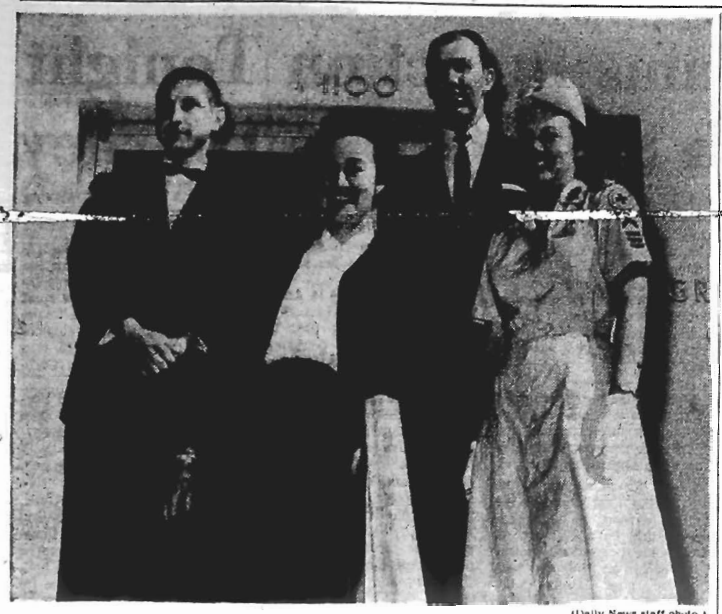
SECTION B—8 PAGES
WEDNESDAY, FEB. 24, 1960

GREENSBORO DAILY NEWS

CITY AND GENERAL NEWS
SPORTS AND CLASSIFIED ADS



(Daily News staff photo.)

BLOOD PROGRAM LEADERS

These four persons have major parts in the Red Cross blood procurement program here, with two of them conducting a regional meeting here yesterday on Bloodmobile plans for the coming fiscal year. At top left is William Craft, blood program chairman for the Greensboro chapter, and at right is W. A. Horney Jr. of High Point, chairman of the program in Group 1, who presided over the meeting. At bottom left is Dr. Inez Elrod, director of the Piedmont Carolinas Blood Center in Charlotte, and at right is Mrs. James S. Ellis, chairman of volunteers for the Greensboro chapter.

FCC Begins 4th Week Of Hearing

TV Channel 8 Still At Stake

WASHINGTON, Feb. 23 (UPI) —The president of the Southern Broadcasters Inc. testified today that his firm has contacted 113 organizations and individuals who might help with proposed television Channel 8.

James W. Coan was the only witness today as Federal Communications Commission hearings on the award of a license to operate Channel 8 began its fourth week.

Southern Broadcasters Inc. is one of four applicants for the channel which will be moved from Florence, S.C., to the Greensboro, High Point, Winston-Salem triangle in North Carolina.

Other Applicants

The other applicants for the channel are the Jefferson Standart Broadcasting Co., the Tri-Cities Broadcasting Co., and the High Point Television Co.

Coan was questioned at length on the operations of radio station WTOB in Winston-Salem, the defunct television station WTOB-TV and other Southern Broadcasters properties in Birmingham, Ala., Norfolk, Va., Raleigh, N.C., and Puerto Rico.

Much of the questioning during the more than four-hour session dealt with Southern's apparent failure to list remote programs on its log.

These included several public service shows plus spot announcements from a mobile radio unit which was sent to the scenes of accidents or fires.

Identifies Programs

One attorney made a point of noting that "Teen-agers Hop" was not listed in the log but was listed in Southern's exhibit as an example of a public service show.

The program later was identified in the log as the "Hi-Fi Club."

Coan said under questioning that he would devote full time to Southern Broadcasters operations with the proposed new television station. He said any time he would give to stations in Puerto Rico or Birmingham would be in addition to "a full working day."

Coan also said that he hoped the new television station and Southern's Winston-Salem station WTOB would compete for advertising dollars in the triangle area.

Coan conceded under questioning the greater opportunity for public service exists if the stockholders are all local people. He said 65 per cent of the stock in Southern was owned by North Carolina residents.

(Daily News staff photo.)

MR. AND MRS. TERRY SANFORD AND WORKERS

Mr. and Mrs. Terry Sanford, center, greet two of the women who attended an organization workshop of "Women Volunteers For Sanford" held here yesterday. After the gubernatorial hopeful spoke on the subject of education, he and Mrs. Sanford chatted with Mrs. W. H. Murrow Jr. of Mecklenburg, and Mrs. Kemp Battle Nye of Orange.

Educational Needs Told By Sanford

Women Hear Candidate

[Sanford Speaks To YDC. Front Page.]

Terry Sanford, who hopes to become North Carolina's next governor, urged women attending a meeting here yesterday to begin a "crusade" for upgrading quality education in the state's public schools.

In his first major address since announcing that he was a candidate for governor, Sanford devoted his address to what he called "the greatest need in North Carolina—better educational opportunities."

"If you help elect me governor, and when our four years of service is done, I would want no higher tribute than for the citizens of North Carolina to say that I put education first," Sanford said.

Outlines Program

Addressing the "Women Volunteers for Sanford" who met at the O. Henry Hotel, Sanford outlined his basic program of education but warned that "we can expect to run into powerful opposition—opposition from people who think it (providing quality education) cannot be done, people who do not care, people who value money over children."

He advocated a 10-year program for improvement of education rather than on a "catch-as-catch-can basis from one session of the General Assembly to the next . . . we should always stay eight or ten years ahead in our planning," he said.

Public education is a state responsibility and quality education should be the fundamental objective of the people of North Carolina, Sanford told the women.

". . . Quality which will mean our children are educated, not just trained; quality which means our boys and girls can compete with the product of any school system; quality which means that the mind has the fullest growth," he continued.

Other Plans

Sanford's basic program for education included:

Attracting and keeping more well-qualified teachers.

Flexibility in teaching methods which would prepare children according to their abilities to make the most of their opportunities.

A constant and continual study and research of methods, courses, techniques and teacher training.

More funds in order to pay for quality education in the state's public schools.

Salaries for teachers that are commensurate with their training and education.

Adequate facilities for teaching . . . but without fancy frills.

Recognition of teacher quality and the rewarding of exceptional teachers with supplemental funds from private endowments.

Smaller classes in order to provide maximum quality teaching.

The creation in the public mind of an atmosphere of respect and concern for the teaching profession.

Bloodmobile Schedule Planned

A tentative schedule for visits in the Piedmont area of the Red Cross Bloodmobile during the coming fiscal year was worked out here yesterday in a meeting of representatives of 10 Red Cross chapters in the Piedmont.

The session at the chapter house here was for members of sub-regional Group I, with W. A. Horney Jr. of High Point, group chairman, presiding.

Based on estimates of blood-usage needs during the fiscal year beginning July 1, the tentative schedule was adopted with only minor changes. Discussion was led by Dr. Inez Elrod, director of the Piedmont Carolinas Blood Center in Charlotte, and Horney, with each chapter voicing its desires or objections.

Camp Lejeune Included

New in the schedule for the Bloodmobile units working out of the Charlotte center was inclusion of Camp Lejeune as a point of regular call. Four three-day visits of the unit are slated during the fiscal year, with another scheduled for May of this year.

Demand for blood has grown to the point that there are practically no open dates in the Bloodmobile schedule, Dr. Elrod told the group. In fact, she added, "we may even have to acquire a third unit" to supplement the two Bloodmobiles currently in operation in the Piedmont.

Visits Increased

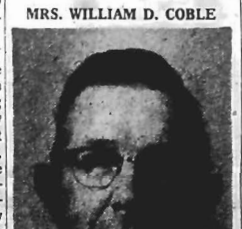
The number of visits to some chapter areas was increased in some instances, especially during the November-January holiday period, which formerly was not included in schedules. However, blood needs have increased to the point that almost every day except actual holidays must be utilized, especially since the holiday

FUND PLANS MADE

Auditorium Sought By Guilford Leaders

A group of Guilford College community leaders last night adopted a goal of $35,000 to $50,000 to be raised by the Guilford College community toward construction of the proposed Religious Education-Auditorium-Music Building on the Guilford campus. Seventy interested citizens met at the Guilford College Union to discuss community uses of the proposed structure.

MRS. WILLIAM D. COBLE



The special committee for Guilford College is headed by Mr. and Mrs. William D. Coble. Mrs. Coble is a member of the Guilford College board of trustees. Other members of the committee are Donald Badgley, Donald M. Baxter, Howard Cannon, Douglas P. Dettor, Ray Evans, Dr. Norman A. Fox Jr., Mrs. Sidney Hardison, J. D. Lewis Jr., Miss Lena Marshburn, Paul Morgan, Dr. M. L. Ralls Jr., Paul O. Stribling, Sam Talbert and Jack Tilley.

$300,000 Already Pledged

In making plans to support the campaign for a total of $700,000, the Guilford group adopted a goal which will provide the 1,000 seats in the auditorium proper. To date more than $300,000 has been pledged toward the proposed building, which is scheduled for completion before June of 1962, when Guilford College will celebrate 125 years of uninterrupted educational service.

In announcing the community goal, Mrs. Coble stated that the auditorium and other facilities of the proposed building will be a distinct asset to all citizens who live near Guilford College. She cited particularly the increased opportunities for cultural events —lectures and musical and dramatic entertainments—and a planned program of continuing liberal education for adults.

The new building at Guilford will provide facilities for the expanding Department of Religion and for the Music Department. In addition to the auditorium, with a stage suitable for various dramatic presentations, special seminar rooms equipped with audio-visual facilities will make

Aid Program Is Described

The American foreign aid program was described here yesterday as "a treacherous game" by a State Department officer.

Speaking at a luncheon of the Greensboro Exchange Club, Dr. Harold K. Charlesworth, program

Lunch Service Is Resumed At Stores

[Arrests made at Winston-Salem, Charlotte. Front Page.]

The lunch counters at the downtown stores of F. W. Woolworth Co. and S. H. Kress & Co. were re-opened yesterday without any fanfare.

They had been closed since Feb. 6 because of sitdown demonstrations.

Only white customers patronized the counters yesterday, although there are no signs to indicate the lunch counters are segregated.

The managers of the stores refused to discuss the companies future policy in case there is another sitdown by Negroes.

To Follow Custom

C. L. Harris, manager of Woolworth's, was asked what management plans to do if there is another sitdown movement here. He gave this cryptic reply:

"What other restaurants do, we'll do. We'll abide by local custom. I have no other statement to make."

H. E. Hogate, manager of the Kress store here, declined to discuss the policy his firm will follow if Negroes show up at the lunch counters.

"We originally closed the lunch counter in the interests of public safety. We re-opened it because we thought it safe to do so," was Hogate's only comment.

The lunch counters opened at 9:30 a.m. with other departments of the stores.

MOTHER DIES

Mrs. O. W. Wright of 2002 Veasley St. left last night for Grand Rapids, Mich., after receiving word yesterday of the death there of her mother.

WC PROFESSOR

High Honor Given To Randall Jarrell

Randall Jarrell, Woman's College professor of English, poet, novelist, and critic, is the third writer now living in North Carolina elected to membership in the National Institute of Arts and Letters, the nation's highest honor.

Carl Sandburg of Flat Rock and Paul Green of Chapel Hill are members in the institute's Department of Literature.

Francis Speight, artist, born in North Carolina, also is among the 12 new members elected to the institute from the fields of literature, art, and music.

Other Tar Heels

Deceased members from North Carolina include John Spencer Bassett, historian and author, elected in 1923; James Boyd, novelist, elected in 1938; Struthers Burt, novelist, elected in 1926; and Thomas Wolfe, novelist, elected in 1937.

The institute was founded in 1898 and was incorporated by an act of Congress in 1913 for furtherance of the literature and fine arts in the United States. Membership is limited to 250 native or naturalized citizens qualified by notable achievements in art, literature, or music.

Formal induction of new members for 1960 will take place at a public ceremonial on May 25, when the diploma of the institute will be presented to each new member.

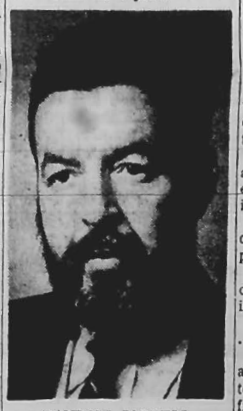
Jarrell came to Woman's College in 1947. During the past 22 years he has published widely, including four volumes of poetry, a novel, a book of criticism, and several hundred poems, articles, and reviews in literary journals newspapers, and nationally circulated magazines.

He has held a Guggenheim Fellowship, received a $1,000 award from the National Institute of Arts and Sciences, and has had a two-year leave of absence to teach at Princeton University and the University of Illinois.

In 1956-58 he served as consultant in poetry in English to the Library of Congress.

Jarrell was born in Tennessee, was graduated from Vanderbilt University and taught at Kenyon College, Sarah Lawrence College, and the University of Texas.

He was in the Army for five years, including three and half years as an operator of a celestial navigation training tower for bombing crews. After his discharge he was literary editor of The Nation for a year.



RANDALL JARRELL
Given Honor

Rain And Snow Forecast

Cancer Meet

Carruthers