

"What Must Be Done" is New Radio Series Heard on WSRC

Ervin Hester Program Manager of radio station WSRC, announced this week that his station is broadcasting a new and unique series of half-hour programs entitled "What Must Be Done." Highlighting each installment are specific steps that listeners can take to help solve the critical problems of the ghetto and race relations.

The series is based on Newsweek magazine's multi-award-winning issue, "The Negro in America—What Must Be Done" (Nov. 20, 1967). This 23-page special report offered a twelve-point crash program and a six-point long-range proposal that would help assimilate the Negro and other deprived minorities into the American mainstream.

"What Must Be Done" was created and produced by Sam Chase, of radio station WLIB in New York. It is being heard in virtually every major U.S. city.

The programs will be aired on WSRC, Sundays, from 5:00 p.m. to 5:30 p.m.

Moderator for the series is Percy Sutton, Borough President of Manhattan and one of the highest-elected Negroes the country. Newsweek Editor Os-

--Ebenezer

(Continued from front page) 1951. He was followed by Rev. W. E. Daye as pastor in Jan. 1968.

Members of Ebenezer, under the dynamic and forward looking guidance of its present minister, understandably saddened by having to move are eagerly looking forward to the completion of their new church home on South Alston Ave.

The pastor, W. E. Daye is expecting a capacity crowd for these last services because of the sentiments and values the membership holds for the church.

All friends of the church are invited to attend these services.

Racism Bars

(Continued from page 6A) Olsen describes in detail how the various sports express their racial discrimination on the field and the racist reasoning behind it. He tells of the subtle expressions as well as such obvious instances as the Cleveland Browns' white-only golf outing. He quotes a white New York Football Giant who says that although he has never seen an overt act of racism, "...the prejudice is there. The league reeks with it. The way the teams are composed. The way the locker rooms are laid out. The way Negroes are criticized more than whites. The way they're not supposed to know how to play certain positions. The way the white players are allowed to boss them around and criticize them..."

The main defense which management offers for the quota system, and the related factor of restrictive positioning, Olsen reports, is fan identification: most of the fans are white, if they can't identify with the team, they'll stop being fans—they won't pay to watch the team play—and they can't identify if the team is black. But the fans want a winning team, so black athletes must be used up to a point. It is where the two curving graph lines, those of identification and performance, cross that the quota is established, and it varies from city to city, sport to sport, and team to team.

"Nothing," Olsen writes "is more obvious in professional sports, and few things are as hotly debated."

--Woolworth

(Continued from front page) for merchandising. "Woolworth is working with several Negro-owned companies in a continuing program to help in the improvement of packaging, production, quality

bom Elliot will appear as a panelist in most programs. Other participants include news-making proponents of both militant and moderate Negro viewpoints, as well as leaders from government and the private sector.

Hester described the series: "Each program deals with a specific problem. The magnitude of the problem is discussed—then participants advocate solutions. Roadblocks in the way of action are defined, and the panelists propose ways in which the listeners can help break these barriers."

Topics to be covered include Black-White Relations, Employment, Education, Aid for the Needy, Self-Help, Housing and City Planning, Health, Money Sources, and Federal vs. Local efforts.

The program for broadcast next Sunday, July 28th, covers "Education." Panelists include: Osborn Elliot, Editor of Newsweek Magazine; Jonathan Kozol, teacher and writer and specialist on ghetto schools; and Dr. Elliot Shapiro, District Superintendent, New York City Board of Education. Moderator for the program is Percy Sutton, President of New York's Borough of Manhattan.

and uniformity of products to meet our requirements for large-scale marketing," Stromenger reported.

He said the Negro-owned firms would find it necessary to hire additional employees to meet the high-volume needs of Woolworth's nationwide marketing distribution system.

Dr. Perry P. Little, board chairman of the Friendly-Leader Manufacturing Co., complimented Woolworth for the "technical assistance" provided and voiced the hope that other Negro-owned companies can be similarly aided.

"If many Negro-owned firms can be helped to gear their production to large-scale requirements of national merchandisers, it should have a significant effect on Negro employment," Dr. Little said.

--Senior

(Continued from front page) He blames the undergraduate council—a faculty body which has much of the responsibility for developing the undergraduate curriculum—for the irrelevance of the curriculum. "If you want to establish a course in photography, for example, you would have to have the approval of people from the science department, the mathematics department, the history department, the English department," Coleman says. He feels faculty members should have more freedom to develop their own courses.

Photography, in fact, is taught on the NCC campus. The courses Coleman wants to see taught are "black sociology," "black economics," and "black political science," but he will not be satisfied with inferior teaching of courses with those titles.

"My committee is going to get this education geared to

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black society, without losing the excellence of education we have. As I told the committee members, just to have a course in the black family is good, but we must also have good content in the course."

NBL to Study

new ground. SBA has thus now taken the lead in the study and design of on the job training for entrepreneurs, particularly for the Negro and other minority members." Burrell pointed out that a report of the Labor Department to House Subcommittee No. 5, November, 1967 outlined how the several agencies had no place for a program to provide Negroes with access to a "real piece of the action as managers."

"This is a most welcome gap filler," he stated. "It can help turn black power into green power. Others could well follow SBA's lead."

The study and program design project will be completed by October, 1968 and will be performed through the network of 10 local National Business League Project Outreach offices in cities coast to coast. Project Outreach, a National Business League, Office of Economic Opportunity-Economic Development Administration supported program offers management training and other technical assistance to ghetto small businessmen.

--Bolden

(Continued from front page) training and manpower services.

Previously, he was executive director, Bedford-Stuyvesant Youth In Action; a staff director with the New York City Neighborhood Conservation Bureau; acting director of the New York Branch, NAACP and a Core field secretary. In addition, he was a legal assistant to both Percy E. Sutton (Now Borough President of Manhattan) and Livingston L. Wingate (now executive director of the Urban League of Greater New York.)

A graduate of Syracuse University and Yale Law School. Bolden was also a graduate student at Syracuse's Maxwell School. Married, he lives in New York with his wife, Margaret, and son, Benjamin Faiz, age one.

--Promotion

(Continued from front page) C. Colonel Davison is a graduate of Howard University with bachelor's and master's degrees in chemistry and zoology. He also has received a master's degree in international affairs from George Washington University and is a graduate of the Army's Infantry School, Ft. Benning, Ga.; The Army Command and General Staff College, Ft. Leavenworth, Kansas; and the Army War College, Carlisle, Pa.



Sidney Poitier in his first romantic role, "For Love of Ivy." Now playing at the Rialto Theatre.

--Foods

(Continued from front page)

ting capital," Hurt said. Broad community support has been a key to Central City Foods' background.

"It has become so well-known already," Hurt remarked, "that whoever becomes our Vice President will be a community figure immediately." The St. Louis Urban League has been working closely with the Central City Foods staff on filling some 50 available positions in the new supermarket. An intensive employment drive will begin in September for these openings.

"But right now," Hurt said, "we're looking all over the country for the right man to manage the operation. This person will have experience in most phases of supermarket management and will have had experience as the general manager of a successful supermarket. His salary range will be from \$11,000 to \$15,000 with a bonus plan."

--Coalition

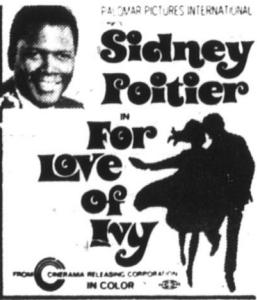
(Continued from front page)

Clarksdale, Mississippi, who is also State Chairman of the NAACP. The Vice Chairman of the coalition is Hodding Carter III, publisher of the Greenville, Mississippi, Delta Democrat-Times and Chairman of the State Young Democrats. Charles Evers, NAACP Field Secretary and recent candidate for Congress in the state's 3rd Congressional District will serve as one of the coordinators for the campaign.

"We intend to choose a delegation representative of all the people of Mississippi," Dr. Henry stated today, "and, if we can find the funds, to transport this delegation to Chicago on August 26th to challenge

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Judith Crist N. Y. Magazine



1, 3, 5, 7, & 9 P.M.

RIALTO

the delegation handpicked by the white power structure of the state.

"We shall convince the Democratic Party and the convention's Credentials Committee that it should recognize our delegation as the only one in Chicago representative of the registered Democrats in Mississippi.

"We shall charge that Negroes in the state have been discriminated against by being refused their right to participate in the Democratic primaries of the regular Mississippi party. This charge will be documented with affidavits from Negro citizens in more than 30 counties, representing more than 20,000 Negro voters."

--Training

(Continued from front page)

The Equal Educational Opportunities program was created by Title IV of the 1964 Civil Rights Act. Title VI of the same Act provides that Federal funds must be withheld from any school district that discriminates because of race, color, or national origin. Franchina's efforts will be directed toward helping school districts take the necessary steps to assure equal educational opportunity and avoid



STEERING COMMITTEE for Hillside 1943 Class Reunion is shown revising plans for the Reunion which is scheduled to begin August 31st and continue through the Labor Day weekend. A lavish banquet and dance is tentatively set for the Jack Tar Hotel and through all

arrangements have not been finalized the Committee has set August 19th as the deadline for all class members planning to attend the Reunion to make their contributions. Seated (l to r) Mesdames Ernestine Hatch Perry, Dorothy Clark Judkins, Margaret Page Hedge-

Franchina at the HEW Regional Office, 220 Seventh Street, N.E., Charlottesville, Virginia 22901: A booklet explaining the requirements of Title VI of the Civil Rights Act may be obtained by writing to Bernard McCusky at the same address.

the possibility of the withholding of Federal funds.

McCusky said North Carolina school districts wanting to request assistance or additional information could write to

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the requirements of Title VI of the Civil Rights Act may be obtained by writing to Bernard McCusky at the same address.

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