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—P-I Photo by Dave Potts.

### ART FLETCHER EMBODIES BELIEFS

Self-help helped him overcome 'blocks'

# Former Shoeshine Boy Advises GOP On Ghetto Tactics

BY JOHN DeYONGE

Arthur A. Fletcher, 42, former shoeshine boy, will be in Washington, D.C., today to help advise the Republican National Committee on how to campaign in the black ghettos.

Even before he sank boat racer Bill Muncey Tuesday in the race for the state's Republican nomination for lieutenant governor, Fletcher had been advising Republicans.

And the message he carried to the Republican National Convention's Platform Committee and later to Richard Nixon in person is one dear to American ears — self-help.

#### 'WE KNOW'

"In America we know where economics ends and race begins," Fletcher said here yesterday between phone calls arranging his trip east.

He distinguishes between people who are poor because they lack education, expert advice and the capital to get their own businesses and careers going and people who are kept poor because of their color.

His program, which the Republicans have adopted in part, calls for the ghetto resident to show he wants to help himself. Then, Fletcher says, industry and government should help him help himself with low-cost loans, expertise and encouragement.

#### 'TRANSFORM THEMSELVES'

"When the people in the ghetto begin to transform the ghetto, they begin to transform themselves."

He believes in it. He started a self-help cooperative in Pasco's ghetto which is now doing business involving its small shareholders.

He maintains law and order come to the ghetto on wings of justice and the wheels of knowing your efforts will profit you and your family.

#### 'BLOCKED OPPORTUNITY'

But, he adds, when a qualified Negro with training and resources finds himself turned down, unemployed and frustrated because of his race, "then that's blocked opportunity. That's where economics ends and injustice begins."

He cites himself as one who has struggled up from a poor family to find opportunity blocked as he graduated from college, played pro-football but couldn't find a coaching job.

Like the big, strong man he is, he ran around the road blocks by switching to teaching, then to poverty programs, then to public relations, and often into political ventures.