

RAPE CHARGE (Continued from page 1)

He was returned to the house where Mrs. Spence identified him as her assailant. He was then turned over to Detective Sgt. J. V. Haley, who booked him on the capital charge...

OMEGAS END (Continued from page 1)

The most spirited contest for the choice for the Second Grand Vice-Basileus, which is filled by a senior student at the many Colleges where there are chapters, saw three candidates in the field...

Walter H. Riddick, Norfolk, Va., funeral director who has held the post since 1950, of Keeper of Records and Seal, showed Hiram F. Jones, Washington, D. C. under.

Jesse B. Blayton, Sr., Atlanta Business tycoon, was re-elected for the 35th time as Grand Keeper of Finance, Marion W. Garnett, Chicago outdistanced J. Franklin Spruill, Akron, Ohio a dark house who ran like one, for the officer Grand Counselor.

CORE DIRECTOR (Continued from page 1)

CORE for the past three years. He is also associated with the Student Non-Violent Coordinating Committee, and worked with Golden Frinks, Edenton, field secretary for the Southern Christian Leadership Conference as co-campaign manager for Mrs. Sarah E. Small, who placed second in a bid for a Congressional seat from this state's First District last month.

An Asheville native, the attorney was admitted to the University of North Carolina as a graduate student under federal court orders, then he filed a suit which opened the university's undergraduate school to Negroes, and, in 1959, filed a suit in behalf of his daughter, Miss Joycelyn McKissick, which ended public school jim crow here.

McKissick told a news conference in New York Monday that he did not intend to change any of CORE's non-violent direct action or demonstration tactics, but plans to introduce new techniques that will be developed from time to time.

He stated, "I am interested in working only for the interests of the people, no matter who the people are." McKissick said he plans to "work over" CORE's gloomy finances. A major membership drive is planned for March when he takes office.

McKissick told this writer he has not made any plans to move

to New York City at present, "but a great deal of my time will be spent there after March 1."

He is married to the former Miss Evelyn Williams, also a native of Asheville. They are the parents of four children: Joycelyn, Andree, Floyd, Jr., and Charmaine McKissick.

\$30 BILLION (Continued from page 1)

objective, the company should consider the sophistication of its point-of-purchase material, direct mail, sales promotions, merchandising programs and all the other facets of marketing normally used. Publicity, public relations and community relations, so important to a communication effort, will especially benefit from a thorough understanding of some of the special characteristics of Negro people.

"None of this will be easy," the publication notes. "Today's Negro is not quickly convinced. His mood is one of skepticism. His attitude is 'show me.' But once he is sure of your sincere interest and the value of your product, he is more likely to remain a loyal customer than is his white counterpart. He is zealously brand conscious, suspicious of special 'deals' and less likely to be wooed by private labels and out-rate bargains."

PUSH FEDERAL (Continued from page 1)

of how to implement these programs on the local level in order that they may reach the most people.

"N. C. NAACP contends", Alexander said, "that large numbers of Negroes are not getting the benefits of government assistance programs now in operation, even though we do have equal employment laws. Many businesses are placing the responsibility upon Negroes to take the initiative in requesting that they be permitted to apply for jobs and training for better jobs."

Agricultural loans of various types were mentioned by Alexander as services now being greatly overlooked by Negroes. These, he noted, if used soundly, would enable many Negroes to hold on to their farms and homes through Federal Housing and Farmers Home Administration, and Federal Land Bank long term loans. Likewise, the Anti-Poverty program was noted as being a major effort by NAACP in 1966.

Plans are already outlined for the "Mother-of-the-Year" program in May when upwards of \$50,000 is hoped to be raised, at least the major portion of it from our major financial effort held annually in Raleigh.

"NAACP and community leaders must make themselves heard where ever the interests of our people are concerned," Alexander emphasized.

National NAACP has increased its budget to two million dollars to fight through the courts to secure these rights for



CELEBRATES SIXTH BIRTHDAY - Little Miss Janette Freida Paige (standing behind birthday cake) celebrated her sixth birthday at the Deluxe Grill, 216 E. Cabarrus St., ended by many of her friends and acquaintances on Saturday, Jan. 1, 1966.

minorities.

Jack Greenberg, head of the Legal Defense and Educational Fund of NAACP, has stressed the implementation of these goals of freedom for Negroes.

Tarheel's annual NAACP officers' meeting will be Feb. 4-5 in Charlotte.

FORD GRANTS (Continued from page 1)

use of modular components in school construction and of computers to determine both school space needs and the most efficient use of school facilities.

The grant for school improvement in New Orleans, like those to other Southern communities, will support a cooperative effort by local school authorities, neighborhood groups and nearby institutions of higher education -- in this case, Tulane and Dillard Universities. The program will focus on two elementary schools with predominantly Negro enrollments, and will involve use of new organizational patterns, advanced educational media, and curriculum materials. A preschool program for four-year-olds will be developed along with a primary school program to create a new sequence of early childhood education in New Orleans.

Evening programs for parents also will be instituted. Dillard and Tulane will provide consultants to conduct in-service training for teachers in the schools and to help develop the new programs. The schools will be used as training centers for teachers from other schools throughout the city, and Dillard will offer its education students a pre-service teacher training program in the demonstration schools which will concentrate on preparation for work in urban schools. The program will be coordinated with local anti-poverty and community action programs, and will receive local contributions estimated at nearly \$2.5 million.

The appropriation for Project Opportunity earmarks funds for continued support of activities initiated with a 1964 Foundation grant of \$150,000. Under the direction of a coordinating committee representing the Southern Association of Colleges and Schools and the College Entrance Examination Board, sixteen colleges and universities have cooperated with one parochial and ten public school systems in eight Southern states to identify an initial group of disadvantaged but promising seventh graders, recruit

and train counselors for them and offer special summer programs in each school. Funds will be used for curriculum improvement, counseling of students and parents, and related activities during the five years required for the students to reach high school graduation. Local contributions to the program are estimated to amount to \$500,000 over the five years.

The communities in North Carolina in which opportunity centers have been established under the project, the schools, and sponsoring colleges and universities are: Charlotte; Irwin Junior High School and Davidson College; and Durham; Merrick-Moore High School, N. C. State at Raleigh and Duke University.

ATTY. GEN. (Continued from page 1)

rights, of course, but I look to men like Martin Luther King, Roy Wilkins, and James Farmer as civil rights leaders," he said.

Brooke's major appeal is bound to be found among whites since the Negro population of Massachusetts is not large. Brooke was re-elected attorney general in 1964, by 797,510 votes; at a time when President Johnson and Democratic Sen. Edward M. Kennedy carried the state. Brooke's victory was the largest GOP margin in Massachusetts history.

Brooke refused in 1964 to endorse GOP Presidential candidate Barry Goldwater but he made no attempt to shed the party label.

NO WARRANTS (Continued from page 1)

300 odd searches were made without reasonable grounds to believe the suspects were on the premises, the court refused to enjoin police from conducting searches "based on anonymous tips or otherwise without probable cause or grounds."

The court said such an injunction would be difficult to frame, difficult to enforce and place severe burdens on the police and the court.

Attorneys for the seven plaintiffs are Legal Defense Fund Director-Counsel Jack Greenberg, Associate Counsel James M. Nabrit III, Melvyn Zarr and Michael Meltner, all of New York, and Mrs. Juanita Jackson Mitchell, Tucker R. Dearing and W. A. C. Hughes, Jr., all of Baltimore.

Drive Safely

Advertisement for Hunt General Tire Co. featuring a car and text: "CORRECTION! Due to error the telephone number of EUGENE JOHNS' GULF SERVICE STATION was left out of the Christmas Ad. This Is The Number: 828-9897"

Advertisement for Hunt General Tire Co. featuring a car and text: "THE GENERAL TIRE SAVINGS Headquarters FRONT END ALIGNMENT ...ends shimmy and shake and stiff steering \$7.50 ALL CARS NO UPS OUR EXPERTS DO ALL THIS correct caster correct camber correct toe-in adjust steering full safety shock HUNT GENERAL TIRE CO. 428 S. McDOWELL ST. PHONE TE 8-8571"

trict Court in Montgomery, the first of next week, requiring that a complete slate of officials be elected in the general elections to be held Nov. 8, 1966.

The complaint, filed in U. S. District Judge Johnson's court, charges that "the white population of that County (Lowndes), constituting a small minority of the total, by unlawful and unconstitutional means, has seized and retained all political power and has by such unlawful and unconstitutional means prevented the majority of the population, being the Negro people, from participating in any manner in the administration of County affairs at the selection of its government."

These ends, says the complaint, have been achieved by "the prevention of Negroes from registering to vote or from participating in elections, contrary to the provisions of the Fourteenth and Fifteenth Amendments to the Constitution of the United States... such prevention having been achieved under color of laws of the State of Alabama which on their face or in their discriminatory application are violative of such constitutional provisions..."

BROADENING ROLE

Jean Seberg Universal's "Moment of Moment," in which she stars with Honor Blackman and Sean Garrison, added five pounds to her still-trim figure. Six takes were required for a key birthday party scene, and Jean had to eat a big piece of cake each time.

PINOCCHIO GROWS UP

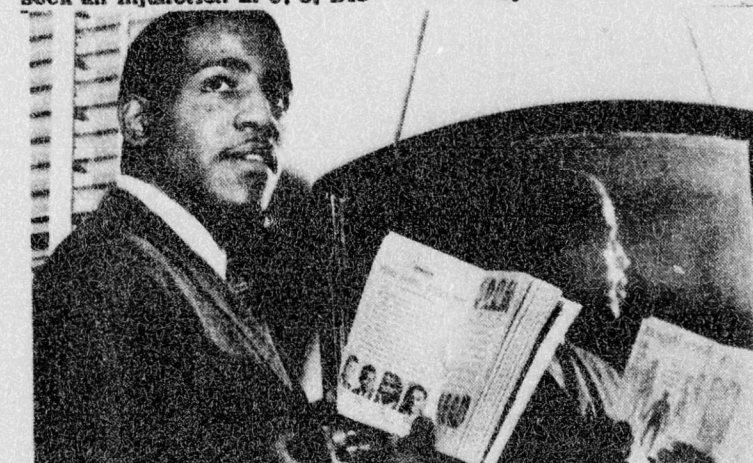
The process of growing up caused an unusual problem on Universal's full-length color cartoon, "Pinocchio in Outer Space." Two weeks after 16-year-old Pete Lazer recorded the voice of Pinocchio his voice completely changed and an imitator had to be found to do re-takes.

ADMITS ERROR (Continued from page 1)

defense position, the indictment will be thrown out. A new jury would have to be chosen before the group could be indicted and tried again.

Lowndes Voters Seek Complete County Slate

LOWNDES COUNTY, Ala. - A group of Lowndes County, Ala., voters, all members of the newly-formed Lowndes County Freedom Organization, will seek an injunction in U. S. Dis-



FEATURED IN NATIONAL MAGAZINE - Charles E. Daye, president of the North Carolina College Student Government Association, holds a copy of the December issue of Negro Digest in which he and 11 other youths were featured in a symposium entitled, "Young People Speak Out."



GALA AFFAIR OF THE SEASON - An elegant teen-age party was given by Mr. and Mrs. A. E. Spears, of Charlotte, Dec. 29, in the spacious and beautifully decorated Lounge of the Student Union Building of Johnson C. Smith University. Dancing and music were enjoyed by more than three-hundred fifty teenagers, many of whom were home from school. The host was G. Benjamin Hairston, Jr., grandson of the Spears. The honorees were Miss Patricia Galbreath and Phyllis Galbreath, of Culpepper, Va. and Joel Cunningham, of South Boston, Va. pictured, left to right: Mrs. Samella Twitty, G. Benjamin Hairston, Jr., Miss Patricia Galbreath, Miss Phyllis Galbreath, and Joel Cunningham.

Advertisement for Caraleigh Furniture Store: "It Pays To Advertise January FURNITURE Clearance SALE We Must Reduce Stock So We Are Passing These Savings On To You. Come In and Browse Around. Make Your Selection and Just Say... CHARGE IT! CARALEIGH FURNITURE STORE 1600 S. Saunders St. Raleigh 832-6402"

Advertisement for Pontiac Motor Division: "TEMPEST THROUGH THE YEARS - Five years ago Pontiac Motor Division unveiled an intermediate-sized automobile, the Tempest. Revolutionary in design and engineering -- the 1961 Tempest had a transaxle and a four-cylinder engine... sales success. Shown above along with a photo of the 1966 Tempest is John Z. DeLorean, a General Motors vice-president and Pontiac general manager, who was on hand at the body drop in the final assembly plant during a brief Tempest birthday celebration." Includes images of a man and a car.

Advertisement for Carolina Power & Light Company: "EVERYBODY LIKES IT HOT! And there's plenty of hot water for everybody when you have a quick recovery electric water heater. This modern, lively water heater will deliver three times as much hot water as an ordinary electric the same size. Gallon for gallon of hot water, it costs the same to operate. The quick recovery electric is a flameless, compact water heater that can be installed almost anywhere -- under the stairs, in a closet or beneath the house. Buy one from your plumber or appliance dealer. Then you'll have plenty of hot water, too." Includes image of a water heater.