

Educated Negroes Not Supporting Negro Press, Says Recent Survey

WASHINGTON, D. C.—Educated Negroes simply do not support the Negro press, said Dolph Thompson, president of Associated Counselors International, in announcing findings of a recently concluded consumer survey. "Primary readers," he continued, "are among the lower economic groups."

ACI, a Washington public relations firm specializing in interpreting the aims of management to the Negro community, studied consumer habits of a representative sample of 2700 Negro families living in Washington. One section of the survey analyzing news media revealed "that not one Negro newspaper or magazine ranks as a major source of news or general information. Only a small percentage of individuals at any level read Negro newspapers," said Thompson.

Responses in the survey indicated that monthly magazines were read equally as often as weekly newspapers for news and general information. "This illustrates that Negro newspapers," said Thompson, "have not kept abreast of the growing sophistication of Negroes."

The study also pointed out the need for new techniques for newspapers if their publishers were courageous enough to adopt them," Thompson continued. "The major city dailies do, however, provide a wealth of timely news and information keyed to the interest of

the entire population. The result is that the readership of Negro newspapers in the community is approximately one-twentieth that of city dailies.

The greatest percentage of those families interviewed selected television or radio as their first choice for information and news. "These media," continued Thompson, "do not serve the vital area of Negro's relentless drive for recognition, economic opportunity and political education." A tabulation of preferences of news media indicated a "large scale allegiance to one radio station and one newspaper."

In conjunction with analyzing the importance of Negro publications as disseminators of news, the survey also indicated the effectiveness of Negro publications as tools of advertising when used properly as a media for information about economic, social and political progress.

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Woman's Day To Be Observed At Fisher Memorial Sunday

The 3rd Annual "Woman's Day" will be held Sunday, May 21, in an all day service at Fisher's Memorial United Holy Church, 420 Piedmont Ave. Mrs. A. L. Fillmore, president of the Department of Mission of the Mt. Vernon Baptist Church, Durham, will be the guest speaker for the 11:00 a.m. worship service.

Mrs. R. M. Ray of Raleigh, for the afternoon service at 3:00 p.m. Mrs. M. L. McClain, a student of the B. T. I. of the United Holy Church will speak at the evening worship service. The public is welcome.



CITED—Rev. J. Herbert Nelson, center, Sumter, S. C., was cited last week for service by the annual Sixth District Meeting of

the Omega Psi Phi Fraternity held at Columbia, S. C., April 27-29. Dr. I. Gregory Newton, left, Durham, grand basileus of

the Fraternity, presents the plaque as John H. Moore, Charlotte, retiring district representative, looks on from right.

Livingstone To Hear Anderson and Brown As Finals Speakers

SALISBURY—Bishop Felix S. Anderson of Louisville, Ky., and Dr. Kenneth I. Brown, Executive Director of the Danforth Foundation, St. Louis, Mo., have been chosen speakers for the 79th Annual Commencement at Livingstone College, Salisbury, according to announcement made by Dr. S. E. Duncan, president of the church-related college.

Bishop Anderson is a graduate of Livingstone College and Hood Theological Seminary, and has served many of the most outstanding churches of the A.M.E. Zion Church. He was elected a bishop in 1960 at Buffalo, N. Y.

Dr. Brown, a native of Brooklyn, N. Y., was graduated from the University of Rochester and Harvard University. He has been president of two colleges in Ohio, Hiram College, and Denison University. A member of Phi Beta Kappa, he has served as president of the Association of American Colleges.

Commencement at Livingstone is scheduled for May 26-30. Approximately 80 persons are expected to receive degrees at the commencement.

V. President Johnson Howard Finals Orator

WASHINGTON, D. C.—Vice President Lyndon B. Johnson will deliver the principal address at the 93rd annual Commencement of Howard University Friday, June 9 at 5:30 p.m.—Commencement exercises will be held in the Upper Quadrangle of the Howard campus, and will be open to the public.

The convocation will mark the close of a six-day program of Commencement week activities at Howard. The program begins with Baccalaureate services Sunday, June 4 at 5:30 p.m. The services are scheduled at the same site as commencement exercises.

In the event of inclement weather either or both programs will be held at Cramton Auditorium, Sixth and Fairmont Street, N.W. During Commencement exercises Howard President James M. Neftci, Jr. will center his address upon some 700 seniors in the University's 10 schools and colleges. This year's graduating classes will increase the number of Howard graduates to more than 22,000.

Young people seem to enjoy the priceless blessing of not knowing what ahead and caring less.



VISITING PROFS—Dr. William M. Whyburn, Kenan Professor of Mathematics at the University of North Carolina, left, and Dr. Arthur Harper Webb, right, professor of biology at Maryland State College, Princess Anne, Md., will serve as visiting professors in the irrelative specialties in the Science Institute at North Carolina College this summer. Dr. W. H. Robinson, director, announced today.



The Institute will be conducted in connection with the North Carolina College Summer School, of which Dr. J. H. Taylor is director.

Two Freedom Riders Arrested And Released in Winnsboro, S. C.

WINNSBORO, S. C.—Two CORE Freedom Riders were arrested in Winnsboro, South Carolina, today just a few moments after another was acquitted on Trespass charges in Charlotte.

Henry Thomas, a 19-year old Negro student, was charged with trespassing. His traveling companion, Jim Peck, a 47-year CORE leader from New York, was charged with interfering with the arrest.

The two entered the restaurant on the Trailways rest stop in Winnsboro at 2:00 P.M. They had boarded the bus at Rock Hill at 12:20 and the restaurant at Chester bore a "Closed" sign so that they had had no lunch.

The waitress scurried to meet Thomas as he entered. She said, "You can't be served. You'll have to go next door." Thomas and Peck walked on and sat down at the "white" counter.

"The Court Didn't Build This Town"

A few moments later a plainclothesman arrived and arrested Thomas. Peck said that he was with Thomas and then he, too was arrested. The two tried to explain to the police officers that under Supreme Court rulings they had a right to service. The policemen replied, "The Supreme Court didn't

Honor Society of NCC Installs Four

member were inducted into the Pi Gamma Mu National Social Science Honor Society at North Carolina College recently.

Amelia Thorpe, Durham; Wilma M. Pridgen, Raleigh; and William McPhatter, Red Springs, all students, and Mrs. Edwina C. Williams, an instructor in sociology at NCC, became members of the Society in elaborate installation ceremonies held in the Lounge of the James E. Shepard Memorial Library.

In order to qualify for membership, students must have accumulated 20 hours in social science and maintained an average of "B". Faculty members must display outstanding potential as scholars.

Miss Madie E. Pearce of Kenly is president of the NCC chapter of Pi Gamma Mu.

A&T Symphony Band Scores In Spring Concert

GREENSBORO—The A. and T. College Symphony Band scored last Sunday evening with the presentation of its Spring Concert at Harrison Auditorium.

The 85-piece group played a concert of 10 numbers under the baton of Walter F. Carlson, Jr., director of bands and J. J. Williams, assistant conductor.

Opening the program with the brisk "Free Lance March" by John Phillip Sousa, the band drew warm applause for the remainder of the concert. The audience was very pleased with "Prelude in C Minor" by Bach; "Deep River," an arrangement by Ployner and "Zampa Overture" by Herold.

Two novelty numbers performed by a percussion ensemble, "Pentatonic Clock" by Chervovsky and "Oriental Mambo" by Thomas L. Davis, drew sustained applause. Miss Norman Hooker, a 1954 graduate of the College, now a band director at the Dunbar High School, Mooresville, appeared as guest artist on the Vibraphone. The ensemble was conducted by Williams.

Other numbers rounding out the hour long program included: "Largo and Menuetta" by Haydn; "Esperanza Rhapsody," by Chabrier; "Toccata For Band," by Erickson and one popular number, "The Sound For Music" by Rodgers and

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HAYESTOWN HAPPENINGS

by SANDRA L. ALSTON
THE EVER-READY CLUB
The Ever-Ready Club of the Orange Grove Baptist Church met at the home of Mrs. Louise Lee of 223 East Eend Avenue.

After the meeting refreshments were served.

SPECIAL ANNOUNCEMENT
If you wish to become a member of the NAACP, please contact me and get your membership envelopes.

THE SICK AND SHUT-INS
Rev. Gross is the only person on the sick list. Hurry and get well.

Hammerstein.
The concert concluded with "Calvalcade" by Whitcomb and an encore, "Totem Pole March" by Ostling.

Miriam Makeba In Carnegie Hall Again on Sunday

NEW YORK—Miriam Makeba, the South African songstress who has captivated audiences throughout the country with her electrifying interpretation of South African XOSA songs, will return to Carnegie Hall, in a concert program, Sunday, May 21.

The inimitable songstress made her initial bow at the famed concert hall last year, when she appeared with Harry Belafonte, on his return to Carnegie Hall. She is currently enrapturing audiences at the Village Gate in Greenwich Village, where she will headline through May 21.

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