

PUBLISHER SAYS NEGRO MUST RENEW IMAGE

The American Negro needs to rebuild his image of himself, a leading Negro newspaper publisher declared in San Francisco last week.

"He has been brainwashed too long; he has been told all his life that he is inferior," said E. Washington Rhodes, publisher of the Philadelphia Tribune. "He must learn to think and act like a first-class citizen."

The Negro press has an important role to play in that image-making--by instilling a sense of pride and purpose in its readers--Rhodes told a news conference.

The Philadelphia publisher is president of the National Newspaper Publishers Association and was the keynote speaker at the opening session of its three-day 24th annual convention at the Thunderbird Hotel at San Francisco International Airport.

Rhodes expressed elation at the Senate's passage of the civil rights bill but said it must be rigidly enforced or it will be "meaningless."

Rhodes said he believes that the vast majority of Americans are now working for "absolute equality" for the Negro--but he said the Negro himself must do nothing to harm that movement. He deplored any trend toward violence or

destruction of property in civil rights demonstrations but stopped short of a blanket condemnation of "civil disobedience" tactics.

At the group's first luncheon, C. Sumner Stone Jr., editor of the Chicago Daily Defender, sharply criticized some 50 Negro publishers at the convention.

Stone, a 39-year-old sociologist-turned-editor, said the Negro press suffers from poor typography, sloppy reporting and a failure to involve itself in the mainstream of American life.

He urged the publishers to establish a standard of excellence, both for their publications and

among their readers, and to instill racial pride among Negroes.

Stone lauded legislative efforts to outlaw discrimination, but said the Negro will never achieve real equality in the U.S. until he becomes a more productive member of American society.

About 50 Negro publishers are attending the convention, which has as its theme "The Negro Press and the Changing Social Order."

The association's annual banquet was addressed by Lieutenant Governor Glenn M. Anderson and by Whitney Young Jr., executive director of the National Urban League.

TOP "POVERTY" POSITION FOR NEGRO EDUCATOR

A PRETTY YOUNG educator who was raised by an illiterate ex-slave has been named to a prominent post in the war against poverty by R. Sargent Shriver.

Jeanne L. Noble, associate professor at New York University's Center for Human Relations, will head the section of the Job Corps concerned with enrolling thousands of underprivileged girls in proposed homemaking and vocational centers.

"We were anxious to get her and we're happy we've been able to steal her away from NYU," said Shriver, the President's Special Assistant in charge of the "war."

She is "one of the most distinguished experts in the country on the needs of culturally deprived young women," he said.

Miss Noble, who grew up in Albany, Ga., under her great-grandmother's guidance, is one of the best-known Negro professors in the United States.

For the last two years she has worked on the board of Harlem Youth Opportunities Unlimited Associated Community Teams, (HAR-YOUACT) which is attempting to improve opportunities for the restless slum youth of Harlem.

She will use this experience in formulating programs to "strengthen the whole home and family life" in pockets of poverty, Miss Noble said, adding that she is "certainly enthusiastic about this responsibility."

Shriver indicated that he has given her carte blanche authority to determine exactly how this section of the Job Corps will operate.

During the two to three days a week she expects to spend in Washington at poverty war headquarters, Miss Noble plans to set up a program that will teach deprived young women:

1. Basic intellectual tools such as reading, writing and arithmetic.
2. Home arts skills such as child care.
3. Marketable skills for getting jobs.

Most women in depressed areas, "especially if they are Negro, will have to work most of their lives," she explained. "At least one-fourth of all families in the country are headed by women, and over 50 per cent of those live in poverty."

She anticipates training them for work as nurses' aides, recreational aides and clerks, among other things.

The centers she sets up may be either residential or day schools, and she hopes for co-operation from universities, school boards, businesses and labor unions, as well as for volunteer instructors from national women's organizations.

NYU will continue to pay her a full time salary for teaching part time while she works with the Job Corps.

Miss Noble, who will work with the administrator of all Job Corps programs, Ohio University. She earned her master's degree and Ph.D. from Columbia University Teachers College. She serves on the Presidential Scholars Committee.

She has won awards for her book, "The Negro Woman's College Education," and co-authored "College Education as Personal Development" with Margaret Fisher.

NATIONAL FIGURES RAP HARSH S.F. JAIL SENTENCES

Three national figures have telegraphed Mayor John F. Shelley of San Francisco deploring the severity of sentences meted out in Municipal Court to convicted civil rights demonstrators and urging his direct intervention.

The wires came from Norman Thomas, veteran Socialist; A. Philip Randolph, president of the Brotherhood of Sleeping Car Porters and of the Negro American Labor Council, and Michael Harrington, author and an adviser on President Johnson's war against poverty.

Harrington, author of "The Other America," said: "It is a sad day in the history of San Francisco when fighters for civil rights are pilloried by

the courts . . . The image of a liberal San Francisco will be irreparably damaged."

Thomas wired he was "greatly disturbed" by the severity of the sentences and added: "The justice of their cause is amply demonstrated by the concessions they have won. Is it not the fault of the community that these non-violent but extra-legal efforts seem necessary to sincere and dedicated believers in freedom and equality of rights in the United States?"


Randolph's telegram read: "By imposing severe penalties upon the civil rights movement in San Francisco, the courts have answered a cry for bread with a stone, have answered a demand for justice with a sneer.

Jail sentences will not stop the civil rights movement but they can help twist those who thirst for freedom. We urge you to intervene for freedom and for the imprisoned civil rights demonstrators."

Of the 508 persons arrested during the Sferaton-Palace Hotel and Auto Row demonstrations, about half

have been convicted so far. Their sentences have ranged from five to 60 days in jail and their fines from \$25 to \$250. Some have refused probation.

Mayor Shelley had no immediate comment on the telegrams.



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