

New TV Shows Give Important Roles to Negro Actors

By RICK DU BROW
 United Press International
HOLLYWOOD (UPI) — A striking fact of the new television season is the increased use of Negroes in prominent roles. A Negro is featured in the "East Side-West Side" series. Others appear from time to time on the Dick Van Dyke show. Sammy Davis Jr. recently starred in a "Ben Casey" episode as a baseball player caught up in the racial issue. "Mr. Novak" scheduled a story about a high school racial incident. These are but a few of the examples.

The pressures of the past crucial summer, with its Negro desegregation march on Washington, are just beginning to have real impact on television. Lil Cumber, head of Hollywood's biggest Negro talent agency, says there is a definite increase in the use of members of her race.

And it is unquestionably just current new use of Negroes in the beginning — just as the current new use of Negroes in commercials is sure to be only a start. When the Gillette Razor Blade Company featured Negroes prominently in its World Series commercials, it was an obvious major step.

However, just as segregationists are sure to be unhappy with developments, Negro performers do not feel the present state of affairs is any millennium either, though they admit it is an improvement for them.

The Negro performer, from the star to the rank-and-file actor or actress, has taken aim on three goals:

—For Negro characters to be portrayed in terms that members of their race feel is modern and fair.

—For Negroes to be used in greater proportion to their numbers — one in 10 — and to star in their own series.

—For Negroes not to necessarily play Negro parts; that is, to be cast in roles that could go to any race, and not always to be caught up in stories that depend on racial aspects.

Of these goals, the greatest hurdles are the "one in 10" proportion and the starring of Negroes in network series, or, for that matter, in many specials.

In the September Show magazine, Lena Horne wrote: "Sure, I can get on television — I can have all the guest shots I want. But I have been refused the depth of television exposure that has been given others."

Why can't I have my own television series? This is the attitude that one hears most in questioning Negro entertainers.

Not long ago, on an all-night Los Angeles television program that offers movies and interviews, Sammy Davis said that about 18 months ago he packaged a video special starring himself and featuring Ray Charles, Count Basie, Frank Sinatra and Dean Martin — but that no network would touch it. He made clear he felt it was because he, a Negro, was the star.

Mimi Dillard is not as big a name as Lena Horne or a Dorothy Dandridge, but she is more typical of the ordinary Negro performer seeking openings in television.

She is in her mid-20s, dances, sang at the swank Beverly Hilton Hotel in Beverly Hills, appeared in a Jerry Lewis movie, has plenty of friends at the networks and through Hollywood, is the Negro girl on the Dick Van Dyke show and, among other assignments, recently appeared in the new psychiatry series, "Breaking Point."

Her opinion is typical. Those in her position simply feel it is human nature that things won't change so drastically all of a sudden. However, she rejects curtly the idea of some whites that it would be harmful to Negroes — and perhaps make them look foolish—to be forced into, say, situation comedies that are now all-white. Her argument, like that of other Negro performers, is that there is no compromise in the area that Negroes must be accepted on the same terms as whites.

"If the parts are those of real people, no one looks foolish," she says.

A while back, some Negro leaders in Hollywood were reported pushing the "one in 10" view in the area of casting and technical employment in video. This brought a back-stiffening reaction from many producers, most of them sympathetic — but so deluged with strait-jacket restrictions on video that they resented any further ground rules.

And at about this time, President Kennedy said he was against racial employment quotas.

Whether or not the President's statement had any bearing on the matter, there suddenly

Higher Debt Limit Passage Expected

WASHINGTON (UPI) — Despite solid House GOP opposition to a \$6 billion raise in the national debt limit, Democratic leaders forecast passage today of a bill to hike the ceiling to a record \$315 billion.

It was the third time this year that the debt limit came before Congress. It was raised temporarily in May for three months and again in August for a second three months to its present ceiling. The current debt is \$307 billion.

Under present law the limit automatically will drop to \$285 billion on Dec. 1 unless Congress acts. Today's bill would be effective through next June 29.

Republicans planned to try to send the bill back to committee, then resubmit a new measure setting a ceiling about \$2 billion or \$3 billion less than the proposed \$315 billion.

The debt issue is embarrassing to the administration that is trying to cut taxes, retain what it considers important national spending programs, and fight off GOP attacks of unnecessary spending.

Complete unofficial returns in the seven-man mayor race gave Shelley 120,560 votes. His closest opponent, supervisor and acting mayor Harold Dobbs, polled 92,627 votes.

Shelley, 58, is the first Democrat elected to the city's top office since 1897. Although the election was officially non-partisan, it had definite partisan undertones.

Shelley, a member of the U.S. House since 1949, will succeed Mayor George Christopher, who was prevented by the city charter from seeking his third four-year term.

Shelley Elected In San Francisco

SAN FRANCISCO (UPI) — Congressman John F. Shelley was elected mayor of San Francisco Tuesday by a solid plurality of nearly 28,000 votes.

Shelley, 58, is the first Democrat elected to the city's top office since 1897. Although the election was officially non-partisan, it had definite partisan undertones.

Shelley, a member of the U.S. House since 1949, will succeed Mayor George Christopher, who was prevented by the city charter from seeking his third four-year term.

Shelley, 58, is the first Democrat elected to the city's top office since 1897. Although the election was officially non-partisan, it had definite partisan undertones.

Shelley, a member of the U.S. House since 1949, will succeed Mayor George Christopher, who was prevented by the city charter from seeking his third four-year term.

seemed to be an easing of this type of thinking, at least publicly, and relations seem to have improved between the unions and the National Association for the Advancement of Colored People (NAACP).

There are those Negro performers — Miss Dillard, for instance—who disagree with the NAACP's refusal to allow Negroes to play menials on grounds that they are a "stereotype."

Now that Negroes are getting more prominent and typical parts, say Miss Dillard and her colleagues, there should be a frank acceptance of the fact

that there are Negro janitors and servants, just as there are white janitors and servants. A refusal of all "menial" parts would defeat the Negro argument for roles that are non-racial.

Deny Problems
 At the networks, you get cooperation when asking now many Negroes they are using, but not much enthusiasm to go into such matters. At the production centers, according to network people, it is even tougher, because the answer here is that there never has been any problem with the use of Negro actors.

The fact is, however, that the decision of sponsors and agencies to show the Negro more prominently — in the face of threatened militant economic boycott — is the main reason for the new look. That and the overwhelming force of current events.

At ABC-TV, a recent quick spot-check by a network spokesman on the Hollywood-produced programs said that Negroes figured prominently this season in segments of "77 Sunset Strip," "Breaking Point," "The Outer

Limits," "The Fugitive," "Ben Casey," the Edie Adams Show, "Day in Court," "The Travels of Jaimie McPheeters" and the Jerry Lewis series.

"There will undoubtedly be additions as the season progresses," the ABC spokesman noted.

Dancing Integrates
 Of ABC's Dick Clark show, the trade paper "Variety" said: "A noteworthy fact, in light of the current headlines, is that young Negro couples are shown dancing and sitting side-by-side with the white kids in the studio audience."

A similar random sampling at CBS-TV offers these Hollywood shows (and again the list is by no means complete, because of up-in-the-air plans): Jack Benny, Danny Kaye, Judy Garland, Phil Silvers, Dick Van Dyke, Art Linkletter's "House Party," "Perry Mason," "Mr. Ed" and "The Great Adventure."

At NBC-TV such shows as "Mr. Novak," "Eleventh Hour" and Jack Parr have segments with Negroes in prominent parts. And of course Leslie Uggams is a regular singer on "Sing Along With Mitch."

All these shows, of course, still amount to a rather small inroad

by Negroes on network television, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

year, and it will be less small

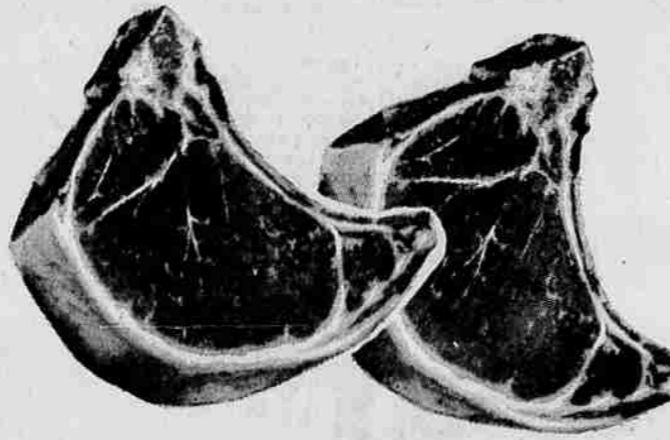
year, and it will be less small

year, and it will be less small

They know...

Arden
 SOUR CREAM
 IMPROVES EVERY MEAL!

PIGGY WIGGLY



Lean Pork CHOPS
 lb. **69^c**

Lean and tender center cut pork chops from young, corn-fed porkers... lots of delicious sweet meat.

Pork Loin Roast
 lb. **49^c**

Delicious flavor you're sure to enjoy... and at a price to pamper your budget. Serve pork loin roast with browned potatoes and applesauce.

- Country Style **Pork Spare Ribs**lb. **49c**
- Country Style **Pork Sausage**lb. **49c**
- U.S. Choice or Swift's Premium Arm Cut **Beef Swiss Steak**lb. **69c**
- U.S. Choice or Swift's Premium Full-Cut **Beef Round Steak**lb. **89c**
- U.S. Boneless or Swift's Premium Boneless **Top Round Steak**lb. **98c**
- U.S. Choice or Swift's Premium **Beef Cube Steak**lb. **\$1.09**
- U.S. Choice or Swift's Premium Boneless **Top Sirloin Steak**lb. **\$1.39**

U.S. Choice or Swift's Premium
Chuck Steak
 Marinate for extra flavor and tenderness. lb. **59^c**

U.S. Choice or Swift's Premium
Pot Roast
 Blade cut beef roasts lb. **49^c**

Nestle's
Chocolate Morsels
 6-oz. pkg. Regular 25c **15^c**

Plymouth Margarine
 Colored and Cubed
 7 1-lb. Pkgs. **99^c**

VISIT Nestles Hospitality Caravan Saturday 10 a.m. to 5 p.m. **FREE SAMPLES**

Nestle's QUIK **49^c**
 BIG 2 POUND TIN

SEGO Canned Milk
 No. 1 TALL CAN
10^c Each
 Limit 6 Please

- Nestle's King Size **Candy Bars** 3 for **89c**
- Nestle's **Eveready Cocoa** 1 lb. tin **33c**
- M.J.B. **Coffee** 2 lb. tin **97c** 1 lb. tin **49c**
- Taste As Good As Ground Coffee **MJB Instant Coffee** 6-oz. jar **79c**
- Sunshine **Hi-Ho Crackers** 1-lb. pkg. **39c**
- Sunshine **Cheez-It Crackers** 13 1/2-oz. package **39c**
- Floriant **Room Deodorant** 5 1/2-oz. tin **69c**
- Plastic **Baggies Food Wrap** 25-bag pkg. **49c**
- Budget-Priced **Colgate Super Suds** giant package **59c**
- New Powdered **Actin Bleach** regular package **45c**
- Pennant **Brilliant Cake Mix** 16-oz. jar **49c**
- Citron, Lemon or Orange **Pennant Peels** 3 4-oz. jars **59c**
- Glace Cherries** 3 1/2-oz. jar **29c**

PENNANT MINCEMEAT
 For Home-Made Pies and Cookies
 26-oz. Jar **49^c**

PLANTERS MIXED NUTS
 Tasty Nuts for Snacks or entertaining. Reg. 89c
 13 1/2-oz. tin **69^c**
NUT LUNCH MIXED NUTS
 12-oz. tin **59^c**

SNOWS CLAM CHOWDER
 3 15-oz. Tins **79^c**
 Or
SNOWS MINCED CLAMS
 3 7 1/2-oz. tins **79^c**



IN TOP ROLES — Negroes James Earl Jones and Diana Sands are shown here in a scene from "Who Do You Kill," one of the episodes of the "East Side-West Side" television series. Increased use of Negroes in important roles has been the most striking new feature of the TV season. (UPI).