



**Eyes On The Prize**  
America's Civil Rights Years, 1954-1965

"Eyes on the Prize: America's Civil Rights Years, 1964-1965" recounts the intense civil rights struggles in Mississippi in 1963-64 in the fifth segment, "Mississippi: Is This America? 1963-1964," airing Wednesday, Feb. 18, on PBS. Above, Freedom Schools were created throughout Mississippi in 1964 as Freedom Summer volunteers, most of them northern college students, went south to help educate black children and organize black voters (photo by Ken Thompson).



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The climax of a 10-year struggle for equality -- the march from Selma to Montgomery, Ala. -- is the subject of "Bridge to Freedom 1965," the sixth and final episode in "Eyes on the Prize: America's Civil Rights Years, 1954-1965." Airing Wednesday, Feb. 25, on PBS, the program looks at the successful campaign for voting rights, highlighted by the 1965 march. Shown, from left, are Dick Sekiner, Len Chandler, Jim Letherer and Louis Marshall (photo by UPI/Bettman Newsphotos).

**Gospel concert one of King holiday highlights**

By The Associated Press

ATLANTA -- A free gospel concert at the Civic Center on Jan. 18 will be among the highlights of the Martin Luther King Jr. Day holiday in Atlanta. In announcing the concert

plans last week, Mayor Andrew Young said the gospel concert is appropriate to the King commemoration, scheduled nationally on Jan. 19, because the late civil rights leader's vision was "essentially a religious one."

Artists to be featured during the concert include Tramaine Hawkins, Shirley Caesar, the Richard Smallwood Singers, the North Birmingham Community Male Chorus and the Wilson-Wayne Mass Unity Choir.

**The Morehouse Men of Winston-Salem salute our fellow alumnus. Rev. Martin Luther King, Jr.**

**His fight for equality made our dreams possible. Now it's up to us to make those dreams come true.**

- Mr. Joppa Fred Acree '82
- Mr. Leroy Anderson, Jr. '82
- Dr. Richard Bennett, Jr. '61
- Mr. Logan T. Burke '83
- Mr. William H. Caine '68
- Mr. Willie L. Clark, Jr. '63
- Dr. Edward L. Davis '34

- Mr. David J. Dent '81
- Rev. Jerry Drayton '43
- Mr. I. Monroe Falls '57
- Mr. Craig M. Marberry '81
- Mr. Frank Reid, III '78
- Mr. Ricardo Rozier '85
- Dr. Kenneth R. Williams '33

Mr. Ernest F. Wilson '28

**Being Black in America: A Real Picture**

He had a dream. A dream to which he dedicated his life. He wanted a better world for all Americans. His vision moved us all to do more.

**"I may not get there with you but... we as a people will get to the promised land."**

—Rev. Martin Luther King, Jr.

This is the first year that we as a nation officially celebrate the Rev. Martin Luther King, Jr.'s day of birth.

On January 15th, let's reflect on how far we've come, and commit to a course of action that will lead to even greater progress.

Anheuser-Busch is proud to be a part of the programs that reflect the ideas and vision of this great American.

A real picture of being Black in America includes all of us. Rev. Martin Luther King, Jr. dedicated his life to this dream... we must keep this dream alive.

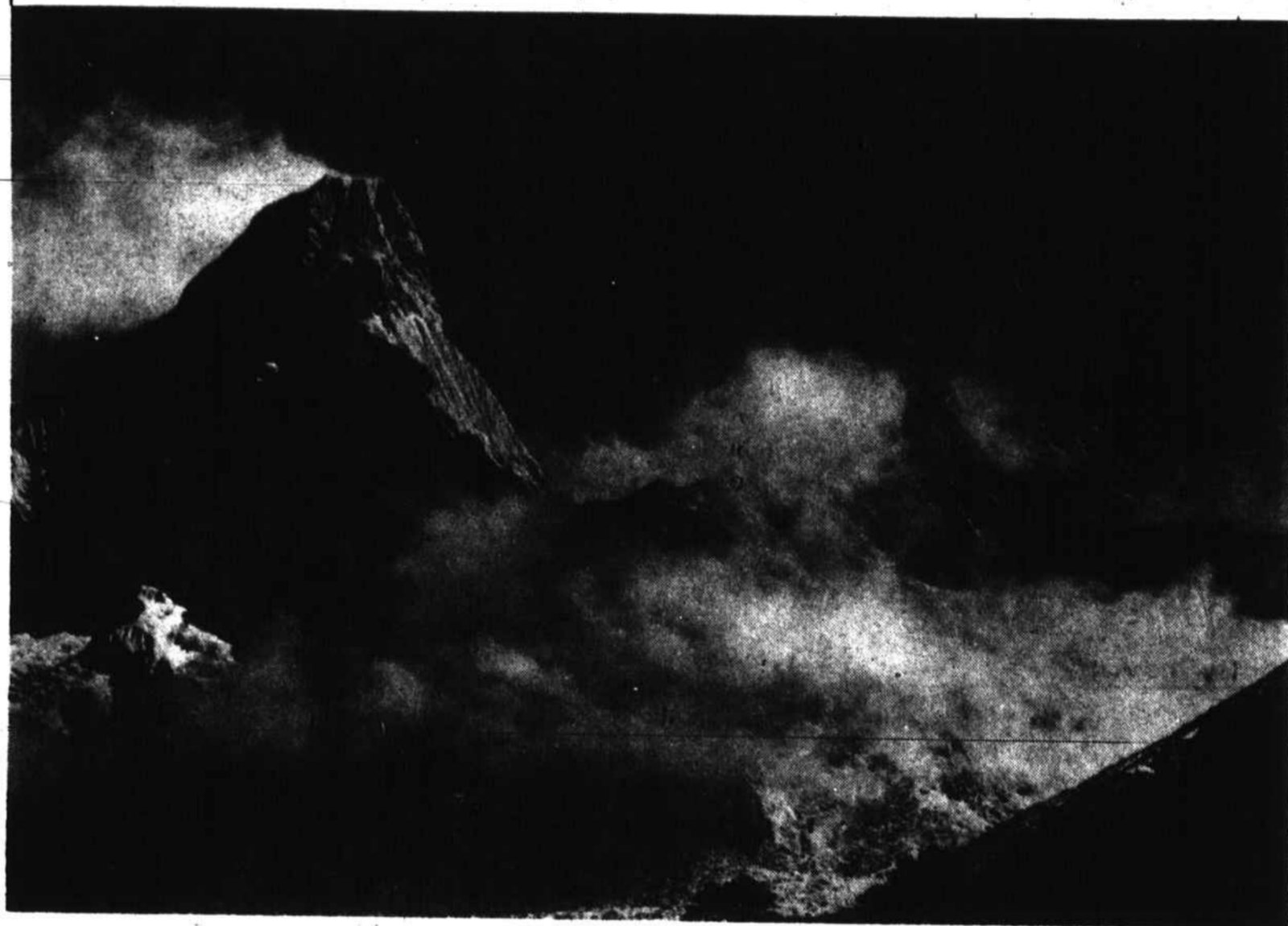
**Building a future in partnership with the community.**



**ANHEUSER-BUSCH COMPANIES**

PHOTOGRAPHED BY ALEX STEWART  
Image Bank, 1985

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**"I have the audacity to believe that people everywhere can have three meals a day for their bodies; education and culture for their minds; dignity, equality and freedom for their spirits."**



January 19 marks the second observance of the national holiday honoring Dr. Martin Luther King Jr. What better way to celebrate his birthday than by living his dream? We are challenged on this day to remember one of his greatest legacies -- hope. For he never gave up hope.



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