

# Most Negro Radio Stations "A Cheap Insult" To Race, Says St. Louis Man

ST. LOUIS — Most Negro emphasis radio has been termed a "cheap insult" to Negroes by a source of self-generated bigotry, religious quackery, charlatanism and a wallow of ugly, primitive and harmful sounds by a young president of a station that beams to the Negro market.

Richard J. Miller, president of St. Louis Radio Station KXLW, leveled his blast at the media in the Dec. 3 issue of Variety, the theatre world's most respected publication.

Miller told Variety's Art Woodstone, that any white man who lingers momentarily over a Negro emphasis station

hears poor programming and crummy talk, he hears Negroes exhorting and cajoling other Negroes to buy, he hears low down music and is left with the strong impression that they are really different.

"How come operators don't try to peddle religious fakery to any Italians?" Miller asked as saying belligerently. "How dare they assume the Negro is more superstitious?"

Miller had previously expressed his views along this line in Sponsor magazine, a trade publication. Speaking to the St. Louis chapter of Frontiers of America, the young executive predicted a new trend in Negro emphasis radio. He said the time was "now" for the kind of programming typical of most of the stations beaming to the Negro market.

The owner of KXLW who bought the station last March told Variety that there are an estimated 70 radio stations in the United States which program entirely for Negroes, but he felt that there were

not more than a half-dozen of them which were sincere and tried to "program" in a better than "shoot down." He noted that WLIB of New York, KRIS of Kansas City and his own outlet were among the few serving the community.

"What Negro radio should do, and is not doing is to be able to point to at least one thing at the end of the year—whether it's a new thing, a new bench or a community center something—and say my station got this one thing that's worthwhile," Miller declared.

Miller pointed out in Variety that while announcers for white audiences are allowed the dignity of using their own names—William B. Williams, Martin Block or whoever. But the Negro deejay doesn't have his own name. He's given the name of a show, a name in keeping with the false and grotesque stereotype of the idiotic smiling Negro. He becomes Uncle Souffry, Dr. Gismo, Radio Daddy-O, The Cat Man.

"The irony is the white man who listens in is not really hearing what the Negro wants to hear," Miller said.

The executive said his station is making a profit from its "enlightened programming." He said he

assumes the others who follow the same format are making profits as well.

**ENGAGEMENT ANNOUNCEMENT**—J. D. Faison of Brooklyn, New York, announces the engagement of his daughter, Anne Denny, to Mr. Verable L. McCloud of Mt. Airy. Miss Faison, whose late mother was the former Nancy Simmons of Dudley, is a graduate of Caryer High School in Mount Olive, and is now a senior at Bennett College in Greensboro, N. C. Mr. McCloud, a senior and an honor student of A&T College in Greensboro, has served in the United States Air Force, and is now an officer in the Air Force ROTC. The wedding will take place shortly after the couple graduate in June, 1959.



## Deaths

**MISS MABLE SANDERS**  
The funeral service of Miss Mable Sanders, who died on Dec. 4, was held at the Manly Street Church on Sunday at 11 a. m. with Rev. T. C. Hennis officiating. Burial was in Hillcrest Cemetery. She is survived by a sister, Mrs. Elbert Bialock Jones of Norfolk, Virginia.

**MRS. CARRIE WALKER SANDERS**  
Mrs. Carrie Walker Sanders died on December 4. Funeral service was held at the St. Paul A.M.E. Church on Sunday at 2:30 p. m. with the Rev. L. S. Penn officiating. Burial took place in the Hillcrest Cemetery.

She is survived by the following: a husband, Mr. Thomas Sanders two sons, Mr. Thomas Sanders, Jr. and Mr. Lambert Sanders of the latter, Mrs. M. J. Williams Walker of Newark, N. J., two sisters, Mrs. Loheta Avery of Raleigh and Mrs. Wilma Hinton of Newark, N. J., a brother, Mr. Raymond Walker and Mr. Leroy Thomas Walker, both of Newark, N. J., an uncle, Mr. Barnett Williams of Garner.

**MRS. LOLA BROWN HUNTER**  
The funeral of Mrs. Lola Brown Hunter, who died on November 30, was held at her home Wednesday, December 4, at 3 p. m. Burial was in the Oberlin Cemetery with Rev. D. N. Howard officiating.

Survivors include a husband, Mr. Banks Hinton (two daughters, Mrs. Mary Little of Raleigh and Mrs. Catherine Hinton of Raleigh); six sons, Messrs. James, John and Otis Hinton, all of Raleigh; and Mr. Jerome Hinton of Richmond, Virginia; Mr. Arthur Hinton of Washington, Georgia; and Mr. Ralph Hinton of Washington, D. C.; and Hinton grandchildren.

**MR. DANIEL DEBNAM**  
Funeral services for Mr. Daniel Debnam, who died on November 30, were held at the Manly Street Church on December 3 at 2 p. m. with the Rev. T. C. Hennis officiating.

Mr. Debnam, who resided at 801 East Cabarrus Street, is survived by a wife, Mrs. Eva Williams Debnam; two sons, Mr. Leola Debnam of Compton, California; and Mr. Daniel Bates Debnam, three daughters, Mr. Arthur Debnam of Raleigh, Mr. Walter Debnam and Mr. Morris Debnam, both of New York City; one sister, Mrs. Mary M. Evans of New York City; and two grandchildren.

## UNCF Given \$50,000 By Esso Fund

NEW YORK, N. Y.—The United Negro College Fund, Inc., which aids thirty-three colleges and universities in twelve states, has received a grant from the Esso Education Foundation for the fourth consecutive year. The Foundation was established in 1947.

The grant was transmitted to William J. Trent, Jr., executive director of the Fund, by Eugene Holman, board chairman of Standard Oil Company (N. J.) and chairman of the Esso Education Foundation. The amount was \$50,000, the Fund disclosed.

Fund volunteers last year, through campaigns in more than 120 cities, raised \$1,774,620 to help private member colleges meet their current operating expenses.

Mr. Holman expressed praise for the work of the Fund in announcing the 1958-59 Esso Education Foundation contribution. It was one of the largest of 350 annual grants by the Foundation, totaling \$1,423,000. The Foundation has contributed a total of about \$5,000,000 to privately supported colleges and universities and educational organizations since it was established four years ago.

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