Plans For Developing Auburn Ave. Discussed

The Auburn Avenue Development Association saw various plans proposed by the firm Harry Adler and Associates. Harry Sharpe presented them. Any one desiring to see them may do so by going by the Inner City Development office of Robert Jackson.

Mrs. Coretta King Jr. told of plans for the King Center and urged the businessmen on Auburn to take the initiative in redevelopment of the area.

Rev. Ted Clark of the Bedford-Pine area told of plans for that area and urged cooperation with the Auburn Ave. group. It was also stressed that good communication between the Grant Park MARTA station will be necessary to help Auburn develop.

Warren Cochrane and John Cox also stressed the need for rushing plans for redevelopment Auburn.

C. A. Scott also said redevelopment should be speeded and suggested that the owners on each side in a block form a corporation to develop that part of the Avenue but do it in conformity with some overall plan.

Fletcher Coombs, chairman, presided and said his committee on remodeling the Municipal Market will become reactivated.
At Atlanta Business League Meet

Funderburg Tells Of Plan Of Action For Auburn Ave.

BY GREGORY HUSKISSON

"Sweet Auburn" was once the biggest black business district in the South, alive with a tradition, culture and heritage virtually unprecedented in the annals of black business history.

A mirror of black success, the sweet street was once an avenue of which to be proud as it reflected black progress during an era when segregation and racism were as common as alleged equal opportunity is today.

But signs of decadence and deterioration on the street are so omnipresent today, that Auburn's former "sweet" flavor has turned sour and is now bittersweet at best.

The street is in a dire need of a refurbishing or rebirth that could restore the landmarks and preserve the heritage of the 1920s through the 1960s.

The revitalization of Auburn is a topic that's been tossed around the black community for more than a decade. Enthusiastic people came forth, federal funds were obtained and studies were performed to determine the feasibility of Auburn's re-creation.

And now, in 1980, it seems as if the street can finally prepare to reap the benefits of ten years of enthusiasm, money and studies.

I. Owen Funderburg, director of the Auburn Area Revitalization Project, told members of the Atlanta Business League Tuesday that Auburn's history is too rich to let it die and that his group has taken concrete steps toward revitalizing the area after years of studies and enthusiasm.

"Auburn is rich in tradition and history and much of that ought to be preserved," Funderburg said. "We've now determined a course of action, which we believe is sound, that will make revitalization a reality."

CONTINUED ON PAGE 6
“In order to put the elements of revitalization together, there must be a commitment of private dollars,” Funderburg said, “and then we can stimulate the economic health that will include jobs and improve the overall environment.”

The AARP director added that a study has been completed which indicates a need for housing in the area which would help in the revitalization effort. The focus of that effort, according to Funderburg, is on Grady Hospital, which employs several professional and non-professional people, Georgia State University and the State Capitol, which is near Atlanta’s business district which employs several folk.

“Other studies indicate that the probability of a hotel in the area is feasible,” Funderburg said, “and a community project has secured half the money necessary to complete the study.”

However, the CTB president admits that feasibility studies cannot accomplish the goals his organization has set, but he says they can be the nucleus for progress in the area.

“The feasibility studies show that something must be done to improve the overall environment to get a commitment of private dollars,” Funderburg said. “Institutions like the Atlanta World and Atlanta Life are strong and don’t need to be dismantled and we think this program will help to preserve the history and tradition of these and other institutions so important to our people.”
Arrington Ignites Hungry Club

BY HAL LAMAR

City Council President Marvin Arrington turned country preacher Wednesday afternoon as he fired up a crowd at what he sees as unbalanced development in Atlanta.

The target of his near-hour-long speech was Auburn Avenue, which he says is in dire need of development, but which seems to have taken a back seat to Underground Atlanta, Grammy Hall of Fame and other Capital projects.

Arrington also made a commitment that by the summer of 1987, "Something will begin on Auburn Avenue. "The crowd roared and a twinkle could be detected in the eye of former City Councilmember John Calhoun, who has literally devoted the rest of his life to seeing his Auburn return to the prominence it enjoyed 30 years ago.

Arrington made Calhoun's heart do a double flip, when he pointed out that enough money is floating about the city now that would be a shot in the arm for Auburn if rechanneled.

"I tell you, what if we took some city agencies and moved them into the Herndon building, or persuaded Atlanta Life to fix up the old Rucker Building (believed to be the first professional office building built by Blacks for blacks"

See Forum, page 3
FORUM

in the United States), and move some city offices there. We have over 50 city agencies renting space outside City Hall to the tune of $25 million. Bring some of that money there."

Arrington, a native Atlantan who grew up in Grady Homes, which sits a stone's throw from the historic street, said Auburn is a major artery through which many of the 350,000 tourists pass through on their way to visit the King grave and Non-violent Center for Social Change. "Once you pass Atlanta Life, it's almost like viewing the holocaust," said Arrington, of decaying buildings and businesses which now line what once considered the most enviable Black business districts.
Clement Speaks At Forum, Wants Sweet Back In Auburn

BY MARIA ODUM

“We’ve got to put the “sweet” back into “Sweet Auburn”,” said William A. Clement Jr. at the Hungry Club Forum last Wednesday.

Clement is chairman and CEO of Dobbs Ram and Co., a financial and computer service firm in Atlanta, and he is the president of the Atlanta business League. Clement said when he was younger his grandfather would show him around the Atlanta Black business communities. However, it wasn’t until they got to Auburn Avenue that his grandfather would really get excited. He told Clement that New York and 125th Street, New Orleans had Bourbon Street and Atlanta had “Sweet Auburn.”

Clement said he would see Black-owned businesses, such as the Atlanta Daily World and The Mutual Federal Savings and Loan Association.

“Auburn Avenue was hustle and bustle. There was a lot of commerce, and there was a lot of trade. But I must confess today, while the name “Sweet Auburn” has lingered something has happened to the business community in Black Atlanta,” he said.

Clement said that there will be no freedom for Blacks until they achieve economic freedom and put the “sweet” back into “Sweet Auburn”.

He announced last week as Minority Enterprise Development Week.

Clement said Booker T. Washington, who founded the National Business League in 1900, set the theme many years ago. “He wanted us to be tradespeople. He wanted us to be craftsmen. He wanted us to be businesspeople. He wanted to say to people of color, “Let’s be entrepreneurs. Let’s be employers and not just employees. Let’s be owners and not just operators.”

Clement asked how can Blacks people say they live and operate in a free enterprise society, when they don’t have any assets? How can Blacks say that they live in a capitalistic society when they don’t control any capital?

Clement said Atlanta has one of the best track records of elected Black officials in America. He quoted Andrew Young as saying, “We can grow them faster than most people can think about them.”

However, for some reason, the Blacks in Atlanta haven’t been able to transfer its political clout into economic clout. Clement thinks the Atlanta Business League needs to take the forefront in making sure that when candidates come to the league’s meetings to solicit votes, the candidates are asked, “What specifically is your plan in order to promote minority business enterprise in Atlanta, GA?”

Clement cited a 1980 census as saying that the average minority business only grosses about $15,000 a year. Therefore, Blacks must try to develop large businesses of scale so they can compete, especially in non-traditional areas.

This way, Black people will be able to view Auburn Avenue and other Black business communities in Atlanta and think to themselves, “How sweet it is,” as Clement put it.
TV Showing On Auburn Avenue
Is Historical And Inspiring

The one-hour showing of most of the important happenings on the historic Auburn Avenue by Channel 5 last Tuesday night was most interesting and inspiring. This should be especially true to Blacks now in their teens and older.

It impressively showed many of the persons, most of whom are now deceased but who laid the foundation for the growth of this famous street from which Black leaders gave able and courageous guidance for a people not far from the Emancipation by the immortal Abraham Lincoln, Frederick Douglass and other original Freedom Fighters.

It opened by showing Johnathan Bell, a son of a late businessman, O.T. Bell who built the motel about which there is a controversy of taking it by the state’s “eminent domain” statute.

Chairman Michael Lomax who is the main target of businesses and others who look with pride on the avenue which during the forties, was declared, “Sweet Auburn,” by the late John Wesley Dobbs.

Mrs. L.D. Milton, wife of the late leader of the triumvirate Yates-Milton-Blayton, told about the purchase of the Gate City Drug Store and now Citizens Trust Bank.

Nina King Calhoun, an heir of the historic Cornelius King Realty company and Mrs. Christine Bullock were shown.

A photo of the six Scott brothers and their mother were shown along with the front view of your Atlanta Daily World which was started in 1928 as a weekly and became a daily in 1932. It was originally located at 210 Auburn where the Bethel Tower now exist.

The family of the present

played during the period of leadership during the pioneering period.

Former Mayor Maynard Jackson, Mayor Andrew Young, B.B. Beamon and James Patrick, one of the pioneering radio announcers and now on television, made brief comments.

CONTINUED ON PAGE FOUR

Judge Bob...
Ernest Lyons explained the segregated beginning of Negro police being headquartered at The Butler Street YMCA where J.D. Winston was and still is giving training to many Atlanta boys.

Mrs. Dorothy Clement of the Rib Shack, was shown supervising her delicious ribs.

The King Center was mentioned in the developed of Sweet Auburn and photos of the famous family were shown.

Ms. O.T. Bell, who is getting increasing support to save not only her motel, but the adjoining two-story office building, was shown at the end to culminate this significant and historic film.

Clark College was named as one of the sponsors of the film. It should be shown again and if the Daily World had been informed of the definite day of airing in advance, it would have been glad to give the publicity.
Some Important Facts About
Atlanta Daily World

The Atlanta Daily World, an institution in Atlanta has been serving this area since August 5, 1928. The paper is the oldest black daily publication in the United States, and most prominent in the southeast. The Daily World has been in forefront of civic and political activities; however, it remains an independent, non-partisan and non-sectarian newspaper. The Daily World has created, through the years an effective medium to reach a vast and growing market.

Out of the Atlanta Daily World grew the Birmingham World in 1930 and the Memphis World in 1931. The Birmingham World still operates as a weekly. The Memphis World terminated publication in 1970. In 1932 the World established the Christmas Cheer Fund and it continues giving annually up to $6,000 to the Needy! In 1934 the paper established the 100% Wrong Club which predicted football results. The purpose was to get Americans to practice fair play in race relations and in sports.

February 7, 1934, the founder of the World newspaper, W.A. Scott, II, died as the result of a gun shot. His 26-year-old brother, Cornelius A. Scott, known as C.A., was named in his will “to take charge, and don’t let anybody run over you.” In memory of his brother, C.A. started the editorial policy of pursuing the right of Negroes to vote. The World papers started a strong campaign to repeal the poll tax in 1941. In 1944 it supported the formation of the first Democrat Club in the history of the southeast. But since 1952 it has been pro-Republican. In short, the paper supports programs rather than labels.

In 1944, the World initiated the first mass voter registration program for Atlanta. In 1946 its editor and Rev. W.H. Borders, pastor of the historic Wheat Street Baptist Church, headed the first major public defender project when over $10,000 was raised to defend victims of importance as a business area. The 50th Anniversary Edition dated August 18, 1978, has proven to be a “collector’s item.” It published 42,000 copies of a 44-page edition. Never before has a black paper celebrated 50 years in business as a published daily.

Since this edition both Editor-General Manager C.A. Scott and the paper have received numerous community service awards and honors from the American Cancer Society; the American Heart Association; the American Red Cross; Boys Clubs of America; National Council of Negro Women, Inc.; NAACP and others.

A most significant occasion was March 16, 1980 when the National Professional Journalists Society, Sigma Delta Chi, marked the present Daily World building as “a historic site in Journalism.”

In 1978, the World was the recipient of the Special Award for 50 years of Journalistic Leadership. This award was presented by The National Association of Media Women. That same year, the paper received the Merit Award for upholding the highest standards of journalism and publishing during the year of 1977.

In 1979, the World received the Bronze Jubilee Award for 50 years of community service.

In 1980, C.A. Scott was the recipient of a press contest award which recognized his notable services through a newspapers series in the crusade to conquer cancer.

In 1982, The Atlanta Business League Pathfinder Award was presented to the World for the “trails blazed on behalf of minority businesses and the minority community.”

In 1983 the World received an award presented by The Atlanta Association of Black Journalists, for breaking new ground in Atlanta’s news media.
In 1950, Auburn Avenue was declared an Urban Renewal area and it was subject to be bought up by the Atlanta Housing Authority for sale to private businesses. Editor C.A. Scott and reporter Bob Johnson took the lead in getting the city to leave Auburn Avenue out of the Urban Renewal area, thereby saving it as a business area.

Since the mid-1950s the Daily World has sponsored the Georgia statewide Spelling Bee, the first and only Black newspaper to participate in the national Scripps-Howard Spelling Bee.

In 1959, it also led in raising $5,000 to defend a young black father scheduled to die for rape, a crime he did not commit. He was acquitted in January of 1960. Later that year, the Supreme Court ordered a stay on all pending executions for rape.

In 1959, the World was the recipient of the Georgia Chamber of Commerce's "Accolade of Appreciation" for its economic contributions to this state for a period of over 25 years. Prior to that date, no Negro organization in the history of the Georgia State Chamber of Commerce had received such recognition.

By printing numerous black newspapers from many other cities from 1930 through 1970, the World has brought thousands of dollars to the Atlanta market. It started the first mass chain of black newspapers in history. In November, 1974, along with a group of civic-minded persons, it shared in the organization of the West End Consumers Group for the purpose of keeping close cooperation between businesses, employees and the general public.

On August 8, 1977 this group was officially incorporated as the Atlanta Consumers Club. It continues to be active for the main purpose of the original goal.

The World edition of June 18, 1976 was dedicated to "Sweet Auburn Avenue" because of its historic

In 1985, C.A. Scott received the Rosecrain Civil Rights in Business Award for outstanding services.

In February of 1987 the State Committee on the Life and History of Black Georgians presented C.A. Scott and the World with The Golden Medallion Award. This award was presented for a lifetime of distinguished contributions to the people of Georgia and the nation in business and social services.

Editor Scott's most significant awards came in 1989 through 1991. On March 23, 1989, the Atlanta Daily World was selected to receive the World Media Association Award for Ethics in Journalism. Along with a plaque, there was a cash gift for $5,000 in recognition of "exemplary courage, sacrifice and devotion to public service..."

In June, 1990, the Concerned Black Clergy of Atlanta honored Scott, along with other distinguished members of the Atlanta community at their annual "Salute to Black Fathers" banquet. He was cited as a "Positive Role Model" in July, 1990, by the National Coalition of Unity and Peace.

In a ceremony in Washington, D.C. on November 10, 1990, C.A. Scott was inducted into the Black Press Hall of Fame. The event was sponsored by the Afro Charities, Inc., a non-profit entity of the Afro-American Newspaper.

Most recently, on January 26, 1991, the Atlanta Association of Black Journalists presented "The Pioneer Black Journalist" award to C.A. Scott at its Fourteenth Annual Awards Competition.

Today, the Daily World is consistently seeking better ways to better serve its community under the leadership of the Scotts and members of the staff. The Editor has made a pledge to help educate the Black Community. "It is better to give than to receive." The Atlanta Daily World has been giving and serving since 1928.

(We will publish a brief statement pertaining to high points in our next Sunday's edition.)