

“The first step is to bring economic pressure on the advertisers to change their policies. As far as I can see, there is only one way to do that—hit them in the pocketbook.”

“McDonald’s for example, does very well in parts of Toronto which are largely mixed, or even mainly non-white. Yet their commercials reflect none of this. A boycott for one day, or several days, or a week, will start to hit McDonald’s where their deepest understanding lies—in the pocket-book.

“The second step in bringing a sense of identity to our young is to provide them with successful, positive role models. In my own field I continue to do this by creating artistic and theatrical presentations which truly reflect Black culture—and are commercially successful. I do not want charity from the white establishment. I do not expect them to give me anything unless I first provide them with something useful. They earned their money, and I expect to earn mine.

“So I have to keep pushing the Black community to get moving—to come from its roots, and express to Whites all of the richness, creativity, and beauty that it has to offer. If we are good, then BLACK WILL SELL, also.

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“I’m just 34 now, so I have a long time to devote to this fight. I find the stupidity, ignorance and unconsciousness of the Canadian establishment frustrating at times, but that’s the nature of the challenge that lies ahead. Lynda Armstrong comes from a strongminded line of Canadians. I have opportunities today because of what other black men and women did over the past hundred years. That’s motivation enough to work for the opportunities which other non-whites can enjoy in the next hundred years.

