

## Should Be Settled Without Court Action

All of Durham should feel proud of the masterful manner in which John Sylvester Stewart conducted himself during the lengthy hearing last Monday night on the matter of integrating the Carolina Theater. Stewart's task on the City Council, as its only Negro member, is a most difficult one in that Negro leaders of Durham expect and demand that he perform his duties first of all as a city councilman of all the people. At the same time they expect and demand that he face questions of discriminatory practices against members of their race with courage and common sense. Stewart's action on the Carolina Theater matter Monday night, proved conclusively that he is living up to the full expectations and demands of his constituency.

We also would like to salute the members of the Youth Chapter of the NAACP for the very dignified and forthright manner in which they presented their side of the matter. We think, though, the members of the City Council should take into consideration that members of the NAACP group have been unusually patient with the repeated delays that have been going on since the matter was brought to their attention approximately six months ago. The City Council should not expect the Youth Chapter of the NAACP to continue its patience indefinitely.

Another aspect of the matter is that we hope the NAACP group will not allow itself to be maneuvered into a threatening position against the City Council. We happen to know that there are certain interests in Durham that would like nothing more than to be in

position to scream to high heaven that the Youth Chapter of the NAACP has threatened the City Council with litigations and therefore the latter should not bow to its requests or demands. Such action is an old trick and is often resorted to when righteous and just procedure is in order and cannot otherwise be avoided.

If the NAACP group finds after its Monday night's attempt to peacefully negotiate the Carolina Theater matter has failed, it ought to take whatever steps it deems advisable without further quibbling or attempts at negotiation. We think its members have very well established in the minds of all fair-minded citizens of Durham that court action on their part is not desired and will only be undertaken as a last resort.

As pointed out by Councilman Stewart we don't "feel that the theater management will do anything until something unpleasant (such as court action) happens." As much as respectable citizens of both races would like to avoid such if it is the price that must be paid for progress and to get Durham in tune with the world demand for freedom and human dignity for all people, we say then let it come. We hope, however, that the management of the Carolina Theater will have the wisdom to negotiate the matter through the Mayor's Committee on Human Relations as requested by the City Council and do what it ultimately must do and that is throw open its door to all citizens without regard to race, creed or color.

## Commendation For City Hospital of Winston-Salem

We commend the management of City Hospital in Winston-Salem for its wisdom and foresight in naming a Negro physician to its medical staff. The action is a step in the right direction and we trust as time goes by that other qualified Negro physicians will be added and that other hospitals in the state where Negro physicians are barred will soon see the stupidity of their custom and welcome all human beings without regard to race, creed or color.

Disease and illness know no race or class but strike at all alike, and we see no reason why human beings who are the victims of such non-discriminatory practice should attempt to discriminate because of a person's race. The sensible thing to do, it appears to us, would be to use every means possible to fight disease and sickness wherever it is found without discrimination. Sooner or later all of us must face the fact that no man's health is safe so long as another is in

ill health. There may be ways to bar a sick Negro from a white hospital but diseases have their own ways of leaping over and across racial barriers and practicing the democracy of ill health to its fullest extent.

The action of the City Hospital in Winston-Salem, a municipally owned institution, ought to be morally disturbing to the Presbyterian Hospital, a church owned and operated institution of the city that, in spite of the owners' pious and long-faced talk about Jesus in church, has never been able to practice His teachings in its hospital. It should also be embarrassing to Negro members of the Presbyterian church in Winston-Salem and elsewhere in the state, to know that the church of which they are members preaches about the Fatherhood of God and the brotherhood of man but operates a hospital that slams the door in their faces when they are in need of medical treatment solely on the grounds that they are Negroes.

## Negro Employment in County and City Government

The Carolina Times had hoped by this time that the Durham Committee on Negro Affairs would have shown evidence of securing some Negro candidates to run for the several positions that will be available in this year's election. There is the matter of Negro representation on the Board of County Commissioners and the State Legislature that should be seriously considered by the Committee and proper preparations made to wage an all-out effort for a successful campaign.

Not only should the Committee on Negro Affairs be giving serious thought to presenting Negro candidates for the several posts that will be available, but it should be considering waging an intensive registration campaign in the May Primary and the November election. It is our feeling that there are approximately 20,000 available Negro registrants in Durham, but it is going to take careful planning and hard work to get them on the books. Once they are on the books, it will be much easier to secure some of the

many jobs in the county and municipal governments from which Negroes are now barred.

As it now stands Negro employment in the courthouse and the city hall is confined entirely to janitorial jobs or the low salary level. Even the tax listers are all white with no thought being given to the fact that Negro citizens are entitled to employment as such the same as others. We think it is time the Committee on Negro Affairs ceased its begging for employment in the county and municipal governments and resort to the more effective means which is the proper use of the ballot. The registration of 15,000 or more Negroes will do more to bring about the desired change in the attitude of those in control of city and county employment than all the begging that can be done. We urge the Committee to begin planning now for an all-out registration campaign for the primary in May and the election in November.

## A New Day For Negro Educators

The stand taken by Dr. Alfonso Elder, president of North Carolina College, on the rights of teachers and students to take an active part in such demonstrations and social actions as sit-ins and picketing is of the highest order and sounds a new note for Negro college presidents. Too long the heads of various Negro educational institutions, especially those operated out of public funds, have been expected to stand as a guardian of the status quo of the hopes, aims and aspirations of Negroes. Because of such a pattern the Negro masses have long since learned to look beyond the walls of educational institutions for progressive leadership where matters of their civil rights have been at stake.

We trust Dr. Elder's stand will be appreciated by the heads of other Negro educational institutions, the trustees, boards of edu-

cation, superintendents and others who have to do with the operation of our colleges and schools. Especially should this new approach be applied to the principals of Negro high and elementary schools. A majority of them appear to live in constant fear of their jobs and are seldom free to take active part in the social and economic struggle of their people.

If Dr. Elder's stand is adhered to by educational authorities, we may see in the next few years Negro principals and teachers heading local NAACP groups and taking over active part in the struggles of the Negro. We commend Dr. Elder for his most courageous stand and trust it will be heeded by those of the race and others who are engaged in the field of education.



SPIRITUAL INSIGHT

By REV. HAROLD ROLAND

## Believe on Christ, Accept the Terms Of the Gospel and Be Saved



"Now arise . . . be baptized and wash away thy sins." Acts 22:15.

The salvation of each soul calls for a basic spiritual process. What is this essential spiritual process? It involves an awakening, a baptism and a cleansing in the soul. Each must come to an awareness of his or her lostness. We must first be awakened to the terrifying state of human sinfulness. How can we ignore this business of human sinfulness? Its vicious, destructive influence is seen all around us on every hand in the lives of people. We see its effects

our families and among our close friends. Then why do we not face this thing for what it is and accept God's healing remedy as revealed in Christ Jesus our Savior.

Christ is God's answer to the awfulness of human sinfulness. Man can do nothing about his state of sinfulness. Thus, God out of the abundance of his love had to take the first step. In Christ we can find healing for our soul

sickness. God loves your soul and wants you to be saved from the devastation of sin. The prescription is already written. The way of escape is already opened. Behold the Christ and His Cross as the true source of salvation for our sinful souls. We accept this spiritual healing for our souls by faith in Jesus Christ. Believe on Christ, accept the terms of the Gospel and thou shalt be saved, God in love sent His Son Jesus Christ to save our souls.

We must declare ourselves for Christ Jesus Our Savior. Christ, declared Himself before the world as He came to the waters of the Jordan to be baptized of John. We must acknowledge Christ before he can own us. Baptism is an outer symbol of an inner spiritual operation in the sinful souls of human beings. Baptism follows faith in Christ and repentance toward God Almighty. The Gospel is a call to repentance for a sinful soul. Thus Baptism becomes a very beautiful symbol of the inner spiritual

change called conversion or regeneration.

Basically, salvation is a washing or cleansing from the corrupting influence of sin in the soul. Sin is unrooted or washed away. Sin corrupts everything it touches. Sin is like cancer. Cancer left unattended in the human organism leads at last to death. And sin too, left to do its dirty work to death. Thus each soul that would find health and wholeness must be brought under the healing and cleansing power of God as revealed in Christ Jesus. In the Nativity story he was to be called Jesus for he was to save from sin. God sent His Son to seek and save that which was lost. Let us then recognize that Jesus, and Jesus, is our salvation. Jesus said himself, "I came not to call the righteous but sinners to repentance."

The stubborn inescapable fact of human existence is that man is a sinner and that Christ came into the world to save us from our sins.

## GOP Makes Move to Aid Unemployment Problem

**EDITOR'S NOTE:** The author of this article, Mr. Lautier, is a distinguished journalist who was formerly a Washington correspondent for the National Negro Publishers Association. He is now a special assistant to the Republican National Committee.

By LOUIS LAUTIER  
House Republicans on Wednesday, February 28, gave a positive image to the approach to unemployment, one of the most critical problems facing Negroes.

By a record vote of 354 to 62, the House adopted the Republican substitute manpower development and training bill establishing a two-year program costing \$262,357,000.

The bill was drafted by Representative Charles E. Goodell, New York Republican. It was accepted by the Democrats, given bipartisan support, and was offered as a substitute by Representative Elmer J. Holland, Pennsylvania Democrat, for the bill reported by the House Education and Labor Committee.

Sent to conference to iron out differences with a \$655,000,000, four-year Senate-passed measure, the bill would especially benefit adult Negro unemployed workers who are heads of families and have held jobs for at least three years. Under its terms, 450,000 persons will be better trained to take on new skills to replace old ones for which there is no longer a need.

Matching funds are required from the States for the administrative cost and for the training allowance cost after a period of 18 months. The unemployment compen-

sation fund will be protected by a system of reimbursing unemployment trust funds which permit the payment of benefits workers who are undergoing training.

This provision would be especially beneficial to unemployed Negro workers because it will be an inducement to state legislatures to extend the payment of benefits to workers who are undergoing training while collecting unemployment benefits.

In most of the States this is impossible at present. A worker who is unemployed cannot be trained and still draw unemployment compensation. The Republican bill requires that there must be an immediate job opportunity if training is to be for less than two weeks.

The Republican bill also protects the unemployed Negro worker against racial discrimination by providing that selection of individuals for training and the placement of such individuals shall not be contingent upon membership or lack of membership in a labor union.

If a worker is offered an opportunity to train and turns it down, under the Republican bill, he will be ineligible for a training allowance for a year. The program is designed to help workers get off the welfare and unemployment rolls and get a job.

Negroes are particularly hard hit by unemployment. As reported by the Labor Department's Bureau of Labor Statistics on January 31, 28.7 per cent of the 672,000 persons in the civilian labor force who had been unemployed for 27 weeks or longer were non-

whites.

Of the total of 4,663,000 unemployed persons 14 years of age and over in the civilian labor force in January, 21.7 per cent were nonwhites. The unemployed whites represent only 5.9 per cent of the white persons in the labor force, while the unemployed nonwhites represent 13.4 per cent of the nonwhites in the labor force.

Speaking on the House floor in support of the Goodell bill, Representative Charles McC. Mathias, Maryland Republican, said: "It gives people on the unemployment rolls a new hope, a chance to regain the confidence, dignity, and self-esteem that derives from the full employment of their individual talents and potential."

## Veterans Questions and Answers

Here are authoritative answers by the Veterans Administration to question from former servicemen and their families:

Q—How many veterans are still in schools and colleges under GI education and training programs? Is this program still open to World War II veterans?

A—There were about 135,000 veterans still in educational programs under the Korea GI Bill as of October 31, 1961. This program has ended for World War II veterans.

Q—I understand that pensions are paid to some "Indian War" veterans. Does this go back to Colonial days?

A—The Indian Wars concerned in the administration

## JFK Forgets Campaign Promises

2015 Fayetteville Street  
Durham, N. C.  
February 28, 1962  
Honorable J. F. Kennedy,  
President  
United States of America  
Washington, D. C.

Dear Mr. President:  
During your campaign in 1960, you were very generous in the use of your kind influences to have Dr. Martin Luther King released from prison. I am quite sure that every believer in human decency appreciated this gesture. However, he has been imprisoned many times since and you have not had either the time or the urgency, since becoming president, to intervene.

This letter comes to inform you that there are many people who question your sincerity in this gesture, in view of the fact that the Rev. Fred L. Shuttlesworth, another minister, and the Rev. B. Elton Cox are now being held for crimes, which their accusers would have jailed Paul Revere and Patrick Henry had they been different in color.

Mr. President, is it true that since you became president that the milk of human kindness no longer flows in your heart? Mr. President is it true that your gesture toward Martin Luther King was for political reasons only? Mr. President have not your advisors, such as Louis Martin and Congressman William L. Dawson, told you that Shuttlesworth and Cox are now languishing in southern jails because they dared to be men? Mr. President does the highest seat in the affairs of the American way of life close your ears to the pleas of these two men, or is it that you served your purpose when you were able to get Negro ministers acclaim you as a friend of People of sorrow.

Mr. President would you be a Pilate and now wash your hands? Thousands of Negroes, who voted for you, because of your seeming interest in an oppressed people, watched you as you haled Lt. Colonel John H.

Glenn, upon his return from space, and they wondered if you would forget Glenn as quickly as you forgot King, after he had served your purpose.

Mr. President we appreciate Attorney General Robert Kennedy's telling West Berliners that America would defend them at any cost and yet two Negro preachers are now being held in prison because they attempted to use some of these rights that your brother told them he would uphold, in another country. Mr. President I would like for you to have your brother go on a goodwill tour to Mississippi, Arkansas, Georgia, Alabama and S. C. and assure the Negroes in that foreign section of democratic America that he will fight until the last vestige of second-class citizenship has been erased from the humblest person down there regardless of race, creed or color.

Mr. President there are Negroes in Maryland, Virginia, N. C., Kentucky, Tennessee, Arkansas and Texas, where there has been token integration, who would like to have your brother come to these states and tell the authorities that he will fight until the Supreme Court's decision is the yardstick by which integrated education will be measured.

Mr. President your brother cannot sell a double standard to the other nations of the world. If Martin Luther King needed your assistance while you were candidate, then certainly Fred Shuttlesworth and B. Elton Cox need your executive authority now to liberate them from the evils of these southern jails, in which they find themselves.

Hoping I have been able to express the purpose for which this letter was designed, I remain

Yours for Justice,  
Alexander Barnes, Dir.,  
Public Relations and  
Social Service AMEZ  
Church.

## Report on The Negro Market

By D. PARKE GIBSON

In some product classes, Negroes tend to spend more than do comparable income white families. The soft drink is one of these product classes. According to independent research sources, Negro families, per capita, consume more soft drinks at home and away than do white families. In its trade advertising, EBONY notes that "the urban Negro has about the same median income as U. S. white families; but he buys 4 times more soft drinks."

Last month, the Pepsi-Cola Co. set a precedent for increasing its share of the Negro market when its president Herbert L. Barnett, announced the election of Harvey C. Russell, a Negro executive directing special market efforts, as a vice-president of the Pepsi-Cola Company, in charge of special markets.

Russell now has become the highest ranking Negro executive in the soft drink industry, and this appointment reflects a company's success in developing the Negro market.

Admittedly, through aggressive marketing, Pepsi-Cola is one of the major competitors in the cola field, and this is especially true in urban markets where Negro concentration is heavy.

While Coca-Cola employs outside public relations counsel, and Royal Crown Cola has a special representative, Pepsi also has a man in public relations and another directing special market

efforts with Company-owned bottlers.

No soft drink company, however, approaches the Negro market with Pepsi's sound approach—nor achieves sales gains like Pepsi—with a sound marketing program. Much of this program is an extension of the program the company is doing in the general market. And the Negro market can be a pivotal one for soft drink bottlers.

In FORTUNE ("The Competition That Refreshes", May 1961) which described the "worldwide war against thirst—and each other" between Coca-Cola and Pepsi-Cola, a key marketing fact was given: "the ten to twenty-nine age group—not only has the highest per capita consumption rate for soft drinks, but it is in this group that Pepsi made its greatest advances since 1954." (Note: The median age for Negroes is 3.2 vs. 30.2 for whites—and the Negro population is increasing at a 57 percent faster rate.)

Schick, Inc., New York, is launching a Negro market program for its electric shaver. Schick has appointed Dave Hightower Enterprises for outside sales promotion counsel and services. The company is conducting research on "ingrown beard hair," a condition peculiar to many Negro males.

John H. Wilkins, Inc., Washington, D. C., is sponsoring "Wilkins Coffee Courtesy Time," a radio program featuring Washington, D. C. area churches, along with an interview with a community leader.

Firestone Tire and Rubber Company, Akron, entertained delegates and guests to the recent Alpha Phi Alpha Convention (largest Negro fraternity) in a hospitality suite at the convention site in Louisville. The company's Negro public relations man also showed two color films from Firestone's film library.

Delta Bowling Center, the first lanes opened to Negroes in New Orleans, drew some 3,000 persons to opening night activities.

See MARKET, 5-A  
leaving active service and a great number of them served in the Korean Conflict. (If they served in World War II also they are considered Korea veterans for benefit purposes.) They are not considered veterans until they have military service.