



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1973

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Even with a steadily mounting volume of business, however, Burns said he was not fully confident that the old days were over until he saw airline advertisements using black models in southern publications.

"To see that happen down in Dixie was a certain sign to me that we have at long last arrived in the travel market," he asserted.

Yes, it's a long way from the back of the bus. But there's a red carpet waiting now for the black traveler endowed with what Leonard Burns described as the only force which truly matters today:

"Green power—as in money."

[[image - black & white photograph of a football game]]

[[image - black & white photograph of a man receiving an award at a banquet]]

[[image - black & white photograph of dignitaries at the banquet]]
[[caption]] Bishop Henry, Judge Ivan Warner, Attorney Cora Walker, Judge Samuel Pierce and James Plinton of Eastern Airlines. [[/caption]]

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