

The KKK Attack on the Pepsi Cola Company

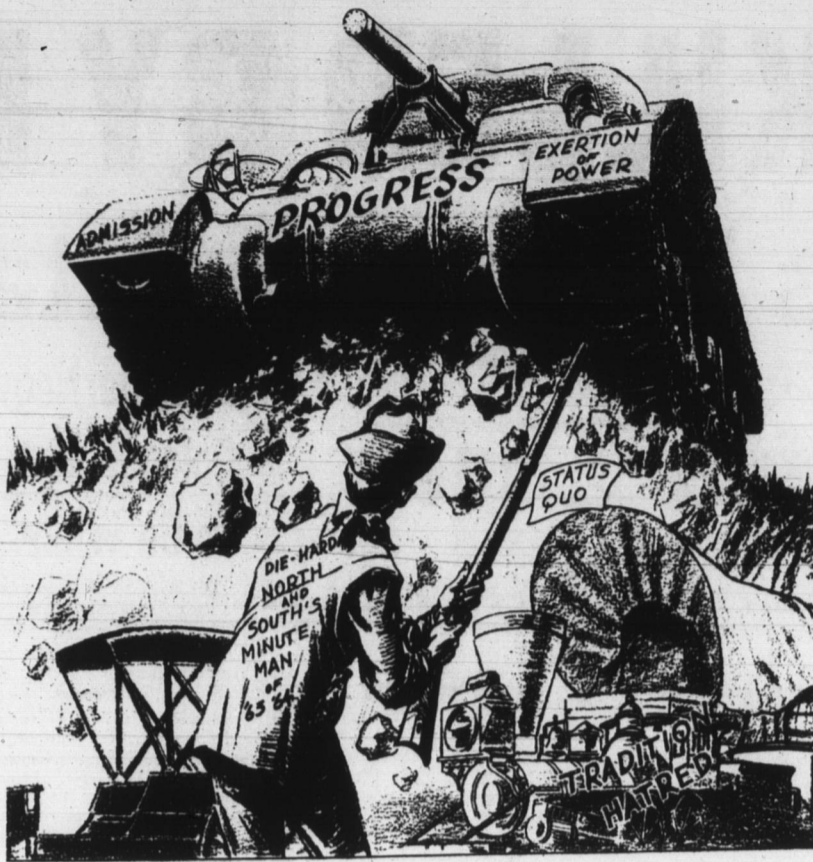
Below is an exact reproduction of a leaflet distributed among the white citizens of Durham, and most likely other cities of the South this week, by the Ku Klux Klan against the Pepsi Cola Bottling Company. That the Klan has sunk to such a low state of desperation that it has to resort to telling notorious lies to survive is prima facie evidence of the human rats that go to make up its membership.

It so happens that Mrs. Jackie Russell, to whom the Klan has referred as being white, is well known to numerous persons in Durham and other cities of the nation. Although Mrs. Russell is very fair, and could very easily pass for a white person, she has never claimed to be anything but a Negro. Being the daughter of a Negro, the late Col. Denison, of the old Eight Illinois Negro Regiment, it would be hard for Mrs. Russell, even if she so desired, to become identified with any other race except that into which she was born and reared.

There is therefore one and only one conclusion left and that is that the Klan

hopes by bring up the interracial marriage question to inflict a reprisal on the Pepsi Cola Company for elevating a Negro to such a high office as vice president. While the front of the leaflet is aimed at the Pepsi Cola Company the back contains a poem plainly designed to further stir up race hatred over the question of interracial marriages. To the extent that it will lessen the sales of the Pepsi Cola products.

We have said it in these columns before that marriage is a personal matter between two persons and that even parents are limited in just how far they should go in trying to prevent or influence such. Therefore it is our hope that the respectable people of both races in Durham will not become excited over the notorious lie about Mrs. Russell being a white woman. That she is not may or may not be incidental and we see no reason why the Klan or any other group or individual should have the right to interfere with two persons' God given right to marry who they so please, so long as it is mutual.



The Importance of Lincoln Hospital

We trust the announcement released to the newspapers this week to the effect that the Rho Chapter of Iota Phi Lambda Sorority has donated the total sum of \$1,164 for the complete refurbishing of a private ward at Lincoln Hospital will encourage other sororities, lodges, clubs and even our churches, to become mindful of the distinct contribution Lincoln is making to preserve the lives and health of Negro citizens of Durham and vicinity.

Too, often because we are so close to such institutions, we fail to realize their importance and are prone to take them for granted. It is only after they have ceased to operate and it is too late that we are made to face up to their importance. It is for this reason that we are taking this opportunity to call the attention of all the citizens of Durham to the presence of Lincoln Hospital along with the hope that they will become

more conscience of its real worth. A close up view of Lincoln will disclose that again and again it is called upon to do more with less than any other hospital of the city. In spite of this fact, it has been able to maintain a high standard and is considered by those in its field one of the best small hospitals south of Washington, D. C.

It is not only our hope that the example set by the Rho chapter of Iota Phi Lambda Sorority will be followed by other organizations of Durham, but that an annual financial campaign will be the result with a minimum of \$100,000 as a goal to be raised. No institution is more worthy and deserving of such an effort, and we trust the Durham Committee on Negro Affairs or some other organization in this city will get busy and set machinery in motion to achieve such an end.

Our Editorial Prophecy of Last Week

There was a bit of prophecy in our editorial of last week when we wrote about the "Political Problems Now Facing Negro Voters." We attempted in that editorial to call the attention of Negro leaders of Durham and city officials to the improvement that is sorely needed at the Negro manned fire station on Fayetteville Street to bring it up to par with others of the city. We said in the editorial that: "Reports are to the effect that the equipment of this particular fire station is so inadequate and out of date that the safety of the homes and property in the area serviced by it is far below what it should be."

Before the ink could dry on our last week's issue, city officials of Durham and Negro leaders had a glaring example of the message we were endeavoring to deliver to the people of Durham. That example came on last Saturday morning in the form of a fire which occurred at the College Inn, one of the city's finest small businesses, located at 1306 Fayetteville Street. As soon as the fire was discovered an alarm was sent in, to which the men at No. 4 fire station, located just five or six blocks away, quickly responded.

Let it be said here and now that it was the opinion of all who observed them in action that the Negro firemen who answered the call know their job and that they, at the moment, were rendering the best possible service in their efforts to halt the spread of the fire which happened to originate when grease accidentally spilled into a lighted gas burner. In spite of their courageous effort, it was plainly evident, however, that the one fire extinguisher they had available was inadequate to halt the spread of the fire. It was, therefore, not until another fire truck arrived on the scene from across town with adequate equipment that the flames were brought under control.

Probably the Negro citizens of Durham should continue to grin and bear their burden. Probably they should stage a parade down Main Street in honor of Durham's city officials who will continue to tolerate the inadequate equipment at Fire Station No. 4. We think, however, that when the lives and property of even the humblest citizen is continuously in danger, as those of the Hayti section of this city, it is time for some voice to be raised in their defense.

Below Picture of Negro Vice President Of Pepsi-Cola, At Left, And His White Wife, In Center



Pepsi Cola vice-president negro Harvey Russell and wife Jackie give citation to one of company's salesman, Bob Logan (right).

Let The Pepsi People Know What You Think Of Their Vice President And His White Wife

SPIRITUAL INSIGHT

By REV. HAROLD ROLAND



Blessed Will Be Our World When God's Justice Prevails

"The commandment is holy, just and good."

In following God's commands we shall find a life of blessedness. And here we have the three basic reasons for God's way being the way of blessedness or happiness—it is because of their holiness, justice and goodness. Our thirst for happiness, therefore, must find its true fulfillment in God. In other things men have searched vainly for the fulfillment of the longed-for state of blessed. We all deep down would like to have a reasonable measure of this true happiness. So to find the true ground of happiness we must find God and walk in his ways of holiness, justice and goodness.

It is only in a God of holiness can we find the things that make for real happiness. God, in the rare majesty of his holiness, can lead us into the ways of happiness we desire. We already know that sin or unholiness will not make us happy. It rather leaves us in a state of discontent and misery. But when sin has been taken away and God enters through

the gift of his Holy Spirit we have found that longed-for state of blessedness. We are thus sanctified and find communion with God. And thus union or communion with God is the basis of our new found happiness. Truly men are happily blessed when they find communion with the God of holiness. Yes, man finds blessedness in God Almighty the High and the Holy One.

Additionally, man finds true happiness in God Almighty for he is a God of justice. There is so much unhappiness in our world because this is a tragically unjust world. Everywhere we look we see man's cruel injustice to his fellowman. Today there is so much misery because there is so much injustice. And a God of justice is displeased with this world of injustice. And this God of justice is at work to correct these injustices. And that is why we hear the rumbling of turmoil everywhere in our world in this critical hour. God must wipe out the injustices to lift mankind to a state of blessedness. Thus God's corrective process moves to lead man into a state of greater happiness. Blessed will be our world when God's justice shall prevail.

Happiness will come as a sweet fragrance from the souls of those who know God and his goodness. Goodness is that purity and beauty that emanates from God to bless the soul truly redeemed from sin. Goodness means peace for the soul and for human relations. Goodness means extending the frontiers of peace in a world of conflict and warfare. Goodness makes us strong for God. Goodness will keep us from taking advantage of a brother. So goodness is the true ground of brotherhood and fellowship. It was goodness that made the Samaritan have a compassionate concern for one wounded and bleeding on the highway.

God Almighty, and God alone, can lead man out of the darkness of his unhappiness into a state of blessedness. God's son has come to redeem and make us happy. Then let us accept Him and live for Him today.

"Why We Are Going South"

Scores of AFT teachers are going into the South this summer to work in Freedom Schools and to establish tutorial programs in conjunction with voter registration drives. They are serving without remuneration so that Negro children will know that education unfettered by fear and undivided by race is a reality and not a dream. They go not to polish highly trained minds but to whet basic educational appetites.

The civil rights movement has opened the spirit of the Negro South for education. Yet it will take something besides a couple of hundred—or even a couple of thousand—civil rights workers to sustain this new educational eagerness; it will take teachers who genuinely want to teach and children who sincerely want to learn. For, in the end, education must follow agitation if the civil rights revolution is to take permanent effect.

Some have asked, "Why continues the Freedom Schools when so many Southern school systems are complying with the voluntary desegregation pledges in order to get federal aid?" Just as others have asked, "Why continue the civil rights demonstrations when the new voter registration legislation will make it possible to win politically what you are now seeking through agitation?"

The answer is the same in both cases: the law is important, but it is meaningless unless you insist upon implementation day by day, county by county, state by state. And only Negroes who have the hope of a new world will be able to keep up the pressure necessary for meaningful implementation. You may integrate a whole county school system without

the child in the classroom noticing anything. You may switch from segregated school systems to segregated schools or to segregated classrooms in "integrated" schools. You may integrate Negro pupils into white schools at the cost of the jobs of the Negro teachers. You may seat a Negro child beside a white one, but hear reports of beatings to the former just as often. You may eliminate de jure school segregation only to find yourself with de facto segregation.

Such abuse of the intent of the new federal laws can only be prevented through the will of the Southern Negro. If he wants integrated, quality education deeply enough, he will get it. If he doesn't, the "de segregation pledge signing" educational establishment will revert to its segregationist past.

The Freedom Schools, then, will attempt to inculcate a determination to learn that is strong enough to overcome any official delay in providing equal education. It follows, therefore, that the Freedom Schools exist, not in competition with public schools, but out of love for the idea of free, really free, public education.

There are other reasons for going South. First, and quite simply, there is an educational job to be done. Children in Mississippi and the other "black belt" states do not want to learn—we discovered that in Edward County, Virginia two summers ago. A teacher from either the transitional slums or the suburban "bedroom" communities of the North or, for that matter, any teacher who wants to teach where his skills are appreciated would do well to go South this summer.

Second, when teachers go South and "do battle" with the racists there, they come back to the North with more determination to overcome the (never again insurmountable) obstacles to school integration in the North. Clearly, Northern educators going South in the summer will mean much for Northern school integration in the fall. And this is good, for there is much to be done.

Third, Freedom School education is just that—"free." It is free from the top down, or military, organization of the traditional school. It is free from "initiated" lesson plan books and standard curriculum guides. It is free from inter-office memos, attendance sheets, milk money (because there is no money), classroom interruptions by the principal (because there is no principal), and even grade cards.

Teachers are responsible for their own curriculum materials, teaching methods, and counseling procedure. Class size may be six or sixteen, but never sixty. Children are asked what they want to do, and whether they are singing or staging a play, they are listened to. If these children might be leading a picket line tomorrow, we had better not coddle them today.

The traditional school pyramid is knocked asunder by the Freedom School. In picking up the pieces, our teachers learn a great deal about what is right and wrong in the structure of American education.

I guess you could say that we are going into the South as much to learn as to teach, to be inspired as to inspire, and to have our own stereotypes demolished as to tear down Southern prejudices.

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Convention 500 Arrested In Miss. March On Capitol

Continued from front Page of 500,000. Despite the influence of the KKK, Denver, in 1925, proved to be most hospitable to the convention. Speakers included William E. Sweet, former Governor of Colorado Juvenile Court Judge Ben B. Lindsey; Congressman L. C. Dyer of St. Louis, Mo., author of the Dyer anti lynching bill.

Also included were speeches by W. E. B. DuBois, Dr. Herbert A. Miller, acting president of Fisk University; James Weldon Johnson, Walter White and Charles Edward Russell. Major attention at the 16th NAACP convention focused on the problems of enforced residential segregation. The attempts to spread Jim Crowism, school segregation and other forms of discriminatory practices in Northern as well as Southern states, lynching and other forms of mob violence, the effects of modern industrialization on Negroes and the Ku Klux Klan.

The Spingarn that year was awarded to NAACP Secretary James Weldon Johnson for his distinguished achievements as an author, diplomat and public servant. Indicative of the growth of the Association in the 40 years since it last convened in Denver is the fact that in 1925 total income was \$66, 150 and expenses were \$52, 001. In 1964 income reached a total of \$1,143, 428 while expenses reached a record high of 1,708,008.

This year the delegates attending the 56th NAACP convention face problems of implementation of civil rights and anti poverty legislation, school desegregation, political action, employment and housing.

Scheduled to deliver major addresses are NAACP Executive Director Roy Wilkins, Wiley A. Branton, executive secretary of the President's Council on Equal Opportunity; Bishop Stephen G. Spottswood, chairman of the NAACP Board of Directors; Mrs. Patricia Roberts Harris, U. S. Ambassador to Luxembourg; Fal Gooode, ABC-TV news correspondent; and Dr. Buell Gallagher, president of the City College of New York and a member of the NAACP Board of Directors.

JACKSON, Miss.—500 people were arrested here during a march on the state capitol. Most of the marchers were striking members of the Mississippi Freedom Labor Union (MFLU) and the Mississippi Freedom Democratic Party (MFDP). The demonstrators are protesting the convening of the special session of the Legislature, set to begin today, June 14. They are making known their objection to the fact that the State Legislators like the five Congressmen, were not elected by all the people and therefore, cannot legally represent them. They are calling for Free and Open Elections following the passage of the Voting Bill.

Governor Paul B. Johnson of Mississippi called for this special session of his State Legislature to liberalize state voting laws. He stated "Mississippi will continue to set her own voting requirements. . . . However, with no desire to circumvent, but to take reasonable steps to delete some laws from our statutes, we shall find ourselves in a more favorable position to fight a strong but fair battle when the situation demands."

On the N. C. Home Front

HOUSE PLANS AVAILABLE
 If you are planning to build a house, you may want to check the house plans available through the county agricultural extension office.

Miss Addie Gore, home economics agent in Pitt County, says plans are available in all price ranges. Miss Gore is glad to show the plans and discuss the requirements needed in a comfortable, well planned house.

READING PROGRAM EXPANDED
 Educational leaders in Mecklenburg County recently met at the library to discuss the reading program in the county. The reading list was reviewed and a supplementary reading list was made.

Mrs. Mary Martin, home economics agent, says the book mobile is now planning stops which will benefit the Home Demonstration Club members. Certificates will be awarded as a part of the reading program.

FAMILY GARDENS
 members in the Fuquay-Varina Home Demonstration Club area of Wake County report they have fine gardens and 12 club members report having planted 15 different kinds of vegetables in their gardens which are recommended for freezing.

Mrs. Mary Graham, associate home economics agent, says the garden leader reported that the annual garden tour will be July 3.

Registrar

Continued from front Page full, however, in refusing to register Negro voters despite court orders and in escaping going to jail, despite contempt citations leveled at him.

A three-judge federal panel last week found Lynd guilty of violating two court orders, issued in 1962 and 1963, prohibiting discrimination against Negroes. He was ordered to pay court costs, but was given no other penalties. In 1963, he was fined \$8,000 for contempt.

--Sold

Continued from front Page and Morgan streets enterprise.

Davis was formerly sales manager for Montgomery & Aldridge. He is a native of Durham and a graduate of Duke University.

--Johns

Continued from front Page was the title of a magazine edited by Rev. Johns and he was often conducting "Week of Prayer" engagements at colleges throughout the East.

He preached his last sermon on May 16 at Rankin Chapel, Howard University on "The Romance of Death."

Surviving Rev. Johns are his wife, Mrs. Altona Trent Johns, assistant professor of music at Virginia State College; three sons, three daughters, three sons-in-law, three daughters-in-law, one sister, two brothers, and eight grandchildren.

--Hollingsworth

Continued from front Page ed to tell them how she obtained the wounds when she was brought in for treatment.

She is a 1990 graduate of Hillside High School and attended North Carolina College one semester. She was a member of St. Mark and formerly served as a junior usher and a member of the junior choir.

Besides her mother, Mrs. Hollingsworth is survived by her husband, Lacy Hollingsworth; three aunts, one uncle, and other relatives.

--Attorney

Continued from front Page ber of the State Legal Staff of Conference of Branches of the NAACP, Chairman of the Legal Staff of the Danville Branch, NAACP, and Bastius Eject of the Alpha Pi Omega Chapter, Alpha Kappa Alpha Society.