half million wage earners in America who are working full-time but their wages are so miserably low they have to be supplemented out of the public welfare funds and we believe that raising the level of minimum wage is an effective way to begin to create a more adequate floor under family income maintenance.

INTERROGATOR: What are you calling for, sir? Will you ask Congress - - -?

WALTER REUTHER: Well, we believe \$2.00 ought to be the minimum because it would take certainly a minimum of \$4,000 to support the average American family above the poverty level. We, in the present situation are hopeful that we might get \$1.75 with much broader coverage.