

ANNUAL REPORT

SUBMITTED BY: I. DEQUINCEY NEWMAN,
FIELD SECRETARY

Director

SOUTH CAROLINA CONFERENCE OF BRANCHES,
N. A. A. C. P.

1964

~~DECEMBER 9, 1963 - DECEMBER 8, 1964~~

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The South Carolina State Conference of Branches, also, reports this year \$7,314.08 in Life Membership subscriptions.

DIRECT ACTION AND ATTENDANT RESULTS

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Prior to the passage of the civil rights bill a breakthrough of desegregation barriers was made as a result of direct action on the threat of it to a noticable extent in Charleston, Columbia, Beaufort, Newberry, Rock Hill, Greenville, Anderson and Spartanburg. This breakthrough included, in addition to lunch counter integration and token employment gained the previous year, a few theatres, hotels, motels and restaurants and increased employment opportunities in downtown stores and wholesale outlets.

At the beginning of 1964 more than 2000 arrests had been made in Orangeburg, the most embattled place of all, without any visable breakthrough until the passage of the civil rights bill.

At about the turn of the year 1963-64 about 500 arrests had been made in Columbia as a result of protest marches. These demonstrations contributed to the opening of six downtown and suburban area theatres.

A major accomplishment of the use of direct action techniques in South Carolina was the setting up of official or unofficial or semi-official bi-racial committees in several South Carolina Cities. Some of the more effective bi-racial committees are found in Columbia, Greenville, Rock Hill, and Florence.

POLITICAL ACTION

Year in and year out political action has been a keystone in the

NAACP program in South Carolina. The year 1964 was no exception. Greater energy and time, and a larger amount of money was expended in the area of political action during the period covered by this report than at any previous time. Registration and voting was given top billing by the South Carolina Conference of Branches.

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All NAACP Units - Branches, Youth Councils, and College Chapters were involved in voter registration and get out the vote drives to a greater or lesser degree. State Conference officers have given praiseworthy leadership in this important NAACP Program area.

Dr. C. H. Thomas, the chairman of the State Conference Political Action Committee is, also, appropriately the State chairman of the South Carolina Voter Education Project. The State NAACP maintains a close functional relationship with the V. E. P. project of South Carolina to the mutual benefit of both organizations.

Through the joint efforts of the NAACP and V.E.P. and to a lesser extent the efforts of other organizations a total of 175,000 Negroes were registered to vote in South Carolina by the time of the last general election.

The following news paper headlines bear eloquent testimony to the success of the voter registration effort:

"NEGRO VOTERS CONTRIBUTE HEAVILY TO JOHNSON TOTAL"
". S. C. NEGRO TURN-OUT UNSURPASSED"
" NAACP MINISTERS ENDORSE JOHNSON-HUMPHREY TICKET"
"NEGROES GAIN CRITICAL ELECTION ROLE"
"NEGRO VOTER DRIVE NETS 50,000 NAMES"

SCHOOL DESEGREGATION

In 1964 eighteen public school systems have gained token integration. These systems or districts are listed below with the number of Negro pupils involved in each:

Beaufort (Beaufort Co.)	3
*Charleston (Charleston Co.).....	86
Clemson (Pickens Co.)	2
Columbia (Richland Co.)	24
Darlington (Darlington Co.).....	13
Dentsville (Richland Co)	2
Florence (Florence Co.).....	1
Greenville (Greenville Col).....	55
Hartsville (Darlington Co.)	4
Myrtle Beach (Horry Co.)	4
Newberry (Newberry Co.)	1
N. Charleston (Charleston Col)....	26
Orangeburg (Orangeburg Co.)	19
Rock Hill (York Co.)	7
Seneca (Oconee Co.)	4
Spartanburg (Spartanburg Co.).....	1
Sumter (Sumter Co.)	13
Williamston (Anderson Co.)	2
Total	272

Enrollment in tax supported Colleges stands as follows in 1964:

Clemson University	3
Lander College	1
University of South Carolina..	13
U. S. C. Aiken Extension	1
U. S.C. Beaufort Extension.....	1
U. S. C. Law School	1
Total	30

Lander College, the University of South Carolina Extension at Aiken, and the University of South Carolina Law School were integrated in 1964.

LEGAL CASES

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According to Attorney Matthew J. Perry the following suits with NAACP identity and support have been biled as follows: School Integregation Cases: Graniteville pupils in Aiken County, Port Royal in Beaufort County, Myrtle Beach in Horry County, Cheraw in Chesterfield County, and Ridgeville in Dorchester County.

Hospital Case: Rackley vs Orangeburg Regional Hospital.

Cases filed under the Civil Rights Act: C. H. Thomas, Eleese Thomas, Julie Wright, Theodore Adams, and Gloria Rackley vs Orangeburg Theatres.

Anne Newman, Bernard Moore, and Sharon Neal vs Piggy Park Drive-In restaurant chain, Columbia.

Numerous Negroes in Dorchester County vs election officials involving voting rights.

Franklin Solomon, President of the Young Adult NAACP Council in Allendale vs Allendale Police and an Allendale civillian involving voting rights.

IMPLEMENTATION, EXECUTIVE ORDER 10925

Because of investigation of complaints of racial discrimination and other efforts on the part of the Field Secretary nine additional Negro women have been employed in production and one in the capacity of a secretary at the Westinghouse Plant at Hampton.

Conference have been held during the year with management of the Micarta Division of Westinghouse at Hampton, Webco at Batesburg, and officials at the Charleston Naval Shipyard.

IMPLEMENTATION, CIVIL RIGHTS ACT

At the very outset the State Conference took commanding initiative in working for compliance with the provisions of the civil rights act. In anticipation of the bill being signed into law a series of public relations and information meetings were scheduled in geographically convenient areas for involving NAACP units in the work of implementation as follows:

- Area I. Charleston, July 2
- Area II, Columbia, July 3
- Area V. Florence, July 4
- Area IV. Camden, July 6
- Area III, Greenville, July 7

On July 3, "a policy of restraint" was urged by the Field Secretary and reported over and over for several days by News Papers, Radio and Television broadcasting facilities. The Field Secretary, also, called upon public officials, and civic and religious leaders to "project responsible attitudes, and to actively work for the implementation of the civil rights act, and to persuade the general public to comply with it and not to create community unrest by opposing and subverting it." This statement was, also, widely heralded by news media, and was favorably editorialized by the Florence Morning News. Time and again the State Conference President has emphasized "implementation not demonstration" in regard to the civil rights law. The National Asso-

ciation for the Advancement of Colored People is due credit more so than any other group or organization for the extent of orderly compliance with the civil right act in South Carolina.

The following captions of News stories which appeared in Daily papers concerning the civil rights act, indicate the prevailing climate in South Carolina:

"S. C. NAACP PLANS POLICY OF RESTRAINT"

"RELUCTANCE ACCEPTANCE"

"MOST BUSINESSES IN S. C. COMPLY WITH RIGHTS LAW"

"CIVIL RIGHTS BILL: LITTLE S. C. OPPOSITION"

"S. C. RACIAL BARS DROP: NO VIOLENCE"

"S. C. INTEGRATION HAS FEW HITCHES"

"RIGHTS LAW COMPLIANCE SEEN IN S. C."

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Clarence Mitchell, Director of the NAACP Washington Bureau made the following comments at a State-wide audience of 1000 Negroes July 27 at Mt. Pisgah A. M. E. Church in Sumter. "There seems to be a real and sincere intention to comply (with the Civil Rights Act) South Carolina is a law abiding State and its leaders apparently intend to keep it that way."

"We recognize the good sportsmanship of those who oppose desegregation in the situation - they intend to comply with the law even if they don't like it."

The Governor of the State of South Carolina has not taken a positive attitude with respect to compliance with the civil rights law. His only utterance of record was that he has "no present plans" to meet with the three member team which toured the South to explain how the Federal Community Relations Service works and which was composed of Leroy Collins, head of the Service, Secretary of Commerce Luther Hodges, and Ex-Governor Buford Ellington of Tennessee.

Only the Florence Morning News, the Charleston Chief of Police, The Cheraw Chronicle, the Mayor of Florence, and the Mayor of Columbia

among public figures have made positive statements with reference to compliance with the civil rights bill.

By and large, the burden of the weight of responsibility for an orderly change over in the racial pattern under consideration has rested upon the shoulders of the NAACP and the Management of the places of public accommodation.

C After the first five days following the signing of the Civil rights bill NAACP units had checked 121 places of public accommodations. Places tested included Hotels, Motels, chain restaurants, swimming pools, beaches, bowling allys, pool rooms, theatres, etc. Of the 121 places tested 100 were found to be complying with the provisions of the Civil Rights Bill.

O Another series of public relations and information Meetings on an area level were held July 20, 21, 23 and 24 in Charleston, Orangeburg, Rock Hill and Florence to ascertain the extent of compliance and to give guidance in filing complaints, and to promote the Quarto-Centennial Celebration of the State Conference. At the conclusion of this series of meetings it was found that the civil rights act had been successfully implemented in 319 places by NAACP units across the state. Since July 24, no systematic score keeping has been kept because attention had been diverted to school desegregation and voter registration.

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Y Five major cases have been filed thus far. One against the Piggy-Park chain Drive-In Restaurants and one against the Orangeburg Theatre Corporation, Voting rights cases in Dorchester and Allendale Counties. Additional court suits are contemplated in Charleston, Florence, Greenville, Great Falls and Rock Hill.

There have been only minor and remote instances of violence connected with the implementation of the civil rights bill in South Carolina.

On July 7 a crowd of about 75 white teenagers taunted a group of Negro youth who sought service at Hardee's Drive-In. A few bricks were thrown but there were no injuries. On July 17 a crowd of about 100 white youth roughed up eight persons who appeared on Folly Beach.

On Saturday night August 29 a brief riot erupted in Blacksburg, a whistle stop town in the extreme north western portion of the State.

According to the local police chief the Negroes involved came from Shelby North Carolina and had received service at a combination cafe and beer joint, and the whites who opposed them were from rural sections of Cherokee County. There were no fatalities but numerous injuries inflicted upon Negroes and whites. This incident was not related to any activity of civil rights organizations.

The eruption of a brief race riot in the town of Westminster in the extreme Western portion of the State on Sunday evening August 30 was not related to civil rights. There were a several casualties but no fatalities.

NEW UNITS ORGANIZED

The Moncks Corner Branch, the Chesterfield Branch, the Union Young Adult Council, the Allendale Branch, the Allendale Young Adult Council, the Allendale Youth Council, the Hampton County Branch, and the North Augusta Branch.

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IMPLEMENTATION, EXECUTIVE ORDER 10925

IMPLEMENTATION CIVIL RIGHTS ACT

IMPLEMENTATION ECONOMIC OPPORTUNITIES ACT

SUMMARY

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MILES TRAVELED	24,493
NO. VISITS TO NAACP UNITS FOR CULTIVATION	103
STATE CONFERENCE BOARD, COMMITTEE AND AREA LEVEL MEETINGS CULTIVATED ...	36
NO. UNITS ORGANIZED	8
INVESTIGATIONS	10
SPEAKING ENGAGEMENTS	80
NEWS RELEASES	14
PRESS CONFERENCES, RADIO AND T. V. INTERVIEWS	9
PERSONAL AND GROUP CONFERENCES AND INTERVIEWS	17
LETTERS RECEIVED	1,335
LETTERS MAILES:	
TYPED	1,358
MEMEOGRAPHED	6,689
NO. MEMBERS REPORTED, JANUARY 1 - DEC. 7, 1964	5,462
AMOUNT F. F. F. REPORTED JAN. 1 - DEC. 7, 1964	\$ 5,376.68
AMOUNT LIFE MEMBERSHIPS REPORTED, JAN 1 - DEC. 7, 1964.	\$ 7,314.08

Against a backdrop of a summer and autumn of direct non violent movements in Sumter, Charleston, Orangeburg and Columbia the South Carolina Conference of Branches accelerated its activities for the furtherance of the following general objectives:

(1) A State-wide coordinated attack on racially discriminatory practices in employment at major industrial and service corporations as well as at various federal installations.

(2) Supporting NAACP Units in attacking local, and chain business establishments which continue racially discriminatory employment practices.

(3) Actively supporting communities which seek to end school segregation.

(4) Increasing efforts in the voter registration and voter education enterprise in all counties of the State, and investigating and reporting to the proper State and Federal authorities any and all instances where efforts may be made to thwart or deny the Negro the right to register and vote.

(5) Encourage activities to desegregate swimming pools, parks, play grounds, hospitals, libraries, and other tax supported facilities.

(6) A continuation of efforts to desegregate places of public accommodation through negotiation and/or direct action techniques.

(7) Involvement and recruitment of more people in the civil rights movement through membership and fund raising campaigns.

(8) Pursuing as standard policy a positive public relations emphasis.

(9) Pursuing the task of implementing the civil rights act in an attitude which reflects a posture of firmness with restraint.

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(10) Making a conscious effort to persuade white as well as the Negro public to accept the NAACP view point in matters pertaining to race relations through news releases, press, radio, T. V. interviews, and in public and private contacts with individuals and groups, especially the economic, political, and religious power structures.

PROGRAM CULTIVATION AND PROMOTION

Inorder to promote the adopted NAACP program and to give it the necessary cultivation the following outstanding Meetings on the State level were held:

- December - Week-End Youth Leadership Conference
Penn Conference Center
- January - One day Conference of adult State Conference and Branch leaders for program projection.
Columbia
- May - Mid Year Conference
Charleston
- July - State-wide rally emphasizing the Civil Rights Bill with Clarence Mitchell as speaker.
Sumter
Also, NAACP Youth Camporee
Penn Conference Center
- August - Ministers Conference on Get-Out the Vote drive with State Conference Church Committee as sponsor.
Columbia
- October - Annual State Convention
Orangeburg
- November - NAACP Harvest Membership rally
Columbia

In the Mid-Year Conference held in Charleston large space was given to a discussion of ways and means for strengthening the NAACP organization on the local level and how to improve upon Membership Campaigns and fund raising techniques.

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In the Mid-Year Conference ample space was given to ways and means to improve the economic status of Negroes and of how to bring about a more equitable distribution of job opportunities among Negroes as compared to the white population. In this connection the services of the following consultants were employed to great advantage:

Mr. Jacob R. Henderson, Regional Field supervisor of the Area Re-development Administration, U. S. Department of Commerce, and Mr. Charles H. Jenkins, personnel officer in the Columbia Office of the U. S. Treasury Department and Internal Revenue Service.

The matter of School desegregation and its importance was discussed in detail during the Conference by Mr. Charles Davis, Director of the School Desegregation Program of the American Friends Service Committee, and Attorney Matthew J. Perry, the Chief Legal Council of the South Carolina Conference of NAACP Branches.

The main address of the mid-year Conference was delivered by the Rev. L. Francis Griffin, President of the Virginia State NAACP Conference, who in an inspired manner gave encouragement to the delegates and general public to pursue with vigor the aims of the civil rights movement.

Here are the highlights of the Annual State Convention Program held in Orangeburg:

1. Religious Leaders Conference.
2. Membership Campaigning Workshop.
3. Branch administration Workshop.
4. Equal Employment Opportunities Workshop.
5. Session on implementing the Civil Rights Act.
6. Session on Legal and extra legal aspects of school desegregation.
7. Political Action Session.
8. Freedom Awards Dinner honoring the Founders of the State NAACP Conference.

9. The Quarto-Centennial Anniversary and the address of Roy Wilkins.

Workshop Leaders and Consultants included:

Mrs. Ruby Hurley, Southeast Regional Director, NAACP.

Gloster B. Current, NAACP Director of Branches and Field Operations.

W. C. Patton, NAACP Associate Field Director of Voter Registration.

Charles Davis, Director of the School Desegregation Program, American Friends Service Committee.

Also, Louis Mitchell, a staff member of the National Civil Rights Commission.

The Field Secretary visited all but two of the South Carolina units during the course of the year. A total of 103 such visits were made. Repeat visits were made to many Branches and Youth Councils for purpose of cultivation.

During the period covered by this report two State level Youth Meetings were held - A Week-end Leadership Conference second week in December, 1963 and a Youth Camporee in July, 1964 at the Penn Conference Center at Frogmore. Topics emphasized in these conferences were NAACP history, Youth Council organization and administration, the Civil Rights Bill, voter registration and education. 55 Youth attended the week-end Conference in December and 45 attended the Camporee held in July.

As a means of cultivation large attendance to the National Convention in Washington, D. C., and the Regional Convention in Macon, Georgia was urged.

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In additional efforts to promote and implement the program of the National Association the Field Secretary coordinated 36 area level and State wide committee meetings including the monthly meeting of the State Conference Board of Directors. The State Conference is conveniently divided into five geographical areas for cultivation and promotional purposes.

A volumn of more than 6000 news letters and memoranda was mailed out to the Branches, Youth Councils, State Conference officers and Standing Committee chairmen during the course of this year.

MEMBERSHIP CAMPAIGNING FUND RAISING

In the realization that numerical and financial strength is basic to the needs of the National Association a spring and fall membership campaign were called for and urged.

Twelve (12) Branches have exceeded their Membership goal. To encourage greater and more enthusiastic participation in Membership campaigns a "Lucille Black Award" was brought into being on the suggestion of the Field Secretary. This award is for excellence in Membership Campaigning and goes to the Branch with the highest percentage encrease above its membership quota. The Award is, also, given in honor of the National Membership Secretary of the NAACP.

The Aiken Branch with a 180% increase was the first winner of the Award. The Award was presented at the culmination of the NAACP Harvest Rally held in Columbia, November 29.

On recommendation of the Field Secretary the State Conference Board voted to make the "Harvest Rally" an Annual affair.

The State Conference is farther ahead membership-wise in 1964 than it has been in the past eight or nine years.

Two Freedom Dinners were held during the year - one in Charleston in connection with the Mid-Year Conference in May and the other at the seat of the Annual State Convention in Orangeburg. The income from the dinners was allocated to the F.F.F.

The Women of the Year Contest held annually in connection with the Mid-Year Conference from which the State Conference and the F.F.F. derive benefit netted \$2,322.43.

The most significant achievement in the Fighting Fund for Freedom program was made in the Aiken Branch when our members there laid on the table the amount of \$1,300.00 following an address by Mr. Wilkins, the Executive Director of the Association, October 18, 1964.

As a memento of the Quarto-Centennial of the State Conference and for purposes of increased financial income the State Conference is undertaking the publication of a magazine type book to be titled the "Fight For Freedom in South Carolina." Organizations and individuals are being solicited for contributions of \$25.00 each or a dollar for each year that the State Conference has been organized. Because the time and energies of the Field Secretary must be divided into so many ways it appears at this writing that this project will have to be carried over into 1965.

The South Carolina Conference of Branches in 1964 reports an amount for FFF larger than in any previous year.

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