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Oil Specialist To Tour Negro College

CHICAGO — The need for scientists in the petroleum industry has been told to college students by a veteran Chicago oil executive. Robert J. Hengstebeck, research associate for American Oil Company, will complete the seven state lecture series April 15, at Howard University in Washington, D. C.

The speaker will discuss the future of the oil industry and interpret the roles of scientists and technologists as industry leaders. He will tell Negro students that race plays no part in a field where competition for trained personnel is extremely keen.

Other colleges where the American Oil specialist has lectured are Lincoln University, Jefferson City, Missouri; Atlanta University, Atlanta, Ga.; Johnson C. Smith University, Charlotte, North Carolina; Tuskegee Institute, Tuskegee, Alabama; Tennessee A. & I. College, Nashville, Tennessee and Kentucky State College, Frankfort, Kentucky.

Mr. Hengstebeck was graduated with a bachelor of science degree from the University of Detroit and received his master's in chemical engineering from Carnegie Institute of Technology.

Dr. J. Mason Brewer To Speak At Bennett

Dr. J. Mason Brewer, of Salisbury, N. C., an outstanding folklore authority, will deliver the principal address when members of the humanities division at Bennett College, present their annual cultural project, April 9-10.

Dr. Brewer, professor of English at Livingstone College, will speak Friday at 10 a.m. in Pfeiffer Chapel on "Negro Folklore and Allied Forms," after which he will meet informally with students in the Science Assembly for continued discussion.

A native of Texas, Dr. Brewer received his education at Wiley College and at the University of Indiana from which he earned the master of arts degree. The honorary degree of Doctor of Literature was conferred upon him by Paul Quinn College. Before coming to Livingstone, Dr. Brewer taught at Claflin College, Orangeburg, S. C., and Houston-Tillotson College in Austin, Texas.

Two of his best-known books
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Funeral Service To Be Held For Mrs. Alice Jackson Mosley

Mrs. Alice Jackson Mosley 65, of 614 Douglas St., died Monday, March 30, 1964 at L. Richardson Memorial Hospital following an extended illness.

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W. T. Ellis, State Adviser New Farmers Of America

National NFA Week, April 5-11 has been proclaimed by the National Organization in honor of the late Dr. Booker Taliaferro Washington and will be observed by NFA members and adult leaders throughout North Carolina and the South, according to W. T. Johnson, Executive Secretary of NFA and Treasurer of the National Association.

More than 10,000 NFA boys in 150 schools in North Carolina will join more than 58,000 NFA boys throughout the southland in 14 southern states to extoll the memoirs reminiscent of the late educator and leader in the South.

These young leaders will perpetuate the philosophy and ideals of Booker T. Washington with a myriad of educational and leadership activities which encompasses and embellishes leadership concepts spawned and advanced by the honoree.

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Ed Sullivan's Battle For Integration On TV Revealed In Coronet

Ed Sullivan's long and continuing fight against racial barriers on television, despite heavy criticism, is traced in a revealing article in the April issue of Coronet magazine.

In "Ed Sullivan's Battle for Integration on TV," author Morton Cooper tells for the first time many inside stories about this top video personality's dogged insistence on ignoring all color lines in casting his shows.

It started in 1948 when Sullivan faced 30 key sales executives of a potential sponsor's firm at a meeting in a New York hotel to discuss the then upcoming "Toast Of the Town." A Southerner objected to Sullivan's announced intention of booking Negro performers freely on his programs, but the columnist-m.c. stood his ground, and the bigot backed down.

In time he presented every gifted Negro artist on "Toast," later changed to "The Ed Sullivan Show" — Ethel Waters, Louis Armstrong, Nat King Cole, Marian Anderson, Harry Belafonte, Pearl Bailey, Lena Horne, and many others. Most gratifying were the "dazzling ratings" that the show from the outset had in the South, where it sold a lot of radios, automobiles, cigarettes and soap. Once and for all Sullivan demolished the shibboleth that a Southern customer wouldn't buy a product plugged on a show featuring Negroes. "Once," Sullivan states, "that position was offensive. Today it is laughable. We've proved it's ridiculous."

Although attempts were made to hamstring his determination to run his shows on a fully integrated basis, Sullivan asserts that these pressures never came from anyone in an executive capacity at C.B.S. "But" he discloses, "I've had certain indications from agencies that implied they'd like to direct me."

The Coronet article further quotes Sullivan: "I know why there were pressures to keep television lily white. TV came in on the heels of radio and inherited some of its worst characteristics. In the early days of radio, if a Negro was going to appear on a show, that show would be heard only in the North. The Southern stations would play a substitute show. The fear was that the Southerners would be offended."

Sullivan disproved this fear not only by the ratings his program won below the Mason-Dixon line but also by traveling all through the South on behalf of the show's sponsors. Wherever he went he was treated well. The local dealers were interested in only one thing — selling products, and they appreciated his help.

The efforts, at the height of the "Red Channels" blacklist hysteria, to compel Sullivan to drop scheduled Negro artists because of baseless charges of Communist sympathies, are also detailed in the timely Coronet piece.

Ed Sullivan always disliked the phrase, "civil rights," it reports. "It's a cold term," he declared. "It makes you think of three judges with beards, deliberating and handing down a verdict. . . . When you're dealing with human beings, there are only human rights. And human rights are invested in us not by man, but by God."

The acknowledged right of all entertainers regardless of color to be seen on network television on the basis of talent alone owes

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Funeral Service Held For Rev. Fred Douglas Morehead



REV. FRED D. MOREHEAD

The Rev. Fred Douglas Morehead, 75, of Cone Lake Rd. died Wednesday in L. Richardson Memorial Hospital at 2:00 p.m. He was the pastor of Piney Ridge Methodist Church, Seagrove, N. C. Survivors include his wife, the former Lurain Ophelia Davis of Asheboro, N. C.; two brothers, Charles Morehead of New Britain, Conn.; Joseph Morehead, Hartford, Conn.; Mary Richardson, N. Y., N. Y.

Funeral service was held at 3:00 p.m. Saturday at the Besses Chapel Methodist Church, with the Rev. J. W. Gwyn, District Superintendent and the Rev. Belvin Jessup, pastor of Besses Chapel in charge. Burial took place in the Besses Chapel cemetery.