PAGE FOUR

THE CAROLINIAN

Hate Is Destroying Our World Leadership

M.F. 7. 18

KEEP YOUR

RACE HATE

AT HOME

AMERIC

BELIEVE IN

#### MEEKTINCING SATURDAY, OCTOBER 16, 1957

Hom

stood



### **Reasons For New City Hall**

Each Raleigh citizen must decide for himself on October 29 whether he favors building a new City Hall on New Berg Avenue.

There are several reasons why it should be advantageous to crect the new City Hall on the New Bern Avenue Locatious

1. The crowded, cluttered City Hail and its immediate surroundings are, in a large measure, inadequate and breed inefficiency.

2. A new location would permit proper planning for a new structure surrounded by a square block of parking space.

3 The eastern section of Faleigh would benefit from a municipal building, thereby developing a trend in its direction towards. higher property values.

4 Such a building in this area would attract others, thereby making East Raleigh more of an integral part of the city instead of a blighted overlooked district.

5 During the present time anything is possible. Should the tragedy of an invading enemy bomber fleet develop, or should an epidemic strike, it would necessitate that citizens. living in the thickly populated Negro section rush to some air-raid shelter. It follows then

that the New Bern Avenue location would be another building in East Raleigh that would be available for emergencies. This is a distinct advantage.

6. New Bern Avenue is a less congested area than Fayetteville Street, and, in many instances, more accessible to the larger part of the Negra population.

7. Only about \$300,000 of the \$986,000 bond issue is said to be needed by the City Council. The remaining \$686,000 would be retired by the sale of the present City Hall and other city properties. This does not mean that a new city municipal building could not be erected immediately after the bond issue. It only means that if the city does not have to sell its present holdings hastily, it can get a better price for the same. Thus, by building on the New Bern Avenue site. the city would be given amply time to dispose of the old City Hall and, no doubt, receive a higher dollar for the tax payer,

Weigh these seven reasons carefully and thoughtfully before you vote on October 29. But whatever you do, VOTE!

### What Can We Do?

The daily press recently carried the story of Virginia losing an attempt to get a Supreme Court hearing for its highly publicized legal scheme to block school integration. Thus, th lower court in Norfolk-it is assumed-w set a new date by which integration must tal. place.

This event marks another step in our slow movement closer to complete school integration, through legal and judicial assistance. Aside from legal recourse, isn't there something Negroes-man, woman, boy and girl alike-can do to make the desegregating and integrating process more effective?

Yes, there is!

Since it appears that the greatest opposition . to integration of schools occurs in localities where Negroes exist in large numbers, we must set about doing something to make ourselves more acceptable to the other fellow.

One way to do this is for Negroes to culti vate good public manners. We must improve cur behavior in public places, such as railway

and bus stations, elevators, moving picture theatres, and other places where we are constantly being observed.

The success of the Negro in human relations, more and more, will depend upon his contacts with other races, who, through the years, have had greater advantages of learning the proper approach to life and its problems. Such action, on our part, will go a long way in removing some of the commonest objections to our presence in large numbers.

We must refrain from bad conduct on street cars and buses, from loud talking, from gossiping to white people about our racial shortcomings, from disturbing the peace in theatres. from lounging on front porches without being properly dressed, from disrespecting Negro womanhood, and from using profane language and blackguard in public.

The Negro cannot afford to drift without aim, waiting for some fairy prince to correct his shortcomings. He must do this for himself!

## Negro Buying Potential Untapped

SENTENCE SERMONS BY REV. FRANK CLARENCE LOWERY For ANF ARE YOU REGISTERED? 1. The one important thing that man received first, will remain with him to the very

last, even when placed in a hearse; it is his name, which he must guard through life against ill-fame. 2. This precious title must forever be carried, and life furnishes no means by which it can be buried; some have tried

later in life to make a change but a name never gets fully out of range. 3. In Baptism it is ratified

SHORES

in School it is carefully applied; only thru marriage can a woman change her name. but the man who was created first, cannot have any choice, and his name must for ever remain the same.

4. Nothing then to a man or

should we revere the name our parents gave us, and God's name fear . . . for love to God brings the highest satisfaction and reveals to us the greatest things of life that our Creator would have us to hold dear.

of every individual's success a good name invest, one robs himself of all the good things he might here possess. 7. Therefore, the one perti-

compare"

9. Register now, for Heaven makes no blunders, and mistakes have never there been known . . . no your name can't get mixed up with others who have vigorously fought to sit

10. Yes, only the pure in heart who cared never to go astray but stayed faithful to their trusts, ever expecting a happier day; these are the Chainpions who early applied for heavenly Registration and are definitely covered in the Plan of Salvation

11. The wicked are not so, for by their own wisdom they permit many misfortunes ever to grow . . . for they in disguise do presumptuous things to appear wise, even knowing that such actions God must despise. Heavenly Registration

#### BY MARCUS H.

JUST FOR FUN

#### I LOVE A PARADE!

I love all kinds of paradesbe they circus. Elks. inaugural. military. church, fraternal, MARDI GRAS, homecoming, or the DEVIL'S PARADE!

It makes no difference as long as there are dozens of bands, floats, boy scouts, girl scouts, clowns, lovely beauties, color, spectacle, glamour, and WHOOP - DE - DOO! The more there are - the MER-RIER! Yes Sir, BUB-and I

aints' talking no "jazz.' A PARADE CAN MAKE AN HOUR OF YOUR LIFE FUN. Too many of us are restless and not content to enjoy quiet contemplation of life. Something must be happening every minute or we become bored. This boredom which so many people suffer follows them not only through life but also to their graves, This menancing fever leaves so many of us sick mentally and physically.

If every Raleigh business. housewife, minister, teacher, dector, man, woman, and child could have closed shop for thirty minutes to see the St. Augustine's College Homecoming parade Saturday, October 12, it would have added 6 months to their lives.

DOC, I know you had to keep Old Asian Flu pinned on the canvas, but those baton twirlers' "wiggle" would have put tonic in your blood. REV, I know that you had

to prepare your Sunday's sermon, but had you come you would still be on God's side.

BUSINESS MAN. I know you would have lost a few "cabbage leaves", but just think about the rest the parade would have given your heart. MOTHER, I know Saturday is your house cleaning day, but had you taken the "kiddies' to see the parade-just think how you would have made their eyes sparkle and their little hearts glad. They love a parade as I do.

To get the most out a parade, one should stand on the

Gordon B. Hancock's **BETWEEN the LINES** 

#### THE NEW MOON

The time is at hand when this country can no longer be safe in belittling and disparaging Russia's progress in science and technology. This column some months ago deplored the fact that one of our great weeklies carried a long dissertation, the substance of which was a comparison between this country and Russia, and by which comparison it was pointed out that Russia was lagging far behind. We pointed out the danger in such journalistic point of view and procedure. It is never safe to underrate the opposition to democracy. Democracy is locked at present in mortal strife with communism and the extent to which Russia outstrips this nation in science and technology is the extent to which democracy is jeopardized. With the sweep of Russian sentiment in the orient, not only is our vaunted scientific and technological leadership challenged and endangered, but the survival of our cherished democracy is a matter of serious concern Just a few short months ago we came up with the atom bomb and gloated over the fact and tried it out on Hiroshima and Nagasaki. Whether by trickery and treachery or genuine Russia soon came up with its atom bomb. A few months later we came up with our hydrogen bomb and shortly Russia came up with hers and we made much

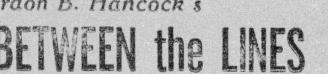
On Saturday, Parade Day, atteville Street office building. from Like J d the bands and ore at their best. maioi in the parade were Include. bands from Henderson, Wilson (Darden High), Raleigh's (Ligon High), and Durham (N.

C. College. The strains of Ligon's band playing "Here Comes Old Michlgan" carried my thoughts back to the days when I spent a year at the University of Michigan. In my mind was the picture of the University of Michigan's 110-piece band playing the marching song at the stadium during the Indiana-Michigan game which was attended by 95,000 fans. Indiana that day routed Michigan 78-0 with a superb backfield of lateralpassing experts. Indiana backs passed that ball around like . basketball team.

The last band in the parade was the one from N. C. College. Yes Sir, they fasrinated the crowds with their version of . 2 Rock-and-Roll Hop "glamourized" by drums as each band member set up a series of rhythmic emotional vibrations between themselves and the spectators. They moved on down Fayetteville Street with a one-legged bounce as the volume of the drums swung up and down until the magic cadence seized one snare-drummer and sent him into a frenzy that sent prickles through one's body. Brother, this band

Made me proud! AT A PARADE YOU FOR-GET ABOUT TIME. Only the present is important. At a parade, the "color line" fades This is the time when high and low, rich and poor, white and black, Christian and sinner forget hard times, desegregation and integration of schools, the weather, and the problems of life.

No parade is the same. That's why I love them. Although most people won't admit it, they love parades too!



For many months the stage has been set to throw wie Negro for a fall.

Now Russia comes up with its own moon, its "new moon" if you please. We have been talking of launching a new moon for some time and while we were talking Russia was perfecting her scientific enterprise and now she becomes the first to launch a moon even as we were first to launch an atom bomb. This writer loves his native land and hates to see it second in anything. A few weeks ago we began talking about a ballistic missile and attempted to launch one, and our attempt was a failure according to the ad- + mission of the press Russia so far as we know successfully launched its missile. It is in a way disheartening, for every scientific success achieved, in Russia brings the world nearer to communist domination. There are evidences that Russia is forging ahead in science and technology and this poses some serious thought for the leaders of our nation and the nation itself. Russia shows the world a new moon; this country shows the world its disgraceful Little Rock situathin. While Russia struggles for scientific and technological supremacy, unfortunately, too many Americans are concerned with white supremacy and the eternalization of the patterns of racial segregation in this country. This column has deplored time and again that so much time is spent in holding the Negro back, while Russia threatens to run away with the world. It is to be repeated here that this country cannot hold the Negro back with one hand and successfully foil the efforts of the communists with the other. Either this country must let the Negro go or succumb to the triumph of communism. America must make its choice. The spirit that makes the Little Rock debacle possible is the spirit that will destroy this land of the free and the home of the brave. Such destruction would be catastrophic. Ours is a glorious heritage and the patriotic instinct demands its preservation. The late H. G. Wells. who was one of history's greatest minds, once said as he looked out up. on the affairs of mankind, that there was a race on between catastrophe and education. with heart-sickening signs that the race was close. We are prepared here to say that there is a race on between catastrophe and brotherhood of man. The launching of Russia's new meen is just a solemn reminder of this solemn last,

\*

6. This is the Hall-mark then for if we fail to love God. revere our parents, and toward

nent question is, "is your name written there, on the page bright and fair"? — in modern language, "are you registered in Heaven, are you a bloodbought heir . . . and are you laboring for Heavenly mansions where nothing on earth can

around God's throne.

A 15-Billion Dollar-a-year Negro market in this country-equivalent to our entire South American market-is barely being exploited for lack of proper advertising and marketing techniques. The market to which we refer is the buying potential of approximately 16 million Negro people, with its median income of \$2,580.

It should be noted, however, that the median income of Negroes is considerably higher in large cities like New York. Philadelphia, Chicago, New Orleans, Dallas, Detroit, Boston, and Atlanta. In a recent population study made by an eminent sociologist in Houston, Texas, for example, it was found that the average income of the 156,000 Negro population was \$4.016 each year.

The Negro constitutes 10 per cent of the national population; and in the South, he frequently represents from one-fourth to nearly fifty per cent of the total population in the several states.

Negroes pay rent and buy clothing, automobiles, washing machines, vacuum cleaners, stoves and refrigerators, air conditioners, power mowers, television and radio sets, diamond rings, watches and jewelry. In listing these items, we have not included the purchase of homes, farms, business enterprises and groceries.

One reason why merchants and retailers have failed to tap fully the Negro buying potential is, they have erroneous notions about advertising that is keyed to this Negro market. Because of this, many retailers apparently see no reason for placing advertising in Negro newspapers and magazines, and neighborhoods

Merchants often miss a great opportunity to make an appeal to prospective Negro customers. For example, television commercials advertising refrigerators always show white housewives opening and closing the refrigerators. Yet Negro women are cooks in many white housholds throughout the South. It would be perfectly logical for a Negro cook to be opening and closing a refrigerator.

Highway billboards show displays of white people drinking beer, but what retailers should realize is that hundreds of thousands of Negro customers drink the nationally advertised beers. To be sure, many of our leaders complain that Negroes operate too many beer parlors.

What could be more natural then then than to display several times a year billboards showing Negro buyers enjoying a glass of beer?

Oftimes, moving picture theaters show advertisings of power mowers being pushed around by white operators. Since hundreds of colored men are hired by white home owners to tend yards, what could be more natural than a screen advertisement showing a lawn mower being pushed by a Negro yard attendant. We could go an and on enumerating similar examples.

Retailers haven't been sufficiently aware of radio programs which Negroes like, and to our knowledge few surveys along this line have been conducted in the South. However, in this respect, radio stations in Durham and Raligh are showing considerable improvement.

Apparently, radio stations-for the most part-have taken it for granted that they appeal to all segments of the population in the programs they sponsor. But Negroes have some program preferences that are distinct from those of the whites.

Negroes, for instance, prefer certain types of music, which sometimes is also preferred by whites, but not always.

Throughout the nation many chain store organizations have discovered the value of placing Negro managers and clerks in stores located in predominantly Negro neighborhoods.

There is also great significance for merchants in the increasingly longer life span for Negroes in this country. In 1950, it was reported that the average Negro male lives to be 63 years of age. This means great return to industry on the money invested in their labor, and in turn increases the buying power of each Negro male worker. \*

Our conomy cannot afford to let this gigantic buying potential go to waste.

woman should be regarded at so high a premium as the name that should by them be immortalized; for all thru life should be a rich treasure, adding happiness and supplying pleasure, and in the end, joyfully prove their highest prize. 5. Next to God's name then

8. All else pales into insig nificance, for nothing else is real ... earthly things are but a passing fancy, and cause men to cheat an dsteal; but by the riches of Heaven about which the half has never yet been told, will just begin to blossom when earthly things are old.

What Other Editors Say

defy the law. - News and Ob-

server, Oct. 15.

stances.

man.

nation is it

cree of the same court in his REDUCING IS DANGERown case is final and absolute. OUS - Women and young And, by the time he has served girls all over the nation often lose their sense of balance the year, sentences in other when it comes to the subject cases doubtless will be affirmof over weight. Everyone of Kasper sould be an example like figure, plans to cut down to other agitators who seek to doubtless will be affirmed. a few pounds beyond a sylphthem, who imagines that she is

on food intake in order to take off the excess. Well, this is a rather risky process, and you don't have to take our word for it, either. Consult your own physician.

Few women are dieticians of sufficient experience to know how to properly diet themselves. Nine times out of ten, the 'diets" result in more fat, or. at least, no reduction; but are accompanied, it is feared by medical authorities, with nervous diseases and a generallyweakened body.

One of the best ways to reduce is to take more exercise. Try that before you cut down too severely on food. Of course, we know that most people eat too much and could eliminate some poundage by eating probut to severely reduce perly. the diet, while carrying on the usual routine, is positively dangenerous and should be avoided by sensible people.

-The Shreveport Sun. Oct. 12. MOST ENCOURAGING -- It

was most encouraging this week to turn on TV and hear the joyous yells of the crowd at the World Series. It was the picture of America we like to see. Brown hands and white hands swinging out in sport. It overshadowed rape, dope and other crimes. It showed the lusty voice of a nation at play -New York Age, Oct. 12.

JOHN KASPER -- It took quite a while, over a year, for the law to catch up with John Kasper, the agitator from Washington, D. C., but respites won by appeals to higher courts finally gave out.

The Supreme Court of the United States has decreed that Kasper must serve a sentence of one year in prison imposed upon him for his activities at Clinton, Tenn., where Kasper and his followers delayed but did not prevent the attendance of Negro students at the Clinton High School.

Kasper's activities were bassd upon the claim that the 19-.54 decree of the Supreme Court in a shool segregation case was invalid and should be ignored. Now he is finding that the de-

then is a very important thing for it all takes place in the presence of THE KING . 110 Family Entrances or Side Doors around, everything must be perfectly sound, the Conscience clear, all motives high, for your Registered Name you must face when coming to die.

> INNOCENT CHILDREN TORTURED - As I see it, parents at Little Rock are engaged in an inhuman practice when they suffer their children to be tortured and used as "guinea pigs" in the school integration "rows. It is nerve wrecking, to say the least, to see, or even think



country giving away money But this is not the way that would either be considered, a | the Dulles forces see it at all. great philanthropist, or a great \* \* \*

Wi'h furious chest beating they idiot, depending on the circumare wailing that this will make U. S. diplomats unpopular in But by no stretch of the imagimany foreign lands where gov-

\* \* \*

This, then, is a strange, weird

Or it is tantamount to a situa-

ernment owns business activities. In other words, for the first time, perhaps, here is a frank admission that what is generally termed the U.S. State Dept, has Se 71 failed in the primary mission of any diplomatic corps, and that is to sell the ideals of the nation it represents.

the salesman C. W. Harder have failed to sell idea of free enterprise in many foreign lands. and concepts of that nation. Worse yet, the Dulles forces Therefore, it can be said with not only want to continue as they

good logic that the United States have in the past, but in order to of America is no longer reprekeep what they consider relations, they want U.S. tax money to continue to be used to build up socialistic systems

that are entirely foreign to Amerbetween the John Foster Dulles ican beliefs. forces and the foreign aid administrators.

paradox, perhaps without paraf-A great part of the billions lel in history. It is almost like taken from American free entera situation that would exist if prise in taxes to give away, has all the motorcar makers in Debeen given to foreign governtroit were to subsidize a drive to ments to support their socialized outlaw the sales of gasoline.

The current foreign aid people tion that would exist if J. Edgar have taken a stand that this is Hoover decided he wanted the wrong. That if foreign nations communists to think well of him wish to embark upon government and used FBI funds to support their activities in this nation. owned business, they should not expect to set their financing from

In fact, State Dept. stand on this issue is so far fetched, it has Around Washington the vieweven shocked Washington, And point is that if there is going to that is not easy to do.

of the little children in their

have. There were some elements in this nation that felt that because we came up first with th atom and hydrogen bombs our role was that of a bully nation among the nations. Some elements in the South evidently thought that our great progress was a signal for them to bully the defenseless Negroes and proceeded to vaunt the idals of white supremacy in the new outbreak of ku kluxism and white citizens clubs.

of such fact as we well might

tender years tortured and us ed as "guinea pigs" in such vicious political plots as we have now in Little Rock In the first place, the colored children are innocent victims, no doubt their parents have been brainwashed to the extent of offering their children as a sacrifice to the cause of a race. almost as Abraham offered inis son Isaac as a ram. From what I see on TV and

read in the papers, where soidiers are guarding the children from home to school surrounded by an angry mob, their parents are not too sure that their children will return unnarmed after school.

As I see it, the school room is a place where the atmosphere of goodwill and respect for our Government and better understanding of problems of life, including race problems, should prevail. But under such conditions as Little Rock, only race hate and disrespect for law and order can be uppermost in the minds of our children both white and Negro. -- Negro Labor News. Oct 5.



"The views expressed by husbands are not mecsaarily those of the samagement!"

# THE CAROLINIAN

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Alexander Baines ......Advertising & Promotion Mrs. A. M. Hinton ......Office Manager Opinions expressed in by-columns published in this newspaper are not accessarily those of the publication.

sented by a State Dept. This principle is the basis of the squabble that has develo \* \* \*

business ventures.

free enterprise.

likely he would ever be called a sales-Now, tradi-tionally, a na-\* \* \* Department is Thus, it is apparent that we supposed to be