

## Avondale minister to head King group

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did, Shuttlesworth responded, "Nobody can support a boycott that lasts forever. Boycotters and non-boycotters have to come together and reason. You can't get to a point where people are refusing to negotiate."

King III, who led the organization for five years, was one of the staunchest nation-

al supporters of the Cincinnati boycott. He even offered to contact more than 5,000 groups in the organization's database and ask them not to come to Cincinnati until boycott demands were negotiated.

In January, King III had his father's name removed from an annual breakfast in Cincinnati that commemo-

rates his birthday. He even came to town and spoke at a rally in August to commemorate the 40th anniversary of the March on Washington.

Shuttlesworth has outlived almost all of his contemporaries and today is one of the last living links to King Jr.'s inner circle. He is best known for fighting to integrate public schools in

Birmingham.

He has been jailed more than 35 times, had his house firebombed and was once beaten for trying to enroll his children in an all-white school. While Shuttlesworth travels extensively and is in demand as a speaker nationwide, he doesn't think his added duties will be a burden.

## TV ads revive King holiday debate

THE ASSOCIATED PRESS

GREENVILLE, S.C. - A debate over a Martin Luther King Jr. holiday in Greenville County is heating up again.

Greenville County is the only county in the state to not observe the holiday. A Greenville advertising firm wants to change that, with a series of televised public service announcements.

Henderson Advertising has helped develop three commercials. The agency wants to pressure the county council into adding the holiday.

"Then, we'll get the conversation going again. We'll keep the issue on the table," said Andy Mendelsohn, creative director for Henderson Advertising. "Those of us at Henderson Advertising, we believe strongly in the holiday."

Mendelsohn said his firm joined others in donating their services to make the

commercials.

"You're probably looking at about \$100,000," Mendelsohn said.

The group, named Citizens for the Martin Luther King Holiday, is raising the money to run the ads.

"We're hoping to be able to raise somewhere between \$25,000 and \$50,000," Mendelsohn said.

"It's mostly just a false representation of what we do have in Greenville County," county council member Eric

Bedingfield said. "We celebrate the day in Greenville County. The resolution that

was passed created a Martin Luther King Jr. holiday in Greenville County."

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