

# Tribune Starts Dr. Martin L. King Memorial Fund

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### INSIDE YOUR TRIBUNE

11x16 Color Portrait of Dr. Martin Luther King

★ ★ ★

Page of Pictures of Dr. King Here, Elsewhere

★ ★ ★

Page of Memorial Messages Honoring Dr. King

★ ★ ★

Messages of Condolence From Business Firms

### Tribune Contributes First \$1,000 To Dr. Martin L. King Memorial Fund

The Philadelphia Tribune Company and its employees announced the creation of the Dr. Martin Luther King Memorial Fund to which they have contributed \$1,000 to help fulfill the "dream" of the slain civil rights leader who worked for a more

just America. Deeply shocked over the tragic death of the Nobel Peace Prize winner, the company and its staff made the decision to create the memorial fund shortly before noon on Friday, April 5, less than 24 hours after Dr. King was shot by an assassin in Memphis, Tenn. All Tribune readers and other interested citizens who wish to contribute to the continuation of the freedom struggle, led so gallantly by Dr. King, are urged to send whatever financial contributions they care to make to:

The Tribune's Dr. Martin Luther King Memorial Fund  
The Philadelphia Tribune  
P.O. Box 3883  
Philadelphia, Pa. 19146

The initial \$1,000 donated to the fund by the Tribune Company and its staff, plus all other monies received by the Tribune from the public, will be sent to Mr. William A. Rutherford, executive director of the Southern Christian Leadership Conference, (SCLC) Atlanta, Ga.

(Continued on Page 2, Col. 7)

### Dr. Martin Luther King Wrote His Own 'Eulogy'

On Sunday, February 4, 1968, Dr. Martin Luther King told his congregation at the Ebenezer Baptist Church, in Atlanta, Ga., what he would want said about himself if he were to die.

His immortal words follow:

Every now and then I guess we all think realistically about that day we will be victimized with what is life's final common denominator... that something we call death.

We all think about it. And every now and then I think about my own death and I think about my own funeral. And I don't think of it in a morbid sense.

Every now and then I ask myself, what is it that I would want said. And I leave the word to you this morning.

If any of you are around when I have to meet my day, I don't want a long funeral. And if you get somebody to deliver the eulogy, tell them not to talk too long.

And every now and then I wonder what I want them to say.

Tell them not to mention that I have a Nobel Peace Prize. That isn't important. Tell them not to mention that I have three or four hundred other awards. That's not important. Tell them not to men-

(Continued on Page 2, Col. 5)

### Progress in Business And Government Areas

(EDITOR'S NOTE:—This series of profiles deals with what Negroes are doing in the government and business fields. The accomplishments of the men and women featured should inspire others to higher achievements despite handicaps by the score.)



**THOMAS M. GARY**, of 32 e. Providence rd., Yendon, is a supervisory management analyst at the Defense Personnel Support Center. He is chief of the Procurement and Financial Branch in the Office of Planning and Management, which is responsible for system design and functional procedures. He supervises four journeyman analysts. Gary is married and a 25-year employee. He attended New York University and is a member of the Masonic Order. The Philadelphia installation is the Defense Supply Agency's largest field activity.

### Poitier, Belafonte, Davis, Cosby Lead Celebrities at Memphis March

MEMPHIS — Dozens of nationally known celebrities led the garbage workers' strike here Monday in honor of Martin Luther King, Jr., civil rights leader who was slain last Thursday night. Among those at the head of the crowd were: Dr. King's widow; Dr. Ralph Abernathy, Dr. King's successor as head of the Southern Christian Leadership Conference; Percy Sutton, borough president of Manhattan; Albert Shanker, president of the United Federation of Teachers; Bishop James Hines, presiding bishop of the Episcopal Church; Harry Belafonte, Bill Cosby, Sidney Poitier and Ossie Davis. Rev. James Orange, one of King's staff members, said that the march had another purpose besides that of honoring Dr. King.

## Dr. King Wrote His Own 'Eulogy' Two Months Ago



**FELLED BY GRIEF**—Mrs. Emma Fike, 58, an elevator operator at 906 Chestnut st., is carried to rescue wagon after suffering a heart attack at the height of massive memorial meeting held at 9th and Chestnut sts. Friday afternoon. The manager of the building where she worked for over 25 years said Mrs. Fike had been extremely upset by Dr. King's assassination. Mrs. Fike, who lives at 2444 w. Sergeant st., is recovering at Jefferson Hospital.—Tribune photo by J. B. Wilder.

## 75,000 of Both Races View Body Of Dr. M. L. King

### To Build \$2 Million Church for Crypt

More than 75,000 persons—men, women and children from every walk of life—paid last respects to slain civil rights leader Dr. Martin Luther King, Jr., during separate viewing services at two colleges and an undertaking establishment prior to his funeral this morning (Tuesday) in Atlanta.

While the nation's leading dignitaries paid homage to Dr. King at the most publicized funeral since the death of President John F. Kennedy, plans were announced for the building of a \$2-million church to house Dr. King's crypt.

The church will be built on the campus of Morehouse College—Dr. King's alma mater—and should be completed by fall.

Prior to this morning's funeral, weeping mourners, walked four abreast, passed the body of the famed apostle of non-violence at the rate of 1200 per hour during separate viewings at Morehouse and Spelman Colleges here. The body had been flown to Atlanta from Memphis, Tennessee, where a viewing was held Saturday at an undertaking establishment only blocks from the hotel where Dr. King was shot to death Thursday afternoon.

Additional crowds—perhaps as many as 1 million persons—lined the streets of Atlanta this morning when a black caisson pulled by a matched team of mules transported Dr. King's body to the Ebenezer Baptist Church for a private funeral service.

At least 1,000 students followed the caisson as honor guards and marshals.

**FATHER COLLAPSES**  
The Ebenezer Church is pastored by Dr. King's father, Dr. Martin Luther King, Sr., who collapsed after viewing his son's body Monday.

Following the brief funeral, the body was transported back to the Morehouse campus where a second open-air service was scheduled to be held for the benefit of the thousands unable to get into the church.

Dr. King's body will be interred temporarily at the Southview Cemetery, where his grandparents are buried.

Meanwhile, cars by the thousands moved through Atlanta streets in bright sunlight with their headlights on. Flags flew at half-staff.

**"GONE, NOT FORGOTTEN"**  
A few blocks down Auburn ave. from the red brick Ebenezer Church, a huge sign that said "Gone, But Not Forgotten" hung from an expressway overpass.

Further down the street, black bunting had been placed around the doorways and windows of the building in which the Southern Christian Leadership Conference has its head-

quarters. A large number of distinguished men and women, representing virtually every professional endeavor, were present at the funeral. Among them were soloist Mahalia Jackson and trumpeter Dizzy Gillespie, who played a spiritual, "Nobody Knows The Trouble I've Seen," standing in the balcony of the packed church.

Miss Jackson, who is considered the world's foremost gospel singer, sang a solo from a front row pew of the church.

**BUNCHE AT FUNERAL**  
Dr. Ralph J. Bunche, the highest ranking American in the United Nations Secretariat, is representing Secretary General U Thant at Dr. King's funeral.

Dr. Bunche, a Negro and a past associate of Dr. King in civil rights causes, is Under Secretary General for Political Affairs. He called Dr. King's assassination "a national disaster."

Mr. Thant left on an official visit to Europe just before the shooting of Dr. King became known.

**PLANE CHARTERED**  
In Philadelphia, the American for Democratic Action chartered a plane to fly 50 Philadelphians to Atlanta for the funeral.

The Alpha Phi Alpha fraternity, to which Dr. Martin Luther King (Continued on Page 4, Col. 6)

### Moments to Remember With a Great Leader

By Justice Michael A. Musmanno  
Pennsylvania Supreme Court  
Some time in the early part of June, 1966, I was invited by the United States Senate Constitutional Rights Subcommittee to testify before Congress. This was shortly after James Meredith had been shot down while walking on a public highway in Mississippi. The intended legislation had to do with vesting in the Federal Government, through operation of the

Leadership Conference leader to Memphis in the first place. (Continued on Page 4, Col. 5)

It seemed to me that, in testifying, I should have some first hand knowledge on conditions which made the legislation necessary. I was convinced that had the proposed civil rights legislation already been in effect, Meredith would not have been shot. So I went to Mississippi on a fact-gathering expedition. (Continued on Page 4, Col. 6)

### Washington Property Damage Bill May Hit \$50 Million

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By ART PETERS and CHET COLEMAN OF THE TRIBUNE STAFF  
WASHINGTON, D.C. — Whiskey was selling for a dollar a bottle. Color TV sets were being hawked at prices starting at twenty dollars. Suits were changing hands for three dollars.

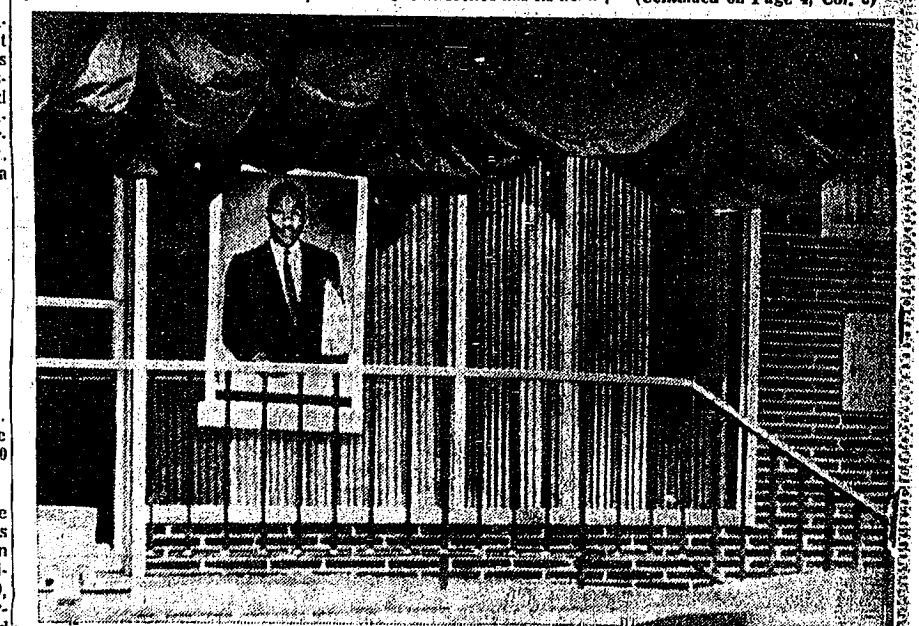
**BARGAIN PRICES?** Hardly. The violence that put these goods up for grabs cost Washington the lives of eight human beings.

They were killed while roving mobs sacked and burned hundreds of stores and markets in the nation's capital—the worst riot-

ing this city has seen since 1919. Besides eight lives, the bill for the damage to property may hit \$50 million.

**HOMELESS MAN**  
Hundreds of persons were made homeless as a result of the fires which ravaged a 40-block area in the heart of the Negro area. Typical of them was William Jones, 60, who wandered dazed and bewildered Sunday through the charred ruins of a building which once had been his home.

Jones, who is unemployed, had lived for more than eight years in a rooming house. (Continued on Page 2, Col. 4)



THE FRONT of the Philadelphia Tribune building, 520-526 s. 16th st., is draped with black bunting to signify its deep sorrow and grief over the tragic assassination of Dr. Martin Luther King, Jr. A large photograph of Dr. King is pasted on the front of the building.

## Negro Citizens Advised to Beware of 'Phony' Job Ads

(EDITOR'S NOTE—This series of articles on consumer frauds, by investigative reporter-writer Len Lear, will be highly beneficial to you, the consumer. Hence, you should read every single word of this treatise, for it deals with a subject as vital to you as your money, peace of mind and pursuit of happiness.)

**PART 17**  
By LEN LEAR  
It is foolish to speak of good will and brotherhood among men until there is first justice, and it is senseless to talk of justice as long as one man rules over the mind and soul of another man. Rarely does one man rule over other men for their own good. A man is never the master of others' minds and bodies except for their undoing and his spiritual bankruptcy. This fact can clearly be seen in almost any case of consumer fraud, where greedy men act in ugly ways and slowly but surely divest themselves (and sometimes their victims) of their humanity. In this article, as in part 16 of this series, I will examine some of the

frauds that are uncommon or that few people know about. Read carefully how they operate, though. Each one of the following is potentially just as harmful as the worst case of home improvement fraud.

**PHONY ADS**  
**PHONY JOB ADVERTISEMENT:** This is an advertisement for a "job" which may offer anywhere from \$4 to \$8 an hour selling floor polish or a related product, according to the daily newspaper ad.

Needless to say, this is a very attractive come-on to a man without a job, especially since it requires no higher education or even previous selling experience.

There is only one catch. To get the job, you must purchase equipment which you're told you'll need to sell your product.

For example, last year a Philadelphia man bought over \$3000 worth of floor polishing equipment, which he presumably needed to enable him to display his product to customers.

**HIGH INTEREST**  
In such a case the employer collaborates with a finance company, who lends the newly employed man the money he "needs" at a very high rate of interest.

After enough new employees get up to their necks in debt, the floor polishing company conveniently goes out of business, leaving each "salesman" in a position where he

may very easily lose every penny and piece of property he owns.

This is one of the most savage types of fraud because it exploits the agony and frustration of unemployed men who are obviously most badly in need of money and jobs.

**DANCE SCHOOLS**  
**DANCE SCHOOLS:** As the phony job ad preys on those who need work, this fraud, which may even be worse, exploits the desperate need for love by shy, lonely people.

The charming instructor will choose his shyest pupil and concentrate on building a strong emotional attachment with her. Of course, it will really be a one-

sided attachment, but will appear to be the opposite.

As a result, more and more money will be extracted from the victim, while the teacher collects a sizable percentage of everything paid to the school (plus whatever he's able to garner from after-hours activities).

In one case, a 79-year-old New York widow paid \$1,800 for a lifetime membership. However, once they have paid, lifetime members suddenly find themselves unwelcome at the school.

One particularly bad feature which is probably unique to this fraud is that the victim is usually unwilling to prosecute. She does not want to admit publicly how des-

perate and lonely she was.

**CHARITY COSTS**  
**CHARITIES:** With the aid of aggressive sales campaigns, the charity industry has become one of the five largest industries in the U. S., taking in almost \$10 billion a year.

In order to increase the amount of contributions, many charities use public relations tricks. They often adopt accounting practices which may cloak from the unsuspecting contributor the fact that a large part of his charity donation is financing an advertising campaign.

In addition, some "charities" are set up which have names very similar to well-known, legitimate charities, but they siphon off most

of the money they receive into outrageously high "executive salaries."

**BRAND NAME DRUGS**  
**BRAND NAME DRUGS:** Drug companies have an almost monopolistic position in this country, and they generally exploit this fact to the fullest.

They spend \$750 million a year for promotion alone. In other words, they spend almost \$5000 for every practicing doctor in the U. S. to propagandize the doctors into prescribing drugs by their trade name rather than by their official name.

Thus, when the doctor tells you to buy the brand name drug, you are buying the brand name drug, not the company name that appears on the box. (Continued on Page 2, Col. 4)