

# Montgomery revisited: parade to cemetery

(Continued from page 21)



Tracey Larkin (M.S. Photo by Harold 4X)

his name.

However, South Jackson Street is only about 11 blocks long and on the other end is a Masonic Lodge that runs into a white neighborhood. The Lodge members protested that they did not want to be on Martin Luther King Street.

The City Commission compromised, deciding that only those blocks that are in the Black Community would be named Martin Luther King Avenue, thus, making two streets out of one.

SOME BLACKS protested this seemingly absurd way of treating their request, so they

returned to the commission and demanded that the whole street be named Martin Luther King Avenue. The commission withdrew its original compromise offer, and today the artery is still called Jackson Street.

The home of Dr. King that was bombed during the boycott remains there as simply another house on the street. It is still being used either as a church parsonage or it is being rented out.

The Rev. Abernathy's First Baptist Church where the Freedom Riders were held up by a mob in 1961 and Dr. King's Dexter Avenue Baptist Church, scene of mass rallies during the bus boycott—both sit in silence.

WITH THE exception of the MIA there is no

recognition of Dr. King's birthday. Today there is no single spokesman or even an identifiable leader in the Black community.

Tracey Larkin, WBIL radio station program director in nearby Tuskegee and a Montgomery resident, was 8-years-old when it all began. He was asked about efforts to remember the by gone days.

"When the national drive was on, a few years ago, to get Congress to establish a national birthday for King we printed cards for signatures. We started a street drive, however, we could amass only about 3,000 signatures," he said.

Larkin added, "Montgomery is quiet. It is too quiet."

## New generation of radio soap opera

(Continued from page 21)

blaxploitation films did for the motion picture industry—mainly generate a warm, but slightly lopsided financial relationship between the Black community and Quaker Oats—with the latter being the recipient of millions of cash dollars paid out for the product.

As NET Black Journal executive producer Tony

Brown pointed out during the programs introduction to the media this month here, the program will "give us (Blacks) something back for the grits we eat." But the outcome seems unequal in the sense that all Blacks will receive in return is a daily 15-minute dramatic excursion into the tearful lives of the Taylor family.

Quaker Oats marketing

services vice president Jack Young recently observed that the program "makes good marketing sense by offering us (Quaker) an imaginative way to reach an important segment of the Black market," but his statement can be translated to mean that Quaker Oats—like the white motion picture industry—is attempting to sell Black audiences their product in a manner that will give

them maximum exposure at minimum cost.

The argument that "Sounds of the City" will provide a needed and necessary outlet for Black actors and writers is the one that the program's creators will most likely turn to to substantiate the shows existence, but just how large an investment Quaker will make in the venture remains to be seen. Presently, the company has committed itself to the production and development of the series for 26 weeks while retaining the option of continuing or cancelling the program. UniWorld Group will be retained by Quaker for media placement and advertising development.

UniWorld president Lewis was reluctant to discuss the amount of money that Quaker will invest in the program because negotiations are still

being worked out with other Black radio stations. At this writing, 13 have agreed to carry the program when it airs in February. WJPC, which is owned and operated by the Johnson Publishing Co., will air the series locally.

However, Lewis did tell Muhammad Speaks that Quaker's commitment will run somewhere in the millions of dollars. Although he agreed that a daily television series would greater meet the needs of Black families seeking strong, positive characters with which to identify, Lewis admitted that the cost of such a venture would more than likely be refused by any major white corporation.

Among the actors who will be heard on the program are Robert Guillaume, Zaida Coles, Helen Martin, Adam Wade and Ruby Dee.

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