

# The Future Outlook

Keep Up With The Times

Outlook!

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## FIRST BLACK AND WHITE OWNED MAGAZINE COMPANY

The first interracial owned and staffed magazine company has been formed to produce "Equal Opportunity," a new magazine for minority college students seeking career opportunities after graduation.

John Miller III, who is white, is the President of the Equal Opportunity Publications, Inc. publishers of "Equal Opportunity," and Alfred Duckett, who is black, is Vice President and Editorial Director. Both have rich backgrounds in the publishing fields.

"By being interracial owned and staffed," said Mr. Miller and Mr. Duckett in a joint statement, "the magazine will be offering the best possible mix of ideas and reactions covering one of today's most volatile socio-economic problems — black man in the predominantly white business world."

The annual magazine, due

December 1969, has these major objectives:

1. To build confidence for its readers in truly being accepted in the business world by offering them strong editorial content covering job opportunities from every conceivable angle with articles by prominent black and white authors and experts.

The lead article in the first issue is entitled "Mind Your Own Black Business" by former baseball great Jackie Robinson, now a successful franchise businessman. The article answers the current minority cry for "a piece of the action" in franchise operations.

Among the others featured in the issue are Georgia State Senator Julian Bond; Henry Ford III, head of the National Alliance of Business, the organization seeking to accelerate minority employment; Rev. Jesse Jackson, Director of Operation Breadbasket, the economic arm of the Southern Leadership Conference, and Whitney Young, Executive Director of the National Urban League.

2. To offer a directory of corporation profiles of companies who are actively seeking minority college students for executive training positions.

Over 200,000 black college students will have access to "Equal Opportunity" through more than 2,000 outlets including 1,000 college placement offices, bookstores, libraries and other meaningful outlets.

In hailing the significance of

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## Funeral Service Held



### MRS. ELECTER J. HEDRICK

Funeral services were conducted for Mrs. Electer Joyce Hedrick on Sunday, August 10, 1969 at 3:00 P.M. at Jones Chapel Baptist Church, Reidsville, N. C.

Mrs. Hedrick, daughter of the late Mr. and Mrs. William Joyce was born in Guilford County in the late 1800's. At an early age she connected herself with the Jones Chapel Baptist Church where she served faithfully until the end.

Survivors are her husband, Jessie W. Hedrick; five daughters, Mrs. Nannie Neal, Mrs. Ruth Yeows both of Greensboro, N. C., Mrs. Nellie Richardson, Mrs. Bertie Ashe both of Reidsville, N. C., Mrs. Artis Leach of Burlington, N. J.; four sons, Wallace McClain of Reidsville, Jarious Hedrick of Greensboro, Jeremiah Hedrick of McLeansville, and John Nathan Hedrick of Burlington, N. J.; four nieces, three nephews and a host of other relatives and friends.

Smith's Funeral Home in charge of arrangements.

## Bethel News

### Union Prayer Meetings

The Union Prayer meetings are being held at Bethel Church each Wednesday night in August at 8:00 p.m. Come one, come all, a blessing from God awaits you there.

### Tom Thumb Wedding Rehearsal

Participants in the "Tom Thumb Wedding" to be presented at Bethel Church, Friday, September 12, will meet at the church Saturday, August 16 for rehearsal. Parents please have your children there on time, at 5:00 p.m. Mesdames Eva Slappy, Pauline Kestler and Rosa Brittan are in charge. Tickets for the wedding are now on sale for 25c.

### Youth Program

The youth of Bethel Church will have charge of the Morning Worship Service, Sunday, August 17, at 11:00 a.m. The Bethelites will sing, and other youth will participate.

### A Day At The Beach

The bus for Atlantic Beach, South Carolina will leave from 901 Bluford St., Saturday, Aug. 23, at 11:00 p.m. Sunday, Aug.

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### O. C. Smith and Lena Horne

LENA'S GUEST — Lyncapic singer Lena Horne hosts O. C. ("Little Green Apples") Smith when she headlines the first American network television special of her own — "Monsanto Night Presents Lena Horne" — to be colorcast on NBC-TV Wednesday, September 10, 10-11 p.m.

## LENA HORNE TALKS ABOUT T. V.

Hollywood — Lena Horne, preparing for the first American network television special of her own, said that she prefers working on television to the posh supper club circuit she's followed for many years.

Miss Horne's special—"Monsanto Night Presents Lena Horne" — will be colorcast on the NBC Television Network Wednesday, Sept. 10 (10-11 p.m. PDT-EDT; 9-10 p.m. CDT). Lena's guest stars will be David Janssen (of "The Fugitive" fame) and rhythm-and-blues singer O. C. Smith.

"Television lets you stay in one place, or maybe two or three places, and they're all lovely places to be," said the singer. "It's much better than living out of a bag on the road all the time."

The "two or three places" Lena referred to include, of course, New York and Los Angeles, where she maintains permanent homes. The third is another of her favorite television towns, London. While she visits the English isle whenever

she can, she recently relinquished her London flat as "economically impractical."

Miss Horne's fondness for a somewhat settled existence may be traced, no doubt, to her peripatetic past as the always-moving offspring of a show bus-

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## Negro Named Director Of Veterans Adm.

The selection of Dr. Howard W. Kenney to become director of the Veterans Administration's northeastern medical region was announced by Donald E. Johnson, Administrator of Veterans Affairs.

The first Negro named to the high-level Regional Medical Director position, Dr. Kenney will be the highest ranking Negro physician in the history of the VA.

Dr. Kenney, 51, medical director at the John A. Andrew Memorial Hospital of Tuskegee Institute in Alabama since Aug. 1965, will assume his new post on October 6. From his office in Washington, D. C. he will supervise 33 VA hospitals and three independent outpatient clinics in the 11 northeastern states. With a combined bed capacity of 28,000, these hospitals annually provide hospital care to more than 150,000 veterans.

A VA official between 1955 and 1965, Dr. Kenney resigned his post as director of VA's 950-bed hospital at East Orange, N. J., in 1965 to accept his present position at Tuskegee. His VA service started at the Agency's hospital in Tuskegee where he rose from assistant chief of staff to hospital director.

Dr. Kenney earned his B.S. degree at Bates College, Lewis-

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## MR. JOHN HARSHAW CELEBRATES 102ND BIRTHDAY

Rev. and Mrs. Zollie Dunn's home, 2209 Briarlea Road, was the scene of a birthday celebration for Mr. John Mac Harshaw who was born 102 years ago.

The activities took place Aug. 7, 1969.

Mr. Harshaw, Mrs. Dunn's grandfather, has lived with the Dunns since 1957. There were two sons, ten grandchildren, and twenty-eight great grandchildren to join in the celebration.

Mrs. Alice McCain presented a short program which consisted of prayer by Bishop G. W. Rice, solo by Miss Albertine Williams, and remarks by Rev. Mrs. J. E. Ewings.

Dinner was prepared by Mrs. Dunn, Mrs. Mabel Barnes, Mrs. Doris Dickens and Mrs. Imogene Goldston. Mrs. Ruth Mock and Mrs. Peggy Richardson assisted in serving the guests. The affair was very gayful and "grandpa" certainly enjoyed it.

There is an old saying, "Bread is the staff of life." Maybe "grandpa" has proven this, because he never eats without bread even if he is served pancakes.

Mr. Harshaw came to live with his granddaughter thirteen years ago when his daughter passed and Mrs. Dunn plans to



MR. JOHN HARSHAW

care for her grandfather as long as she is able.

"Grandpa" has received letters from President Nixon, Mayor Jack Elam of Greensboro, and the Rev. Sam Sox, a Lutheran minister congratulating him.