

Civil Rights Roundup

BY NEGRO PRESS INTERNATIONAL
CUT SHORT

NEW ORLEANS - A white suspect, found to be carrying membership cards in the American Nazi party and similar anti-Black and anti-Jewish organizations, has been arrested in connection with the murder of William Dabney, a Negro shot and killed while he was using a phone booth in Westwego, just across the river from the Crescent City. The suspect, Norman Bryant Eagan, is alleged to have said that Dabney was using the phone too long and he wanted him to hurry up and finish.

FREE DIVORCE
PHILADELPHIA - A proposal that poor couples be given free divorce service was made by Atty. Ben Levin of the Community Legal Service last week. Levin said many poor people are unable to obtain divorces

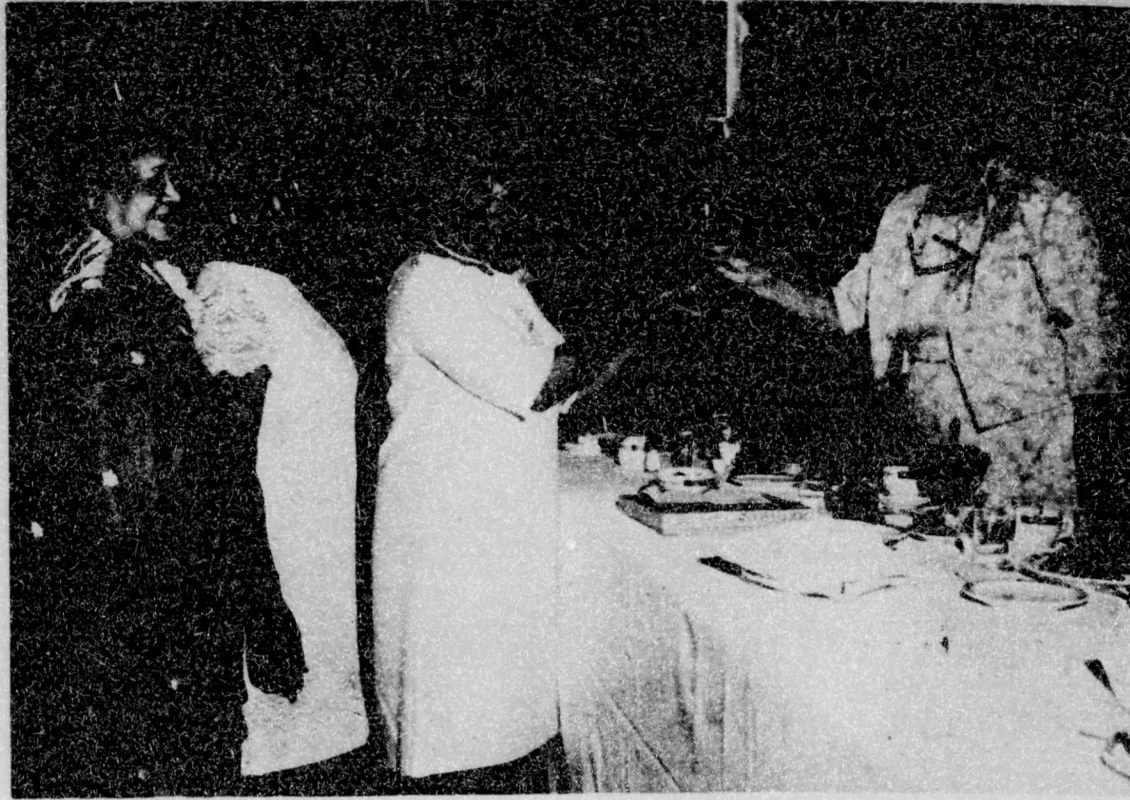
because they cannot pay court costs, thus leading them to establish new relationships. "not because they are immoral, but because morality is beyond their financial means."

CIVILIAN BOARD

DETROIT - Local Black leaders are pushing for a civilian police trial board which would have more power than similar boards proposed in other cities. The board would consist of 12 elected members, one from each police precinct, and would have full disciplinary powers in all cases of civilian complaints against individual policemen.

MIXING DISALLOWED

NEW ORLEANS - Prof. Joseph Okekee of Southern University reported last week being attacked by three men and badly beaten while walking with a female companion. His attackers were Negroes, and his companion was



WINS GARDEN CLUB AWARD - The Federation of Garden Clubs of North Carolina's 20th Anniversary Convention was held here recently. The first prize Blue Ribbon Winning Club is shown receiving the cup at the Awards Banquet, August 4, in the Sheraton-Sir Walter Hotel's Virginia Dare Ball Room in Raleigh. Left to right: Mrs. Plassie W. Harris, convention hostess; Mrs. Emma Randolph, co-convention chairman; Mrs. Alice P. Collins, official delegate of Year Round Garden Club, Durham, past-treasurer for 16 years; and Mrs. Grace D. Lewis, Greensboro, convention chairman, presenting the cup to Mrs. Collins. All four ladies are members of the Federation of Garden Clubs of North Carolina's Executive Board. Mrs. Carl D. Keck of Greensboro is president of the organization.

Negro History Buffers

BY NEGRO PRESS INTERNATIONAL

The Black man has gained his right to vote in this country only after many years of waiting and battling the forces that would deny him suffrage.

In today's Buffer, identify some of the landmark events in the extension of voting rights to Negroes.

Scoring: 6-7: excellent; 5: good; 3-4: fair; 0-2: poor. Bonus Questions count a total of two points. Other questions count one point each. Here's the multiple-choice quiz:

1. What does the U. S. Constitution (excluding its amendments) have to say about voting rights for Black people?
--A. Nothing.

a white female.
SERVICE REFUSAL

COLUMBIA, S. C. - Two restaurants in the Carolinas are subjects of a suit brought by the federal government on charges they refused to serve Black patrons. The suits are against Holley's Grill, Kershaw County in South Carolina, and Johnson's Bar and Coffee Shop, Dun, N. C.

--B. Negroes may vote, only if three-fifths of the white voters in a legislative district approve.

--C. All Black and white man (but not women) have equal voting rights.

2. What voting rights did Black people have in Northern states before the Civil war?

--A. Full rights; --B. Hardly any; --C. None, as the Constitution forbade Negroes to vote anywhere in the United States.

3. By what authority were Black people given the Constitutional right to vote?

--A. President Lincoln's Emancipation Proclamation in 1863; --B. The Atlantic charter; --C. The 15th Amendment to the Constitution.

4. Why were residents of the District of Columbia denied the right to vote after the Civil war?

--A. Disturbed that Negroes had been granted voting rights in the district, Congress decided to disfranchise the whole population.

--B. Black power advocates closed all polling places on the grounds that Negroes were

denied equal voting rights.

--C. The carpetbaggers wanted to have all the power.

5. Why didn't most Black people vote in the South until recently?

--A. Most Southern states were ruled by small cliques which wanted to keep all the power for themselves, rather than extending it to the whole

Colonial Stores Declares Dividend

NEW YORK - Directors of Colonial Stores Incorporated, 423-store Southeast and Midwest supermarkets chain, last Wednesday declared a regular quarterly cash dividend of 35

cents a share on common stock. The regular quarterly cash dividend of 50 cents per share was declared on outstanding 4 percent preferred stock. Both dividends are payable

September 1, 1969, to stockholders of record on August 19, 1969.

Colonial Stores, with headquarters in Atlanta, has operations in the following states: Alabama, Florida, Georgia, Kentucky, Maryland, North Carolina, Ohio, South Carolina, and Virginia.

Cites Negro Media As Effective In Reaching Black Consumers

CHICAGO, Illinois - A crying social need and soaring advertising costs have been cited as the motivating force behind the call for more effective advertising to black Americans.

Speaking at the Advertising Age Workshop here, Kelvin Wall, vice president-market development of Coca-Cola USA, said that there are many opportunities in this particular market and so many of these opportunities are yet untapped. The Negro media stands high in its ability to reach this market. "Black media selling--unquestionably most effective in reaching black target consum-

ers--offers the advertiser the opportunity to select his copy and creative approach and tailor his most effective consumer appeal to the needs of this market," Mr. Wall said.

He pointed to black newspapers as a source of news of progress, shopping hints and an honest discussion of where black Americans stand, locally. "Advertising there can comfortably speak in intimate terms since the reader knows that others are not reading it," the soft drink executive said.

"All it takes to tap this market is for advertisers to accept the fact that their message goes into this market, and it is up to them to see that their advertising message, geared to white consumers, is either more effective to black consumers or that this general advertising is supplemented with black media advertising," Mr. Wall said.

The Coca-Cola executive emphasized that advertising can do a complete selling job when "it appeals to each segment in the language, manner and level which makes it feel comfortable." While the Negro market is full of opportunities, it also has a great many dangers, warned Mr. Wall.

"It is so easy to make mistakes if the right approach and language are not used. The safe thing for advertisers or their agencies to do is to employ someone who knows, someone who is familiar with the language and life-style of blacks."



BOOKED FOR MURDER - Los Angeles: Marquette Frye, whose arrest triggered off the Watts riots August 11, 1965, was booked on suspicion of murder August 4 in connection with an attempted robbery in a restaurant. One of the hold-up men was shot to death and another critically wounded when the son of the restaurant's owner grabbed a shotgun from a backroom and fired at the hold-up men. Frye was picked up two hours after the attempted robbery at the County-USC Medical Center where he went for treatment of head cuts from flying glass. (UPI).



RECEIVES SCHOLARSHIP - Eugene F. Gardner, Jr. (left), CIT Foundation Achievement Scholarship winner, learns how modern hospital x-ray equipment works from Dr. David Day of Picker Corporation at the firm's Cleveland plant. A tour of the medical manufacturing facility of Picker, a subsidiary of CIT Financial Corporation, followed formal presentation of the four-year scholarship. Young Gardner, who plans to become a doctor, has been admitted to Wesleyan University in Middletown, Conn. He was recently graduated from Shaker Heights, Ohio high school. (NPI).

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SILVER LABEL Coffee

VACUUM PACK

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CAROLINA MAID BISCUITS

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CS BRAND FRUIT COCKTAIL

5 17-OZ. CANS \$1.00

JUMBO WESTERN CANTALOUPE

3 for **89¢**

STOKELY Gatorade

32-OZ. BOTTLE

3 for \$1.00

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