Boycott Power Proves Worth As Weapon

The toll in the selective buying campaign is beginning to mount. As the boycott bears down, more and more stores are falling victims from the attack of dollar wariners. The boycott forces dogs, which used to treat Negro customers with discourtesy and get away with it are not getting away with it any more.

Jordan’s Supermarket on Lynch St. was one of the first stores to feel the power of the boycott this summer. Jordan’s was forced out of business, and the new empty building stands as a reminder of what can happen to stores which do not respect Negro trade.

Jordan’s was put on the boycott list for a reason which has become common—discourteous treatment of Negro shoppers. Specifically, a customer complained that she was slapped by a Jordan employee.

For years that slap and the failure to fire the employee might have meant nothing to Jordan; this year it means going out of business.

Capitol St.

More recently, the boycott struck on Capitol Street. Rumors that Capitol Street business is in trouble were borne out last week when King the Tailor put up large “Going Out of Business” signs on his store front. If the boycott continues at its present strength other Capitol Street stores can be expected to show up their own “Going Out of Business” signs. NAACP officials estimate that more than 75% of the Negro trade that once went downtown is now staying away. But perhaps the greatest test of the boycott’s effectiveness and of the unity in the Negro community will come in October when the teachers receive their first pay check for this term.

As a group, Negro teachers have the buying power to greatly help the boycott, or to hurt it by shopping downtown. The community awaits their action.

Groceries Hurting

The boycott has had its greatest effect so far on neighborhood grocery stores. The Star Supermarket chain was one of the first grocery businesses to feel the boycott’s squeeze. Threatened with permanently losing the majority of its Negro trade, Star met the Strategy Committee demands in late July and was taken off the list. Over a month later New Deal Supermarkets were taken off the list when the Strategy Committee was satisfied with the store’s hiring and treatment of Negroes.

However, other food stores were not successful in meeting the demands of their Negro customers for courteous service and fair hiring. Cox Street Grocery is one store which re

McDowell Expelled

Clive McDowell, the only Negro attending Ole Miss this semester, was expelled Tuesday by the Student Judicial Committee for carrying a concealed weapon.

In addition to the University’s action, McDowell faces a civil hearing in an Oxford County Circuit Court Saturday morning. Maximum sentence would be a $100 fine and ninety days in jail. McDowell has not yet decided whether he will post bond or appear in court.

Boycott Toll Mounts

Stores Feel Dollar Pinch

Capitol St., Grocery Businesses Hurting

See Story Below

RUMORS—Rumors that Capitol Street business is hurting seem to be borne out by this “Going Out of Business” sign displayed on the front of a Capitol Street store.

JORDAN SUPERMARKET—The store looks mighty dark under that awning in front, but it’s not because our picture is under-exposed. The reason is that there is nothing inside the store. Jordan’s on Lynch St. was cleaned out by the boycott.

Mississippi FREE PRESS

“The Truth Shall Make You Free”

Vol. 2, No. 42 38

Jackson, Mississippi — September 28, 1963

10¢ Per Copy

Della Cops Kill Negro

Police Report It As Self-Defense; Witness Says No

Earnest Jells of Clarksdale was brutally shot to death by police Friday night. Witnesses say that he carried no weapons and was fleeing for his life when he was killed.

The following day Clarksdale police told a coroner’s jury that they had shot Jells in self-defense. They said he was pointed a rifle at them. The jury believed the police and ruled that the Jells murder was “justifiable homicide.”

But this shooting will not be forgotten because it was called “justifiable.” Both the Department of Justice and the FBI have been asked to conduct investigations to determine the true circumstances of the case.

The incident was touched off by an argument at the Fair Deal Grocery Store between Jells and the store owner’s son. As Jells left the store, the son drew a pistol and fired several shots. Police who had been called to the scene took up the chase from there.

Flee For Life

Trying to escape the shower of bullets, Jells turned into a blind alley and began climbing on to the roof of a low smoke house. Witnesses say he was shot before he could get on to the roof. However police claim that he was already on the roof pointing a rifle at them when they killed him.

Witnesses who reported that Jells had no rifle also stated that several people pleaded with the police not to kill Jells. But their pleas were not heard and Jells was finally brought down to life by the bullets fired at his side and the back of his neck.

Homicide or self-defense? The Coahoma County Sheriff’s Branch of the NAACP pointed out that “self-defense is the excuse given by policemen when they kill a Negro, and in the past it has worked. But not this time.”

Citizens’ Council Denied Revenues

Due to increasing federal pressure, the State Sovereignty Commission announced last week that it would withdraw financial support from the Citizens’ Council.

For the past few years, the Sovereignty Commission has been using state tax money to sponsor a local network program that openly favored segregation, and openly criticized organizations dedicated to improving the status of Mississippi Negroes. Naturally, part of the money that financed the program came from the pockets of Negro taxpayers.

The pressure began to build when a directive was issued July 30th by the Federal Communications Commission demanding equal time for controversial issues. The directive was specifically aimed at certain “controversial program involving personal attacks on individuals or groups.”

Shortly after the federal directive was issued, the Citizens’ Council was pulled from the airways. It is presumed that more than a station like WLOV was forced to consider giving equal time to Negroes, if it preferred to be harmless rather than controversial.

Only payments from July to November are involved thus far. The State Sovereignty Commission resolved that it would meet with the Citizens’ Council.

(Continued on Page 2)
No Business With Bias

(Continued from Page 1)

ently paid the price of dis- courtesy. Although the store was not officially on the boycott list, local residents made the white ownership feel unwel- come. Teen-agers in the area broke out windows in the store after an employee had reportedly slapped a Negro customer the pressure against Cox opened up.

Cox St. GROCERY—Although Cox St. Grocery was not officially on the boycott, neighborhood pressure forced the store out of business. When one of his employees reportedly slapped a Negro customer the pressure against Cox opened up.

Gulfport Case Sweeps Beach Into the Court

In Gulfport last week Judge Lanier B. Maples delayed 42 appeals in beach-inclusion cases. Judge Maples' tactic involved a complex of legal machinery, so massive and unwieldy as to suggest the production of a Hollywood spectacular. Judge Maples apparently followed an earlier decision calling for a cast of 2,000 extras to take roles as defendants in the case. The 2,000 are people who own property along the Gulf Coast where a 'waide-in' was staged on June 23.

Maples added his own show- down demands to the beach-inclusion case when he post- mated the conviction of 42 of those convicted of trespassing in the waide-in. He said he was wait- ing for the 'normal motions.' Prob- ably this means that the cases are now before the courts inde- finitely.

No one has asked the Judge when he will find a court large enough to hold the 2,000 defendants, should the case ever come to court.

You Can't Buy Freedom

In the last century a slave, if he was fortunate enough to have a little money, could sometimes buy his freedom. To- day, however, the situation is reversed. As an effort to help gain our freedom by not buying. Not by buying on Capitol Street and by not buying at other stores on the boycott list we show the white community that the Negro does not depend on the white man to feed, clothe, and house him. We show the white community that the Negro is not the white man's charge.

And finally, we show ourselves that we do not have to suffer or suffer discounting from anyone. The boycott then is a weapon to gain not only the re- spect of the community, but our increased self-respect as well.

Yet if this were the sole effect of the boycott, only a partial success would be achieved. Individuals would be up- lifted by a great sense of achievement, but the Negro community as a whole might remain still enslaved. Without total sup- port from the Negroes—ten years from now a Negro might still have to step into the back alley if he wanted to try on something bought on Capitol Street.

A successful boycott will set one or two stores might go out of business, a few more stores might apologize and get Negro trade back, but the present system will still stand.

A total boycott will not force all the white stores on Capitol Street out of business. At the same time a total boy-cott will severely hurt many stores, generally depress all downtown business, and force store owners to cut back on their advertising. When the people happen we can expect the white community to be ready for a change in the system. We can expect not the occasional apology, but the change in pat- terns of living that is the final goal of the boycott.

Boycott

We stand for . . .

 GOOD GOVERNMENT
 HIGHER LIVING STANDARDS
 BETTER EDUCATIONAL OPPORTUNITIES
 SOCIAL JUSTICE . . . IN MISSISSIPPI

Waiting In Slavery

"A slave is a man who waits - for someone else to do something for him." In the face of the violence that issued from Birmingham last week, no one could have filled this column with words calling solely for order. But the process of daily living must go on, and because our outrage is cut to the core of the mind, because remembering brings with it too much pain.

But if tragedy forces us to hide from ourselves—if we allow our minds to shrink from last week's reality—we will merely leave an opening through which new violence can occur. Tragedy is also knowledge, and, finally, we must force ourselves to use it as knowledge.

A Negro who was a police official encouraged an atmosphere of civil disobedience. In such circum- stances it would have been a mistake if violence had not oc- curred. But the point is that the civil disobedience, its very blind- ness and irresponsibility, has committed both its races to slavery.

As the quotations below testify to a slavery which denies: the right to prosper, to grow, to increase and improve man's present station. They were all spoken by white business and professional men.

If we agree that a slave is a man who waits for someone else to do something for him, then the statement implicates some outside power. It is always some- thing or someone else. It is always the "situation" or the "federal government," or the "Rem plantation" or "outside agita- tion" that is in control. All of these men are mostly waiters.

Of all the things waiting to be done on the far southern Mississippi coast is the permanent threat to the banks in the area. The banks have been sitting in the stores and local officials say that they will take care of the area.

The right to work law makes it difficult for workers to secure the jobs and wages that they need to live. The law has been passed by the state and is going to the area where labor is allowed to organize more freely, and consequently, wages are higher. Maybe 'Barnett is using the right to work law as a talking point, but clearly he is not talk- ing good for the working man and it does not seem he is bring- ing industry either.

Chinn's Grocery Mkt.
Top grade, fresh meats.
28552-2840 Whitfield Mill

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Is Business For Your Health
Dial FL 2-8381
FREE DELIVERY
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Jackson, Miss.

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For All Shoe Needs
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Address _______ ______
City __________ Zone State _________
Church Activities

SATURDAY, SEPTEMBER 28, 1963
MISSES FREE PRESS
Page 3

Citizens’ Council...

(Continued from Page 1)
in October to determine whether payments should be resumed.

But the real question seems to be as one of administrations, for the chairman of the Com-
mis sion is none other than Gov. Ross Barnett. Although the daily here in Jackson said only that “several questions as to the relations with the Federal Com-
munications Commission” was involved, one spokesman for the Sovereignty Commission was a

more than willing to admit that the organization had “no relations with the F.C.C. period.” It

appears, therefore, that Barnett was unable to get around federal orders, and we can be

sure the program won’t be seen unless another governor decides to spend state tax money to

support Council forums.

Voter Workshops

All those who have not yet registered to vote—Learn to fill

out the registration form, includ-

ing the Constitutional in-

terpretation section, so that

when you go down to register,

you will gain the test and be

come a REGISTERED VOTER.

Workshops will be held regu-

larly, every week, in the fol-

lowing churches:

Cades Chapel, Ridgeway near

daily, Monday evening at

7:30.

Shady Grove Baptist, East

Ridgeway, Monday evening at

7:30.

Cherry Grove Baptist, Rondo

Whitfield Malls Rd., Wednes-

day evening at 7:30.

New Jerusalem Baptist, 21st

Whitfield St., Wednesday ev-

ening at 7:30.

to the workshop in the church nearest your home.

Let us pray for the poor chil-

dren whose lives were cut off

in church at Birmingham. Let

us pray that the blasphemies

bombing has not quenched the

thirst of those who strive for

freedom. We pray not only for

those who have died in the bombing... Rev. S. L. Whitney.

ANDERSON CHAPEL 812 PIER
Rev. S. L. Webb, Pastor
10:00 Sunday Morning Worship
Tune, “Carols of Bethlehem”
Phls. 2:13
In this 10 week study program
called Home to Home Visitations
the minister visits each member of the
family to inform him of the glory of God.

CENTRAL METHODIST AME
130 Church St.
Rev. W. F. Taylor, Pastor
Church School Fall Day begins
September 9
Sunday Morning Worship
11:00

FAITH BAPTIST CHURCH
610 N. Fairfax St.
Rev. L. L. Whitney, Pastor
11:00 Sunday Morning Worship
Topic, “The Transfiguration”
Short Sunday Services with Pearl
St. Baptist at Fair Baptist
Children’s Worship at the Pearl Street Youth Church
2545 Newport

McRAVEN HILL M.B. BAPTIST CHURCH
Jackson and Springridge Rd.
Rev. W. W. Pace, Pastor
65th Anniversary of Mcraven Hill
Service 10:00
Tune, “We Thank Thee”
50th Annual Program
Served by Rev. Elmo Gipson

FERNWOOD GROCERY
Your Neighborhood Store
1403 Fernwood Street
362-9169 JACKSON

Conic’s Beauty and Barber Supply
615 No. Farish Street
FL 3-3266

One Day Service
Taylor’s Cleaners
841 Lynch Street

Penguin Drive-In
LYNCH AND DALTON
JACKSON, MISS.

PRATT MEMORIAL BAPTIST CHURCH
1893 Pineapple
Rev. Allen L. Jackson, Pastor
Sunday Morning Service 11:00
Topic, “Discipline in God’s House”

MOUNT HLEM BAPTIST CHURCH
210 E. Church St.
Rev. T. B. Brown, Pastor
Sunday Morning Worship Service 10:45
Topic, “Is God a Sinner?” Gen. 35
Sunday Evening Service at 6:45
Tune, “How Long Will He?” Kings. 16:21

NEW STARR’S HOMEST BAPTIST CHURCH
143 Sidney St.
Rev. C. W. Jenkins, Pastor
Regular Sunday Morning Worship Service
Each Fifth Sunday
This Sunday’s topic is, “The Lord is Here”
The Wilkins family hopes to invite to

PEARL STREET A & M
752 Pearl St.
Rev. G. E. Brutg, Pastor
Sunday Morning Worship
11:00

ST. PETERS BAPTIST CHURCH
129 E. Smith
Rev. B. D. Banks, Pastor
Women’s One Program at 11:00
Topic, “The Christian Woman’s Challenge To Those Graces”
Delivered by Mrs. Lonnie Johnson

TRUE LIGHT BAPTIST CHURCH
224 E. Bell St.
Rev. H. W. Wells, Pastor
5:00 Sunday School
Fifth Sunday Program
Special Service

EBONY RECORD SHOP
LATEST HITS
45’s only 89¢ LP’s only 298¢ Used To Be $1.00
Used To Be $3.98
126 North Farish - Phone 355-9285

JOE’S LITTLE GROCERY
“Where Your Business Is Appreciated.”
Meat and all staple foods
1803 Whitfield Mill - FL 5-0228

FRESH DRESSED... SCOTTISH Brand...
HENS... 2 for 54¢ SLICED BACON... 43¢ POUND
PORK... 39¢ POUND
CHITTERLINGS... $1.19... WITH THIS AD and $10 Purchase
LIVER... 19¢ BAG
SUGAR... 99¢ BAG

SHOP STAR and SAVE MORE
Save More Stamps Given With Each Purchase

SHOP FOX FOR FURNITURE!
Come in and Open An Account
We’ll Save You MONEY!

410 NORTH FARISH
Opposite Collins Funeral Home
Telephone FL 2-5463

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Valley Street At The Railroad Crossing

Where
You Can’t Beat The Food

SAVINGS!

Jackson Central Insurance Agency
Are Your Home and Household Furnishings
Insured According To Present Day Costs?

TO BE SURE... INSURE WITH US
also check our automobile insurance program
Jackson Central Insurance Agency, Inc.
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352-5586

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• Fast Colors • Sanforized • Men’s Sizes: Small, Medium, Large $1.99

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2 Locations ...
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$3.99
5% Wool Assorted Plaid Full Bed Size

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Tougaloo Undisturbed
By Fund Withdrawal

The Disciples of Christ, an organ-
ization of Christian Churches in
Mississippi, voted to with-
draw their financial support to
Tougaloo College, due to the
College's role in "demonstra-
tions and pressing for strong
civil rights action," news re-
ports stated.

The news reports are thought
to be out of proportion to the
actual amount of money con-
tributed by the organization.

Beilte Calf

When Dr. A. A. Beilte, presi-
dent of Tougaloo, heard the
news, he was very undisturbed.

"I'm sorry to see the Chris-
tian Church of Mississippi limit
their benevolence giving, but
their contributions have very
little to do with our program," Dr.
Beilte stated. "Even though we
receive every bit of money that
we can get, the withdrawal will
not be significant. I'm certain that
other disci-

ples of Christ will gladly
make up the difference."