

ACTION-BACKED DRIVE GETS NEGROES ON TV

"For six consecutive Saturdays last spring, we displayed seven television sets at 125th Street and Seventh Avenue," recalls Clarence Funnyé of New York CORE in describing the start of his committee's successful campaign to get Negroes on TV. "Totals of Negroes, excluding sports figures, appearing on each channel were marked on a scoreboard, and we offered passersby a silver dollar for every Negro they saw. In the six weeks, we lost only \$15—and we succeeded in creating awareness in the Harlem community on the extent of Negro exclusion from TV and thus enlisted informed community support for any prospective selective purchasing campaign."

The fact that the project was implemented with carefully prepared plans for selective buying and picketing against adamant corporations, is responsible for its rapid accomplishments, according to Funnyé.

In a report on the project's success, he writes: "We feel this had been made possible first, because we insisted on approaching the man who controls the advertising dollar and is the source of advertising policy, and second, because we backed up our demands with solidly-based threats of direct action."

Within six months, the CORE committee concluded agreements with 13 major TV advertisers, and started negotiations with 36 others. The agreements provide for employment of Negroes both on commercials and on sponsored programs.

First target of the campaign was Lever Brothers, the third largest TV advertiser. Next came the two largest advertisers, Colgate - Palmolive and Proctor & Gamble. The other 10 with whom CORE agreements have been concluded are National Biscuit, Corn Products, Gillette, Kellogg, Beech-Nut Life Savers, Schlitz, Campbell, Bristol Myers, Falstaff Brewing and Brown & Williamson.

Negotiations are continuing with several other major television advertisers.

The CORE project was mentioned at length in a New York Times feature article by Peter Bart and in a full page article in Newsweek—both with photos showing newly-made TV commercials with Negroes. The Newsweek story was appropriately headed "March on Madison (Avenue)".

CORE-LATOR

Published bimonthly by the CONGRESS OF RACIAL EQUALITY

38 Park Row, New York 38, N.Y.

Subscription \$2.00 a year

A National Organization with affiliated local groups working to abolish racial discrimination by direct nonviolent methods

James Farmer, national director

Jim Peck, editor



BROTHERHOOD MONTH, FEBRUARY, 1964

104

Campaign To Make Chapel Hill's Tradition A Reality

By James Farmer

On January 12, in sleet and snow, 170 dedicated Negroes and whites walked 12 miles from Durham to Chapel Hill for a mass rally which I had the privilege of addressing. At the rally, held in the First Baptist Church, an overflow crowd expressed determination to pursue the on-going desegregation campaign until this university town's longstanding liberal reputation is translated into reality.

Somehow, progress toward desegregation in Chapel Hill reached a standstill, whereas most North Carolina cities, prodded by the upsurge of nonviolent action, recently made forward strides.

According to a survey conducted by "The Daily Tar Heel," the University of North Carolina's student paper, 32% of Chapel Hill's restaurants discriminate, three of the town's five motels exclude Negroes, eight out of nine barber-shops service whites only, segregated wards and rooms are maintained by the North Carolina Memorial Hospital and one grocery store posts a "whites only" sign on its door.

Last summer, protest demonstrations started. Then a truce was called to allow for intensive negotiations by the mayor's committee. But nothing came of the negotiations.

So, this past December sit-ins and picketing were resumed under the leadership of CORE Task Force Worker John Dunne and NAACP Youth Council Chairman Quinton Baker and with the support of CORE National Chairman Floyd McKissick, who is an attorney in nearby Durham. Enlisting the support of other civil rights groups, Chapel Hill CORE helped establish a joint organization known as the Chapel Hill Freedom Committee.

Thus far there have been 239 demonstrators arrested. A few of them chose to remain jailed-in over the Christmas holiday. Two of them, Hope Van Riper and Patrick Cusick, served their full 30 days. Cusick, who is white, fasted for the first 20 days protesting his assignment to a segregated work gang. He finally was transferred to an integrated gang. One of the arrested demonstrators,

(Continued on page 2)



A Freedom Walk Across Town

APPEALS COURT JAILS 15, FREES 4 IN BANK CONTEMPT CASE

Fifteen leaders of St. Louis CORE's fair employment campaign at the Jefferson Bank & Trust Co. have been jailed following a decision by the St. Louis Court of Appeals upholding their convictions. Four others were freed.

The court placed the 15 in custody of the sheriff and quashed their writs for habeas corpus. Their prison sentences range from 60 days to a year. An appeal to the Missouri Supreme Court is planned.

The 15 include Alderman William Clay, long active in St. Louis CORE, Lucien Richard, the group's chairman, Roberta Tournour, Robert Curtis, Rev. Charles Perkins, Norman Seay, Taylor Jones, Louis Ford, Ian Grand, Benjamin Goins, Kenneth Lee, Ronald Glenn, James Peake, Michael Grand and Danny Pollock.

The four acquitted on appeal were former CORE National Chairman Charles Oldham and his wife, Marian, Raymond Howard and Herman Thompson.

The heavy prison sentences were imposed by State Circuit Judge Michael Scott for violating his August 30 injunction against "physical interference" at the bank. The fair employment campaign is continuing and the bank is being picketed. More than 75 Negroes have secured jobs at other St. Louis banks since the CORE campaign began.

Desegregate City Jail

When the 19 CORE leaders were first jailed in December, prison officials started to put white CORE prisoners in separate cells from Negro CORE prisoners, but this drew an immediate protest. So, the group of CORE prisoners was integrated but the other prisoners remained segregated.

Following their release, two of the prisoners, Oldham and Howard, both of whom are attorneys, filed and pursued a complaint with the Council on Human Relations. As a consequence, on January 7, Public Welfare Director Chester Stovall publicly announced that the longstanding policy of segregation in both the city jail and the workhouse would end immediately.

* * *

In a move to end segregation in the workhouse at Dayton, Ohio an investigating team of the local CORE group has submitted a full report to Workhouse Superintendent Paul Lenarduzzi.

Negroes Vote for First Time Since 1902

Negroes in West Feliciana and Tensas parishes voted in the Louisiana primaries for the first time since 1902.

The total number of Negroes who came to the courthouse of St. Francisville, West Feliciana parish seat, on December 7 and to the courthouse of St. Joseph, Tensas parish seat on January 12, was small. But the precedent, established as a result of CORE's voter registration campaign, was significant.

Among the 13 who voted in West Feliciana was Rev. Joseph Carter, who had been threatened with castration as he approached the courthouse on October 17 to become the first Negro registrant since 1902. Another voter was James Payne, who had been hit across the face with a rifle butt in an attempt to stop him from registering.

This type of intimidation was not practiced in Tensas parish, reports P. F. Ellis one of the first of 15 Negroes to register. He also said that the registration officials were cooperative. The registration of Negroes in Tensas ended an era in which some Louisiana parishes had no Negro registrants since reconstruction. CORE's campaign recently was extended to Tensas where CORE Field Secretary Ronnie Moore assigned several Task Force Workers. Once registered, the Negroes exercised their voting rights in the January 12 primaries.

Just a week thereafter, 150 crosses were burned during one night in five parishes where CORE has been working on voter registration. An anonymous Klansman phoned the Baton Rouge Sunday Advocate that, if the revival of the KKK were doubted, "go outside and look at the crosses burning." In Clinton, where three of the crosses were burned, CORE Task Force Worker Mimi Feingold told the press that the burnings would in no way deter CORE's voter registration drive.

Jailed CORE Leader Wins Reinstatement

Clinton CORE Chairman Currie Collins, who was handed a dismissal notice when he got out of jail last October, has been reinstated with back pay to his job as food service worker at Villa Feliciana Geriatrics Hospital in nearby Jackson.

In ordering his reinstatement, the Louisiana Civil Service Commission, though denying that his "color, race or affiliation with any organization motivated the disciplinary action," ruled that absence in itself does not constitute cause for discharge. In appealing to the Commission, Collins asserted he had notified the hospital of his arrest and pointed out that he had accrued accumulated leave.

Collins, along with 37 other pickets, was arrested in early October at the start of a picket campaign urging desegregation and job equality in the downtown business section. As a consequence of the ensuing boycott, Collins and 11 other activists were arrested in early December for "conspiracy to commit public intimidation." Proceedings by the state to enjoin CORE demonstrations in Clinton have been halted through a precedent-setting decision by a three-judge panel of the 5th Circuit Court of Appeals. Task Force member Edgar Vickery remains in jail (after serving 42 days) at press time.

CHAPEL HILL (Continued from page 1)

Father Clarence Parker, an 80-year-old Episcopalian minister, was carried bodily to the patrol wagon. A university professor was beaten for seeking service with Negro friends.

In one of the segregated restaurants, demonstrators were assaulted by hoodlums and employees, doused with ammonia and clorox and finally arrested. The owner's wife sank to new depths of vulgarity by urinating on one of the demonstrators.

Many students chose to remain in Chapel Hill over the holiday to carry on the campaign and thus make the principles of Christmas more meaningful.

Following the holiday, the Chapel Hill Ministerial Association presented the Board of Aldermen a petition with 1,850 local signatures asking for enactment of a public accommodations ordinance. Only two of the six alderman favored it: Hubert Robinson, a Negro, and Mrs. Adelaide Walters. When the Board met on January 13, Mrs. Walters moved that the proposed ordinance be debated. Instead, the Board set up a committee to seek voluntary desegregation, despite the failure of such efforts last summer.

So, the nonviolent action campaign continues. February 1, fourth anniversary of the lunch counter sit-in movement, has been set as "D-Day," the day for resumption of mass demonstrations if no progress has been made.

WIN FAIR JOB PACTS—EAST AND WEST

In New York City and in Seattle, specifically-detailed fair employment agreements with A & P supermarkets were negotiated in December by the respective CORE groups of these major eastern and western cities. In New York, several local civil rights groups cooperated with local and national CORE in the negotiations.

The Seattle agreement ended a 5-month picketing and boycott campaign aimed at getting the company to go beyond tokenism. Seven Negroes had been hired as a result of picketing a year ago, but the company had stopped there. Both the Seattle and New York agreements are specific as to the minimum of minority group employees to be hired, placement in skilled capacities, recruitment, training programs and continuous negoti-review to ensure progress.

A contract with a suburban New York shopping center providing for job equality, not only in the stores but on new construction work was negotiated between Long Island CORE and the Roosevelt Field Merchants Association. This is particularly significant in an area of the country where throughout the summer civil rights groups campaigned for job equality in the building trades.

In San Francisco, two fair employment agreements covering 317 supermarkets and groceries and 30 department and drygoods stores was characterized by San Francisco CORE Chairman William Bradley as "perhaps the first major job breakthrough on an industry-wide level." In the case of the department and drygoods stores, San Francisco CORE, with the support of the Baptist Ministers Union, had started a picket and boycott campaign against Macy's and Penney's.



Across the bay, Berkeley CORE has been picketing some 160 stores along Shattuck Avenue urging that they become parties to a fair employment agreement which has been signed by 14 stores including Hinck's the largest single employer in the downtown area.

Near the Mexico border, 500 miles southward, San Diego CORE pickets appeal for Mexican support with placards in Spanish such as this one. (It says "We Ask Your Aid in Combatting Segregation.")



The pickets are calling upon the San Diego Gas & Electric Co. to adopt a fair employment policy.

Safeway Trailways, the unit of National Trailways operating between New York and Washington, reached an agreement with CORE to hire nine drivers, six ticket agents, six mechanics and five information girls from minority groups in New York City by this spring. And Meyer Davis, society orchestra leader, following negotiations with CORE and the Afro-American Musicians Association, agreed to give immediate attention to placing Negro musicians in his widespread, single-engagement enterprises.

REGIONAL TRAINING CONFERENCES

In response to the suggestion of CORE groups in many areas, national CORE has started a series of training conferences under the direction of Program Director Norman Hill.

Four such conferences have already been held: in the metropolitan New York area, New Jersey, Connecticut and California. Others in the immediate future are planned for upstate New York, the metropolitan Chicago area, Massachusetts, Ohio, Missouri, Maryland, West Virginia, Michigan and Louisiana.

Some of the topics discussed are building community support for non-violent action, politics of civil rights, history of the freedom movement and processes of CORE group development.

COUNT BASIE JOINS CORE PICKETS

Count Basie, the noted bandleader, joined members of Tallahassee CORE and students from all-white Florida State University on a picket line December 4 in front of the Mecca Restaurant, whose doorman had barred him from entering. Accompanying him at the time were two whites including a sociology professor at the university.

The restaurant, which refuses to serve Negroes, had been picketed by Tallahassee CORE for several weeks. It is located at the corner of Park and Copeland Streets, directly opposite the university's main entrance. Basie's band was in town to play on campus at a fraternity dance.

The university's professors recently have been raising funds to pay the fines of Negro and white students arrested in CORE demonstrations in September at the Florida Theater. Seven of the students are whites, who attend Florida State University and the University of Florida. Thirty are Negroes, who attend Florida A & M University. Expressing "alarm" at the white professors' action, State Representative C. E. Russell called upon other state legislators and members of the State Board of Control, which operates the university system to express their "disapproval."

On January 4 George Raymond, a CORE Task Force member working on voter registration in Canton, Mississippi, was pulled out of a car by police, hit several times and finally jailed for "resisting arrest." CORE Field Secretary Dave Dennis called for a Department of Justice investigation, and FBI men arrived at the scene.

"IN MEMORY OF SIX ALABAMA CHILDREN..."



... WHO DIED IN BIRMINGHAM BOMBINGS OF 1963," says the inscription on this wreath placed on Christmas eve by Brooklyn CORE at foot of giant Christmas tree in Rockefeller Center, a key sightseeing spot for tourists visiting New York. Surrounding the tree are CORE members singing freedom songs.

MAYOR APOLOGIZES FOR ARREST OF AFRICAN STUDENT

The arrest of an African student at the home of his hosts in Westwood, N.J., which prompted a borough-wide distribution of protest leaflets by Bergen County CORE, brought a belated apology from Mayor William Steinbach.

Two months after the incident, the mayor read to the borough council his letter of apology to the African student, Kighoma Malima of Tanganyika, inviting him to "visit our community again, at which time I will look forward to meeting you."

Such an apology had been requested at the time of the incident by the student's hosts Mr. and Mrs. Seymour Kahn. Malima was arrested while

lying on a beach chair reading a book in the Kahn's backyard. Police, on the pretext of pursuing a suspicious prowler, rushed him to headquarters without even granting him an opportunity to go inside the house and get his passport.

Contending that the arrest was solely an act of discrimination, Bergen County CORE distributed protest leaflets on November 9. One of the leaflet distributors, Martin Jacobs, was arrested for violating a local anti-leaflet ordinance. Pointing out that such ordinances are unconstitutional, Mrs. Shirley Lacey, chairman of the CORE group, announced a second leaflet distribution the following Sunday. There was no police interference.

IN BRIEF

A sit-in in the lobby of the Colorado governor's office was conducted by members of Denver CORE in a demand for strengthening of the state's fair housing law.

* * *

An action campaign started by Washington (D.C.) CORE last August, ended when Benjamin Franklin University agreed to admit all qualified applicants starting this month.

Office Volunteers Needed

Volunteers with clerical skills are needed urgently in the national CORE office. Persons interested in this type of work should contact Benjamin Brown. The office address is 38 Park Row (opposite City Hall) and the phone number is CO 7-6270.

WIN FREEDOM FOR 2 YOUTHS FACING UP TO 6 YEARS

Two students confined to the Louisiana Industrial Detention House for Juvenile Delinquents because of their role in a Plaquemine high school students' strike against segregation last October, have been freed. Their release is the result of a habeas corpus writ obtained by Lolis Elie, CORE's chief southern attorney.

The two had received indefinite commitments, which would have detained them in the juveniles' jail until they are of age. This would have meant a 6-year sentence for Willie Mellien, who is only 15 and a 5-year sentence for Kenneth Johnson, who is 16. Johnson was a member of CORE's Task Force.

FIRST CORE COMMUNITY CENTER IN MISSISSIPPI

In early December, CORE opened its first Mississippi community center in Canton. A second one is planned soon in Meridian. Canton is the biggest town in Madison, a rural county populated by 23,637 Negroes and 9,267 whites.

"Needed in these rural counties is a place where services can be dispensed to offset the effects of economic and cultural deprivation, a place where an attempt can be made to show children and parents that their plight is not normal and that significant change is possible," explained CORE Field Secretary Dave Dennis, the center's supervisor.

For its educational program, the center will have first choice on over 25,000 books recently shipped from New York by "Books for Mississippi," a project initiated by a committee of volunteers at the national CORE office under the direction of Benjamin Brown. (Brown wishes to thank all individuals and groups having donated books and brought them to the CORE office for shipment).

The new center is not palatial, but its facilities are adequate. One room is used as a library and study room. Another is geared as a classroom. In addition there is a recreation room—primarily for the younger people—and an office.

The center has been financed so far by national CORE and with funds collected for the purpose at local rallies.

LITERATURE LIST

REPRINTS (Single copies free. 100 for \$1)

of copies

- "I WILL KEEP MY SOUL" . . . James Farmer (The Progressive, Nov., '61) CORE's National Director tells about his Freedom Ride which ended in Mississippi's State Penitentiary.
- INTRODUCTION TO A SIT-IN . . . (Look Magazine, Jan. 3, '61) The story of a Southern white girl's first nonviolent action against discrimination.
- CORE GOES SLUMMING . . . (Greater Philadelphia, Sept., '63) Action campaign against slum conditions in Philadelphia's "decrepit" Hawthorne Village.
- CIVIL RIGHTS STRATEGY AFTER THE MARCH . . . Marvin Rich (New Politics, Fall, '63) An analysis of where the Movement is headed.
- A FACE FOR THE INVISIBLE MAN (Sales Management, Dec. 20, '63) The campaign to integrate advertising.
- WHY DIDN'T THEY HIT BACK? Jahn and June Robbins (Redbook, July, '63) A white segregationist who beat up Freedom Riders tells through the authors how he was converted to nonviolence.

PAMPHLETS

- CRACKING THE COLOR LINE . . . James Peck. This graphically photo-illustrated pamphlet gives the complete story of CORE in action since it was first organized in 1942. This 32 page edition includes two new chapters, one on the lunch counter sit-in movement, the other on the Freedom Rides. \$1 per copy; 7 for \$5; 100 for \$40; 1000 for \$350. (Quantity prices postpaid to one address).
- CITY OF PROGRESS . . . Gordon Carey. Statesville, N.C. calls itself the "City of Progress," but CORE's 1962 Freedom Highways project discovered this to be a false slogan. Negroes in Statesville—one-fifth of the total population—live in near total segregation. 5c per copy: Quantity rates on request.
- THE RIGHT TO VOTE . . . James McCain. CORE's Director of Organization, gives a graphically photo-illustrated story of the lack of voting rights in his native South Carolina. 40c for single copies. Quantity rates on request.
- IT HAPPENED IN BATON ROUGE . . . Ronnie Moore and Major Johns. Two CORE workers tell, first-hand, about one of the most dramatic civil rights struggles in the south. 10c per copy; 5 for 25c; 100 for \$2.50.
- THIS IS CORE. Basic, capsule leaflet for persons seeking an answer to the question, "What is CORE?" 10c per copy; 5 for 25c; 100 for \$2.50.
- CORE RULES FOR ACTION. Basic, capsule leaflet for persons seeking an answer to the question, "How does CORE action work?" 10c per copy; 5 for 25c; 100 for \$2.50.
- ALL ABOUT CORE. A 20-page pictorial guide to what CORE is and does. 25c per copy; 5 for \$1; 100 for \$15.
- THE LOUISIANA STORY 1963. (Just off the press) James Farmer tells how Plaquemine's Negro citizens were tear-gassed, cattle-prodded, (and how he was nearly lynched) in their efforts to obtain the smallest vestige of their rights, beginning with the right to vote. 10c per copy; 5 for 25c; 100 for \$2.50.

FILMS

FREEDOM RIDE—a moving 24 minute documentary film of the Freedom Rides, narrated by Jim Farmer, depicting the Rides and the riders as they made their way through the Deep South and into America's conscience. Write CORE for details.

MISCELLANEOUS

of copies

- SIT-IN SONG BOOKLETS10c
- FREEDOM NOW BUTTONS5c
- EQUALITY PINS (=)\$1
- CORE-lator, bulk copies(postage)

BOOKS

- **OUR FACES—OUR WORDS** . . . Text by Lillian Smith, photographs by Bob Adelman. Here in monologues and photographs is the living, speaking portrait of the fight for freedom. Available in April, 1964. (W. W. Norton).
..... **HARD COVER \$5.00 PAPERBACK \$1.95**
- **LIMITED AUTOGRAPHED EDITIONS \$10**
- **FREEDOM RIDE** . . . James Peck. (Simon and Schuster, with foreword by James Baldwin and introduction by Lillian Smith). A human interest story, not just about the Freedom Rides in which Peck was beaten almost to death by a segregationist mob, but about CORE from its early years of pioneering in nonviolence until this technique for combatting discrimination became nationally famous. (Special autographed copies \$1).
- **KILLERS OF THE DREAM** . . . Lillian Smith (W. W. Norton, with new foreword and two new chapters on the impact of the sit-ins and of the new African nations). Examining her own childhood memories, Lillian Smith reveals the deeper meanings of segregation as a symbol and a symptom of the estrangements which have cut man off from himself, his fellow-man, his world. \$4.50
- **LET MY PEOPLE GO** . . . Chief Albert J. Luthuli (McGraw-Hill). An autobiography of the Nobel Prize winner from South Africa. Luthuli discusses the difficult life of black people under an oppressive government. \$5.50
- **NOBODY KNOWS MY NAME** . . . James Baldwin (The Dial Press). A series of essays by one of America's foremost authors. Baldwin says that although the question of color is central in the essays, "the question of color, especially in this country, operates to hide the graver question of the self." \$4.50

RECORD ALBUMS

- **SIT-IN SONGS: SONGS OF THE FREEDOM RIDERS.** (Dauntless Records, monaural and stereo). Most of the singers here had just been released from jail on CORE's "Freedom Highways" project. \$3.95 (includes a song booklet with each record).
- **JAZZ SALUTE TO FREEDOM.** (Special CORE release). A collector's item of two discs with 31 of the top-notch jazz artists such as Duke Ellington, Cannonball Adderly, Miles Davis, J. J. Johnson and others. Two discs for \$5.00
- **BLACK MAN IN AMERICA** . . . James Baldwin (Credo Records). This quality recording is the result of an interview with Studs Terkel of Chicago's WFMT Radio. \$3.50

TO: CORE

38 Park Row

New York, New York 10038

NAME

ADDRESS

CITY

Amount enclosed \$.....

(Sorry, NO COD's).

WIN RENT STRIKE IN CLEVELAND, START TWO MORE

The first rent strike in Cleveland, Ohio, against slum conditions ended after two weeks with the owner and agent of a 4-story building in the Hough area agreeing to all of Cleveland CORE's demands.

First, the building's agent, Ross Realty Company, started plumbing repairs, installed additional garbage disposal facilities and began plastering. *The latter included fixing a hole in the bathroom ceiling of Mrs. Jessie Mae Smith.*



While the rent strikers welcomed these repairs, they decided to continue withholding rent until the remaining CORE demands are met. Within days the agent started painting hallways as well as individual apartments, repaired outside bricked-up entrances which had been broken-into and reduced the rent for one of the 7 families involved in the strike. Though the building has 30 apartments, only 7 are occupied.

Following successful conclusion of the first rent strike, Ruth Turner, secretary of Cleveland CORE announced the start of rent strikes in two other buildings involving a total of 33 families. During the first rent strike, the group prevailed upon the Welfare Department to withhold relief clients' rents where building inspectors found violations. However, the strike was won before the city had a chance to act. Such action by the city will be sought in the present rent strikes.

Rent Strikes in New York Area

CORE groups are involved in the growing movement of rent strikes against slum conditions in the New York area. As this issue goes to press, rent strikes in 18 buildings of the Bedford-Stuyvesant section are being led by Brooklyn CORE. New York University CORE is heading a rent strike in 5 buildings not far from the campus. Several months before the strike started, the group tried to dramatize the tenants' plight by collecting a truckload of junk behind the tenements and unloading it in front of City Hall. During the mid-January cold wave, these tenants secured heat only after a delegation met with Deputy Mayor Edward Cavanagh.

From Boston, Alan Gartner, local CORE chairman, reports that the group through negotiations has been successful in bringing about immediate improvements in a number of slum buildings. However, in a few cases, rent strikes appear imminent as this issue goes to press.

Through a picket campaign, Long Island CORE prevailed upon welfare officials to remove all relief clients from 10 rundown shacks in Hempstead and find other living quarters for them. The group is seeking to have the shacks condemned.



CORELATOR
38 Park Row
New York 38, N. Y.

Second-class postage paid
at New York, N. Y.