

Oral History Interview

with

HARVEY RUSSELL

November 15, 1984

at

Purchase, New York

By Scott Ellsworth

For the "Pepsi Generation" Oral History Project

Archives Center

National Museum of American History

Smithsonian Institution

TAPE ABSTRACT AND INDEX

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quoting until 1990.

Russell, Harvey, Purchase, New York, November 15, 1985. Interviewed by Scott Ellsworth

A thirty-five year Pepsi veteran, Harvey Russell became Pepsi's first black vice-president in 1961.

The bulk of the interview addresses blacks in advertisements and racial issues in advertising in general, and in Pepsi advertising in particular. Among the subjects discussed are: the W.B. Graham agency; all American Drinks and Joe Louis Punch; the hiring of black salesmen by major corporations; Pepsi's Negro Sales Division and the Special Markets Program; the Ku Klux Klan's attempt to boycott Pepsi; Jim Brown's work for Pepsi; Joan Crawford and Sammy Davis Jr.; Pepsi's Negro History Program; the Miss America Pageant; situations at Tougaloo College and Tuskegee Institute; Coca-Cola and the black market; Leon Sullivan's boycott of Pepsi in Philadelphia; Pepsi leadership and racial issues; blacks in the advertising business; and blacks in advertisements. Also discussed are: the Loft Candy case; Pepsi's first radio jingle; "Pepsi and Pete" comics; Walter Mack and the vending machine; Al Steele's move to Pepsi; Pepsi's early image; and the company's move to Purchase.

The interview was conducted in Mr. Russell's office at Pepsi headquarters in Purchase.

Abstract of interview with Harvey Russell Purchase, New York November 15, 1984

Interviewer: Scott Ellsworth

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Tape 1, Side 1

1:25

SHORT RESUME

Russell was an officer in the United States Coast Guard; joined a small black advertising agency, W.B. Graham and Associates in New York; and then joined Pepsi-Cola Company in 1950. Born in northern Kentucky. Attended Indiana University, the University of Michigan, and Kentucky State University. Majored in Psychology and Sociology. W.B. Graham Associates developed the All American Drinks Corporation which created Joe Louis Punch in about 1947. Short synopsis of history of Pepsi-Cola including the "Loft Candy Co." case, the first radio jingle "Pepsi and Pete," skywriting promotions, etc.

8:05

Pepsi-Cola Company, Pabst Brewing Company, and Philip Morris were the first three companies to hire black sales representatives. Pepsi-Cola set up a scholarship program that was the forerunner of the National Merit Scholarship program. This program, which operated from 1946 to 1952, included black students.

10:15

STEELE GOES TO PEPSI-COLA COMPANY

Walter Mack made a serious mistake when he did not work on developing the vending machine. Al Steele, who was at the Coca-Cola Company, pushed Coca-Cola into developing the vending machine market. After the war, Steele left Coke with about ten marketing people and came to Pepsi. Steele revamped the business at Pepsi-Cola Company by strengthening the bottler program.

12:15

HOW RUSSELL GOT THE JOB AT PEPSI

Walter Mack hired Ed Boyd, a black man, as the head of the Negro Sales Division, a division established to help bottlers sell more Pepsis in black

neighborhoods. Russell was hired by Boyd as a sales representative. In 1952, Boyd was fired and the Negro Sales Division abolished. Russell continued to work in public relations for the national headquarters. There he assisted regional offices develop public relations in black markets. Russell helped establish a special markets program. He became the administrative assistant to the vice-president in charge of domestic sales. His duties included writing speeches for both the president, Herb Barnet, and the vice president of Pepsi-Cola.

16:35

REORGANIZATION OF COMPANY

In 1959, the company made all of the heads of the major departments vice-presidents--except Russell. Donald Kendall, head of the international division, sent Russell to Africa to work on franchises. After a fight with Bill Durkee, Kendall was put on the Pepsi-Cola Board of Directors. In 1961 Russell finally became vice-president of special markets. Some bottlers were violently opposed to him becoming a vice-president. Six months later the Ku Klux Klan circulated a picture of Russell and his wife (a very fair-skinned black), urging whites to boycott Pepsi, because Pepsi was allowing a "nigger vice-president," married to a White woman to get rich.

22:25

PEPSI HIRED JIM BROWN

Herb Barnet employed Jim Brown as a full time public relations person from 1958 to 1968. Pepsi placed the first advertisement with a black person (Jim Brown) in a "White" magazine, Sports Illustrated, in approximately 1966. Joan Crawford was on a national television program and she kissed Sammy Davis on the air. Pepsi-Cola received a lot of adverse publicity for all of these events. Overall, Pepsi-Cola had a good progressive program involving blacks in advertising. With the growing trend towards conservatism, Pepsi had slipped backwards a bit since the 1960s. Coca-Cola began to address the issue of blacks in advertising and segmented marketing around 1968. Pepsi lived on its progressive reputation until 1980.

Tape 1, Side 2

:10

SPECIAL EVENTS TO PROMOTE PUBLIC RELATIONS WITH BLACKS

As early as 1961 Pepsi started sponsoring programs promoting black history. Speakers chosen for a program in New Orleans were fairly conservative due to the company's "stand" on black leaders such as Paul Robeson, W.E.B. DuBois, and Martin Luther King, Jr.

In 1965 Russell was made vice-president of corporate planning.

3:00

PEPSI'S INVOLVEMENT WITH THE MISS AMERICA PAGEANT

Because of Lenore Slaughter's segregation policies, the Miss America Beauty Pageant was a segregated institution. Slaughter feared integrating the pageant would upset Southern bottlers. Simultaneously, the black press pressured Pepsi to integrate it. Pepsi dropped sponsorship of the Pageant around 1965.

8:50

PROBLEMS IN JACKSON, MISSISSIPPI

Tougaloo College in Mississippi had decided not to sell Pepsi. When Russell went to talk to the college administrators he was asked not to use his company credit card. Russell presented the college with a contribution from Pepsi. Discusses another racial problem concerning a prejudiced bottler in Tuskegee, Alabama who refused to pay for a promotion at Tuskegee Institute (an all black school). The situation was ironic because blacks were seventy-five percent of his customers.

13:10

FAMILY BACKGROUND AND RUSSELL'S PERSONAL CONFLICTS

Russell's family consists of many educators. His father had been the head of a normal school. He left the school and went into the real estate business for four years. Then he returned to education. Russell has had some conflicts with being a salesman/public relations person for Pepsi. Part of the way Russell coped with this conflict has been to involve himself in the black community.

17:25

REASONS FOR PEPSI BEING COMMITTED TO SOCIAL ISSUES

Part of the reason for Pepsi's public relations efforts in the black community has been to get a share of the black market. However, certain people in management have been sincerely committed to social issues. An example of this is the recent contribution of one million dollars to the United Negro College Fund. Russell's evaluation of Steele and Kendall. Kendall is an extremely strong businessman, with good instincts and much courage. Example of Kendall solving a problem concerning a historical landmark in Purchase. Herb Barnet was probably the most progressive president on racial issues. Kendall has done the most to build the company.

24:00

PEPSI'S IMAGE AS POOR FOLK'S DRINK

Pepsi had to go after the black market. It was actually known as the "nigger" Coke for some time. At one of the conventions Walter Mack said that they had to get rid of this image. Al Steele shared an interest in upgrading Pepsi's image. The National Association of Marketing Developers encouraged Coke to embark upon a similar public relations program with blacks. Coke said that they did not need that ten percent of the market. Coke hired its first black salesman in about 1960, as opposed to Pepsi which first hired a black salesman during World War II.

26:10

LEON SULLIVAN'S EFFORTS IN PHILADELPHIA

Leon Sullivan organized a group of black ministers to convince people to boycott businesses that didn't employ blacks in 1959. The Pepsi plant was the second business that they boycotted, which did not have one black person working there above the position of porter. Russell went there to negotiate with Sullivan. Pepsi agreed to hire more black people. This boycotting strategy was known as "selective patronage."

Tape 2, Side 1

:50

BLACKS IN THE ADVERTISING BUSINESS

Advertising was segregated when Russell started in business. black salesmen were only selling in black

areas, selling black ads to black magazines. This situation is improving slightly because people put more economic pressure on the private sector. However, much of the progress that blacks have made so far has been minimal. There are no more than two black executive vice-presidents of major corporations in the country.

5:55

BLACKS IN ADS

In the early 1960s blacks in ads were idealized images of blacks. These idealized images were an extreme reaction to the earlier subservient images like Amos and Andy and Aunt Jemima. Russell believes that the image of blacks is improving. It will improve more when black people have more representation in the media, in advertising, and in politics.

12:15

MICHAEL JACKSON COMMERCIALS

Roger Enrico was instrumental in deciding on Michael Jackson for the commercials in 1984. Pepsi had been using the same advertising style for about fifteen years. John Bergin, who used to work for Pepsi went to Coke. As a result, Pepsi's and Coke's ads were looking the same. Pepsi, decided that they had to move in a different direction with the "New Generation" campaign and Michael Jackson.

15:40

COMPANY MOVES

Pepsi was located at 500 Park Avenue, New York City. In 1965, after the merger with Frito-Lay, they moved to Purchase. [Taperecorder turned off at the request of Mr. Russell.]

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HARVEY C. RUSSELL

Harvey C. Russell, a public affairs consultant, retired in 1983 as Vice President, Community Affairs, PepsiCo, Inc., the company with which he had been associated for 33 years. Mr. Russell was educated at Kentucky State University, the Universities of Indiana and Michigan, and served as a commissioned officer in the U.S. Coast Guard during World War II.

A consistent volunteer and supporter of civic and community activities, he formerly served as a member, director or trustee of numerous organizations such as Plans for Progress, National Manpower Advisory Committee, U.S. Department of Labor, U.S. State Department Advisory Council for African Affairs, the O.E.O. Advisory Committee, the New York State Board of Social Welfare (1968-78), the Governors Committees of Welfare Costs, Health and Hospitals, the Arden House Steering Committee on Welfare, the National Alliance of Business, Tougaloo College, and the UNA Committee on South Africa.

Locally, he served on the Yonkers Economic Development Committee, the Adoption Service of Westchester, Westchester-Putnam Council, Boy Scouts of America, Hudson River Museum, Westchester Bi-Centennial Commission. In 1982 he was awarded The Distinguished Eagle Scout medal by the Boy Scouts of America.

Mr. Russell is presently a member, director or trustee of Connecticut College, Westchester Community Foundation, College Careers of Westchester, State Communities Aid Association, African-American Institute, Operation Crossroads Africa, National Committee on Child Labor, the Whitney M. Young, Jr. Foundation, the National Municipal League and the NAACP Legal Defense and Education Fund.

An American representative to the African-American Dialogues in Tunesia, 1970; Lesotha, 1976; Khartoum, 1978; and Zimbabwe, 1982, Mr. Russell is a 24 year resident of Westchester County and resides in Yonkers with his wife, Jacqueline, and their sons, Harvey Denison and John Vance.

**Below Picture of Negro Vice
President Of Pepsi-Cola,
At Left, And His White Wife,
In Center**



Pepsi Cola vice president negro Harvey Russell and wife Jackie give citation to one of company's salesmen, Bob Logan (right).

**Let The Pepsi People Know What
You Think Of Their Vice President
And His White Wife**

The Saddest Story Ever Told

By HON. OLIVER ALLSTORM

When a white girl marries a negro, her sun of life goes down,
And glaring spots of sin appear on her white wedding gown,
And white and black men stand aghast, while viewing this strange role;
And mutter, "they will wreck themselves, and damn each other's soul."
We know a carnivorous bug has crept into her brain
And gnawed away her self respect, which has left her half insane.
Now all her racial pride has flown beyond redemption's fold
And she begins life's saddest tale that ever yet was told.
Three days and nights she felt black lips press snug against her own,
And on the fourth, her troubled soul lets out a frightful groan,
And so the weeks and months flew by, and then baby came;
She looked at it with tear filled eyes, and hung her head with shame.
And then she dreamed of other days, sweet girlhood days gone by,
And of white friends left behind, and so we hear her cry;
"O, could I turn life's pendulum backwards a few short years
I would not bear this cross today, nor shed these bitter tears."
"My baby would be white as snow, and sleep upon my breast
Like a little fledgling robin that slumbers in its nest.
While now, O God my mongrel child just whimpers through the night.
Till in my sleepless dreams I scream, "Not white, O God, not white!"
And so I stagger through my days far from God's love and grace,
Till now, I know, no black man lives, can take a white man's place.
My offsprings shall be mongrel bred, their hue-skin shall remain,
For even God with all His power, cannot remove the stain.
I sold my birthright for a mess, I mixed my white born blood
With black blood, so I languish here like one bogged down in mud.
Though God may grant a pardon I never can retrace
My footsteps down life's narrow road, back to the white man's race.
So now I groan, "It might have been," had racial pride been mine,
Today I'd hug a pure white child and call him half divine,
I'd lift him up before the world, and praise his father's name.
While now, my baby's mongrel face reminds me of my shame.
All other crimes may be forgiven when prayer its power fulfills
The scheming crook may find new hope, and even the man that kills
But all my prayers can never clear my baby's mongrel skin,
Nor make him white as driven snow, nor cleanse my soul of sin.
I was my father's future hope, my mother's joy and pride,
But I got lost on life's dark road, and there my spirit died.
I smeared my all white heritage and left the white man's track,
Now my descendants for all time shall be forever black.
I try to hide from all the stars, the moon, the setting sun;
For all mankind of my white race, condemn what I have done;
I tremble and my teardrops flow, I pray but pray in vain;
For nevermore shall I be one with my white race again.
And so dark clouds above me roll, deep waters crash below
I sink, and reap what I have sown, and drink my cup of woe.
My mother sleeps deep in her grave, my dad lies at her side,
For both were crushed when I became a negro's common bride
Now, should I decide to leave him, where could I choose to go?
My misspent life will follow me like footprints in the snow.
Before me lie dark jungles where paramours seek to prey;
Behind me death keeps whispering, "I am the only way."
This black and white, prenuptial mess, this racial suicide;
Must be forbidden by the law, men must find racial pride!
Then, never again, forever, shall tales like mine unfold,
With all its shame, the saddest tale, that ever yet was told.

United Klans of America Inc., Knights of the Ku Klux Klan
P. O. Box 321 — — Granite Quarry, N. C.

BUSINESS

KKK Thinks Pepsi's Negro Veep's Wife Is White



Mr. and Mrs. Harvey Russell

York representative Bob Logan at a New York dinner. The picture is captioned, "Negro vice president of Pepsi Cola and his white wife." The leaflet urges readers to boycott the Pepsi Cola Co. to, "Let the Pepsi Cola people know what you think of that vice president and his wife." Mrs. Jacqueline Russell is actually a light complexioned Negro woman, who is the daughter of the late Col. Franklin Denison of Chicago. Col. Denison commanded the all-Negro Eighth Illinois Regiment during World War I.

Former Broker Heads Mixed Business Group

A former investment broker has been appointed national director of the Interracial Council for Business Opportunity. He is John Patterson, 37, a member of the board of directors of the organization from its formation, and a graduate of Lincoln (Pa.) University and Brooklyn Law School. Patterson's appointment was announced by ICBO co-chairmen Rodman Rockefeller and Harvey Russell. Patterson takes over the new job, which pays a salary of \$18,500 a year, on Aug. 2. For the last four years Patterson was employed by Bache & Co., the Wall Street firm as an investment broker.

No Money, Seizes Medic's Birds For Debt

In Houston, Sheriff's Deputy Marvin Zindler walked into the office of Dr. C. W. Thompson III to serve a court order for a \$487.43 judgment against the prominent physician, who once ran for the Houston City Council. The doctor said he couldn't pay the judgment, which had been won by a photocopy equipment firm. The deputy said he'd have to seize the doctor's medical equipment. "All I own is those three parakeets in that cage," the doctor said, explaining that he leases his equipment. Zindler then seized the cage. But the doctor's nurse rushed in and said the blue parakeet was hers, so Zindler got only two birds, a male and a female. As he was leaving, the nurse told the deputy the female "was in family way" and he should be careful. Zindler carefully carried away the birds to await the next sheriff's sale. "Not till I walked in the house," Zindler said later, "did I realize birds don't have babies—they lay eggs."

■ **Executive Talk:** Times are changing in the profession so between sessions at the 45th Annual National Insurance Assn. dinner meet in New York, N. C. Mutual Insurance Co. Pres. Asa Spaulding (l) and Vice Pres. William A. Clement (r) talk about it with main speaker, Raymond Johnson of New York Life.



Probers Brand Klan With a V for Violence

By STAN CARTER and RICHARD McGOWAN

Washington, Oct. 21 (NEWS Bureau)—Congressional investigators today for the first time linked the Ku Klux Klan with car bombings, cross burnings and "vicious harassments."

Chief investigator Donald Appell told the House Un-American Activities Committee that the Klan collected \$645.16 for a defense fund for New Bern, N.C., Klansman Raymond D. Mills after he was arrested for a series of car bombings.

Money Disappears

When Mills changed his plea from not guilty to guilty, the money disappeared, Appell said.

Appell also read Klan documents outlining suggested techniques for harassment and minutes of a Klavern meeting in New Bern, where it was decided to "burn three crosses."

Klan officials continued to refuse to answer the committee's questions, claiming possible self-incrimination.

Before North Carolina Grand Dragon James Robertson Jones was excused on the third day of the committee's hearings on the Klan, Rep. Joe Pool (D-Tex.) asked him:

"There was testimony yesterday about the purchase of white satin cloth. Do you have any clothes made of that cloth?"

"I respectfully decline to answer," said Jones.

"In other words," concluded Pool, "you prefer to be swathed in the Fifth Amendment."

"Carries an Arsenal"

In North Carolina, Appell said, Jones carries a .38 caliber snub-nosed revolver in a shoulder holster, a carbine on a rack in his car door and a 30.06 rifle "with a large supply of ammunition" in the car trunk.

He was followed to the stand by Marshall Kornegay, 37, grand



(Associated Press Wirephotos)
Reluctant Dragon James Robertson Jones keeps silent.

dragon of the United Klans in Virginia, who also declined to answer all questions.

Appell told the committee about 200,000 handbills distributed by the North Carolina Klan which claimed that Harvey Russell, a Negro vice president of the Pepsi-Cola Co., was married to a white woman.

"Let the Pepsi people know what you think of their vice president and his white wife," the handbills demanded.

Actually, said Appell, Mrs. Russell is Negro. He said the Pepsi-Cola Co. informed Jones of the fact but that he did nothing to stop distribution of the handbills.

7/22
July 22, 1965

Mr. Allan Morrison, Editor
Johnson Publishing Company
1270 Avenue of The Americas
New York, New York

Dear Allan:

Enclosed is the material that I discussed with you on the telephone. I would appreciate your returning it to me after you have finished with it.

Item #1 is being distributed by the Klan as a handbill. On the front is the photograph and on the back, "The Saddest Story Ever Told." I am enclosing also the only photograph I could find of Jackie and me. The third person is Nigerian Minister Adeyi. This photograph was taken several years ago.

It is my understanding that more than 200,000 of these handbills have been distributed and are seriously affecting segments of sales throughout North and South Carolina. Since this has been going on for almost two months, we had decided to just live through it. Within the past two weeks, however, we have started receiving handbills from Georgia, Alabama, and Mississippi, so it is quite evident that this is rapidly becoming a national "smear Pepsi campaign."

My concern is not altogether personal, but also includes the danger of other companies which have been progressive being intimidated and, as a result, slowing down their efforts in the direction of employment, advertising, etc.

A campaign of this nature is, of course, usually confined completely to the white community, and since a great majority of the merchants in the Negro community are also white, this means that sales can be affected in these areas also due to unavailability of product. As you know, I have already lived through several

Mr. Allan Morrison
Johnson Publishing Co.
7/22/65

smears against me personally, but none have had potentially as great a danger to the entire equal employment program as this.

To recap my wife's biography: Her name is Jacqueline Denison Russell, the daughter of Col. Franklin Denison and Mrs. Edna Brown Denison of Chicago. Col. Denison was the Commanding Officer of the Illinois Eighth Regiment in World War I, and was one of two Negroes to reach the rank of Colonel during that war. He was an outstanding attorney and, upon his death, his widow was remarried to Robert S. Abbott, owner and publisher of the Chicago Defender Newspaper.

Jackie attended public school in Detroit, high school at Tuskegee Institute, was later graduated from Illinois Institute of Technology, and received her M.A. degree from Wayne State University.

Both of her parents were Negroes and she has never lived or worked or thought otherwise herself.

If you need any additional information, please let me know.

Sincerely yours,

Harvey C. Russell

rg

Encs. 4

KLAN TERROR REVEALED AT HOUSE PROBE

Snakes Hurled at Victims

BY WILLIAM MOORE

[Chicago Tribune Press Service]

Washington, Oct. 21—Grand dragons of the Ku Klux Klan

sat in grim silence today as House investigators told the story of the Klan's terrorism and its violence.

Donald T. Appell, chief investigator for the House subcom-

mittee on un-American activities, read a list of techniques with which Klan terrorism can be accomplished as Grand Dragon James R. Jones of North Carolina sat in the witness chair refusing to answer questions.

Throw Snakes at Victims
The techniques were:

Throwing snakes and lizards at victims. Frightening them with firecrackers, Roman candles, and skyrockets. Subduing them with tear gas.

Midnight anonymous telephone threats. Using mad dogs. Hurling stench bombs. Pelting victims with slingshots and air rifles and firing blank cartridges at them.

Instructions accompanying the harassment techniques said the terrorism should be in the nature of Halloween pranks "to conceal our deadly purpose."

Appell and Investigator Philip Manuel produced a Klan publication circulated in North Carolina attacking Harvey Russell, a vice president of the Pepsi-Cola corporation, as a Negro who married a white girl.



Russell

200,000 Copies of Smear

Rep. Edwin E. Willis [D., La.], the subcommittee chairman, told the spectators in the great House caucus room that Russell's wife is Mrs. Jacqueline Russell, a former Chicagoan and the daughter of Brig. Gen. Frank Denison, who in World War I became the first Negro to win field rank in the army. Willis said Russell is a Negro and his wife never has denied being a Negro.

Willis said the order for 200,000 copies of the smear attack was given by Dragon Jones. Willis invited Jones to reply but Jones refused to answer, as he had done much of yesterday and today, giving the 5th amendment plea that truthful answers to questions might tend to incriminate him.

Feeling ran high in the crowded hearing room as the dragons refused to talk.

Calls Shelton "Lizard"

At one point, Rep. John H. Buchanan Jr. [R., Ala.] called Imperial Wizard Robert M. Shelton the "Imperial Lizard."

Shelton has invoked the 5th amendment thruout the investigation to avoid telling the secrets of his terrorist organization.

Rep. Joe Pool [D., Tex.] suddenly demanded to know if Jones, who is reputed to be making a fortune selling Klansmen their robes at extortionate prices, was wearing a coat of white satin, the favorite material for robes.

Jones, who was clad in black, refused to answer.

"In other words," roared Pool, "you prefer to be swathed not in white satin but in the 5th amendment."

"Association" Is Klavern

Spectators watched in wonderment as Appell and Manuel exhibited the charter of the Craven County Improvement Association of Bern, N.C., which the committee says actually is a Klan klavern.

The charter was issued by Shelton on June 8, 1964, when the Klan was 98 years old.

The charter was issued to Exalted Cyclops Raymond Mills of the Bern Klavern, who Willis said pleaded guilty last spring to a charge of being a Klan dynamite terrorist after a series of bomb attacks on persecution victims of the Klan.

"Issued," the charter read, "on the wonderful eighth day of the hideous week of the dreadful sixth month of the year

Hudson Dispatch

The HOME Newspaper

FRIDAY, OCTOBER 22, 1965

Dead Rats, Headless Chickens

Charge Klan Plotted Annoying Violence

WASHINGTON, Oct. 21 (AP)—Congressional investigators accused Ku Klux Klan today of plotting violence and harassment—including stuffing dead rats and headless chickens into mailboxes of their enemies.

Finishing up two days of questioning of James R. Jones, klan grand dragon of North Carolina, staff members of House Committee on Un-American Activities brought out that a klan officer in New Bern, N. C., pleaded guilty to a series of bombings.

Jones, as he has done all along, refused to answer any questions about the case involving Raymond Mills, who has since testified before the committee in closed session.

A letter from Jones was read in which he said Mills had been suspended but not "banished." Chairman Edwin E. Willis, D-La., said "you pretend to be against violence, but you have never expelled anyone."

This exchange followed the introduction of tax returns showing that Jones' income took a hefty jump when he became North Carolina grand dragon. He declined to answer questions about that too, citing constitutional grounds.

Cross Burnings

Chief Investigator Donald T. Appell read a long list of North Carolina cross burnings, many of them on May 28 of this year, including one on the lawn of the governor's mansion.

Willis then read from what he indicated was a klan document entitled "harrassment."

It said "all members should tax their minds to devise new means . . . they should have a humorous twist in the nature of Hal-loween pranks." The booklet then gave 16 suggestions, including:

Roofing nails, sugar and molasses in gas tanks, firecrackers, snakes and lizards, stink bombs, tear gas, paint, BB guns, Roman p

(Turn to Page 21 Column 1)

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Charge Klan

(Continued from Page 1)

candles and skyrockets and noise-makers. Willis said it also mentioned throwing dead rats in front of homes or into mailboxes, chickens with their heads cut off, and dead birds.

Appell said Jones had ordered 200,000 copies of a handbill purporting to show a Negro vice president of Pepsi-Cola Co., and what the handbill said was his white wife.

It said "let the Pepsi people know what you think of their Negro vice president and his white wife."

Actually, Appell said, the Negro executive, Harvey Russell, is married to a Negro woman, the

daughter of the first Negro to achieve high army rank in World War I, Brig. Gen. Franklin A. Dennison.

Herald Tribune
10-22-65

Klan Hearing

By Dom Bonafede
of The Herald Tribune Staff

WASHINGTON.

A couple of "reluctant dragons" refused yesterday to hang out the Ku Klux Klan's dirty linen.

Nevertheless, it was disclosed that economic reprisals by the Klan against a national soft-drink firm misfired when the masked society identified a Negro woman as white in its hate literature.

The embarrassing chapter in Klan history was brought out by the House Un-American Activities subcommittee's inquiry into KKK activities.

Committee investigators produced one of 200,000 handbills printed last summer by the North Carolina Realm of the United Klans of America, showing a picture of Harvey Russell, Negro vice-president of the Pepsi-Cola Company, and his wife, Jacqueline.

"Let the Pepsi people know what you think of their vice-president and his white wife," the circular read.

But, as the committee pointedly observed, Mrs. Russell is the daughter of the late Col. Franklin Dennison, who in World War I became the first Negro field-grade officer

in the U. S. Army. At his death he held the rank of brigadier general.

The committee chairman, Rep. Edwin Willis, D., La., said James J. Jones, the North Carolina Grand Dragon who was then in the witness chair, refused to stop distribution of the handbills even after Pepsi Cola officials informed him of the error.

In a repeat exhibition of Wednesday's hearing, Jones, a dark-browed, brooding man, refused to testify, claiming constitutional immunity.

As part of its detailed exposition of the "Invisible Empire," the committee submitted a secret paper from the White Knights of Mississippi instructing members in the "techniques of harassing the enemy."

The instructions stressed that the techniques must have "a humorous twist and be executed like a Halloween prank to hide the seriousness of the action."

Listed among the White Knights' arsenal for harassment were: snakes and lizards, itching powder, stink bombs, Roman candles and skyrockets, headless chickens and mad dogs.

THE NEW YORK TIMES, FRIDAY, OCTOBER 22, 1965.

They Bilked Other Member
House Investigators Say—
Both Decline to Reply

By JOHN HERBERS
Special to The New York Times

WASHINGTON, Oct. 21
Two grand dragons were depicted by the House Committee on Un-American Activities today as drifting from one poor paying job to another until the found a financial bonanza in the Ku Klux Klan.

James Robert Jones of North Carolina and Marshall Robert Kornegay of Virginia, both 3 years old, were accused of using a variety of gimmicks to bilk Klansmen of money. These included use of a widow's benevolent fund, a hospital insurance business and a false financial report to Klansmen.

The New York City Welfare Department suspended one of its case workers Thursday after learning that the worker, Frank W. Rotella Jr., was also acting as King Kleagle of the New Jersey Realm of the Ku Klux Klan. [Page 31.]

During a day of questioning by the House committee, the two Southern grand dragons were accused of carrying concealed weapons and of either winking at or encouraging violence while their organization, the United Klans of America of Tuscaloosa, Ala., was claiming to be non-violent.

They answered none of the charges. Mr. Jones invoked his constitutional right not to testify 125 times and Mr. Kornegay 78 times.

"We have had two very reluctant dragons," Representative

Continued on Page 33, Column 3

THE NEW YORK TIMES, FRIDAY, OCTOBER 22, 1965.

KLAN JOBS CALLED BONANZA FOR TWO

Continued From Page 1, Col. 5

tive Joe R. Pool, Democrat of Texas, said at the end of the day.

Robert M. Shelton Jr., the Imperial Wizard of the United Klans, called a news conference outside the hearing room and said all the charges were based on "when did you stop beating your wife" questions."

Mr. Shelton, who says the investigation is part of a "Communist conspiracy," wore a white 10-gallon hat that he said had been given him by Texans who were "former friends" of President Johnson. He said his two grand dragons, or state leaders, were "honest men who have done a good job."

During the hearing a committee member from Mr. Shelton's home state of Alabama, John H. Buchanan Jr., referred to Mr. Shelton as an "imperial lizard." This brought guffaws from the audience, but later Mr. Buchanan, a Republican, said it was a "slip of the tongue" and he favored the hearing's being conducted on a serious note.

The reference to the lizard came after the chairman, Edwin E. Willis, Democrat of Louisiana, read from a Klan leaflet encouraging use of harassment against the enemy.

"Harassing should always have a humorous twist to it," the leaflet said, "and should be in the nature of Halloween pranks" so as "to obscure the deadly seriousness behind the work."

Sixteen forms of harassment were listed. They included the use of roofing nails, sugar and molasses in gasoline tanks, snakes and lizards, mad dogs, itching powder, stink bombs, lacquer thinner, slingshots, B-B guns, bow and arrow and cross bows, Roman candles, skyrockets, salt and pepper, dead rats in mail boxes and decapitated chickens.

Mr. Willis asked Mr. Jones if his klaverns encouraged this kind of thing. It was later learned through a committee source that the leaflet had been distributed by the White

Knights of the Ku Klux Klan of Mississippi, a separate organization from the United Klans.

So ended the third day of hearings that President Johnson had requested last spring in an effort to find ways of controlling Klan organizations that have become a source of income violence across the South.

The charges were presented in the form of "facts," which the committee had collected during an extensive investigation in the spring and summer. That procedure was ordered by Mr. Willis today after previous questioning had left confusion over what had been documented and what was suspected.

The charges were based on income tax returns, canceled checks, Klan and other private records and letters and testimony in executive session of an Exalted Cyclops (local leader), Raymond Mills of New Bern, N. C. Mills had pleaded guilty to a racial bombing in his home town.

Mr. Jones, a stout, intense man who was called to the stand for the second day, was accused of failing to expel Mills after his conviction. "You pretend to be against violence," Representative Willis said, "but you have never expelled anyone for violence."

Donald T. Appell, chief investigator for the committee, said that Mr. Jones had ordered 200,000 copies of a handbill purporting to show a Negro vice president of the Pepsi Cola Company with a white wife under which these words were printed: "Let the Pepsi people know what you think of their Negro vice president and his white wife."

Mr. Appell said the Negro executive, Harvey Russell, is married to a Negro woman, the daughter of Brig. Gen. Franklin W. Dennison, the first Negro to achieve high Army rank.

Mr. Appell also said that Mr. Jones, who has a grammar school education, had done the following:

"Made a meager income until 1964 when he became Grand Dragon, after which his reported income jumped several times."

"Coerced" North Carolina Klansmen into buying him a \$4,000 Cadillac.

"Falsely reported that the

Klan hospital insurance business, which later was canceled by the parent company, paid out \$1,405 one week in claims, falsely reported to Klansmen that corporate income during 1965 was \$14,125 while it actually was at least \$21,174.

"Made a 'good profit' from a widow's benevolent fund under which Klansmen put up \$1 each to be paid to the widow of the first of them to die."

"Drove around North Carolina with a pistol under his arm, a carbine on the automobile door and a rifle and 'lots of ammunition' in the trunk."

Mr. Kornegay, a tall, dark-haired man, worked with Mr.

Jones as Grand Kokard, or vice president, of the North Carolina Realm until a few months ago when he was moved to Virginia as Grand Dragon. Virginia has only five klaverns.

Mr. Appell said the move had been made because North Carolina Klansmen had grown angry at his "conduct" and had threatened him with harm. He was depicted in a series of letters as a high school graduate who had drifted from job to job and whose license as insurance salesman was suspended in 1957 when he quit his job without turning in premiums he had collected. The debt was later paid by a friend, Mr. Appell said, but

he charged Mr. Kornegay with refusing to repay the friend.

The investigation quoted Mr. Kornegay as saying at a rally last March that "we need more

mass killings in Selma, Ala., before things get back to normal."

Mr. Appell said Mr. Kornegay was paid \$150 a week as a Klan organizer and also received at least \$3,562 in insurance commissions for about four months.

Mr. Appell said that Mr.

Kornegay carried several guns

and that at one Klan rally he

told the audience that an agent

of the Federal Bureau of In-

vestigation had informed him

that it was illegal to carry a

concealed weapon. At this point he pulled back his robe, displayed a gun and said he intended to carry it in the future.

BANK PROMOTIONS STUDIED

Attorney General Louis J. Lefkowitz began an inquiry yesterday into charges by the American Jewish Committee that 50 mutual savings banks in New York City had "systematically excluded" Jews from top management and policy-making positions. The Attorney General said he would inquire, particularly, into the practices of savings banks in recruiting and promoting junior executives.

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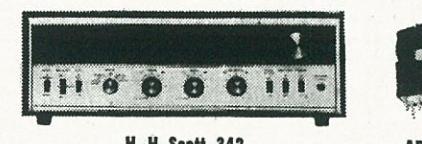
West Side, N.Y.C.	East Side, N.Y.C.	Paramus, N.J.	Huntington, L.I.	Valley Stream, L.I.	Yonkers, N.Y.	Philadelphia, Pa.
235 West 49th St. bet. B'way & 8th Ave. Circle 6-1708	Chrysler Bldg., 34 Ave. cor. 43d. YU 6-8480	Garden State Plaza 201-843-3773	Walt Whitman Shopping Center 516-271-6868	Mon., Tues., Thurs. & Fri. 10 to 9:30 Mon., Wed., Sat. 10 to 6	Mon., Tues., Thurs. & Fri. 10 to 9:30 Wed. & Sat. 10 to 6	1125 Chestnut St. 215-567-5210 Tues., Thurs., Fri., Sat. 9:30 to 6 Mon. 9:30 to 9 Wed. 11 to 9
Mon. thru Fri. 10 to 7:45 Sat. 9:30 to 7:45	Mon. thru Fri. 9:30 to 7 Sat. 9:30 to 6:30		Mon. thru Sat. 10 to 9:30			

PRICES APPLICABLE ONLY WHEN 'AD' IS PRESENTED OFFER GOOD THRU OCTOBER 23, 1965

The Fisher 50 Portable



SCOTT
New Deluxe Solid State Receiver



H. H. Scott 342



ADC

2

editor of this Review: "The Indian believes in God; but he doesn't want this Catholic God to get too close." That is one thing, at least, that he has in common with some of his white fellow Catholics.

Fight the Klan: Drink Pepsi A correspondent in North Carolina has sent us a copy of a handbill distributed by the Ku Klux

Klan in Raleigh, N. C. It carries a photograph of Harvey Russell, a vice president of the Pepsi-Cola Co., with his wife. Mr. Russell is a Negro; Mrs. Russell looks white. The caption urges: "Let the Pepsi people know what you think of their vice president and his white wife."

In fact, Mrs. Russell is a light-skinned Negro. She could just as well be called a dark-skinned white, of course. But, according to Klan mythology, one drop of Negro blood contaminates all the rest, so by their standards the lady simply is not white. It follows that she has not committed miscegenation: the Klan can't have it both ways.

The interesting aspect of this contemptible effort at swaying public opinion is that the public was swayed in the opposite direction. People bought more Pepsi-Cola and phoned the company to say that they intended to keep on doing so. Our correspondent comments: "I think most people here now consider the Klan a sort of comic opera bogeyman. As a major source of influence, it has had it." We certainly hope so.

HARVEY C. RUSSELL

**Hotel Pierre
Grand Ballroom**

September 8, 1983



**On the Occasion of His Retirement
The Business Policy Review Council
Pay Tribute to
HARVEY C. RUSSELL
The First Black Vice-President of
a Multi-National Corporation**

This month marks the retirement of Harvey Russell, PepsiCo vice president for community affairs. Mr. Russell's career with PepsiCo spans over 32 years. Recently, in his role as vice president, community affairs, one of his major functions was to represent the company in the community and to personify PepsiCo's awareness and concern for issues affecting business and society.

Mr. Russell's career with PepsiCo began in 1950 when he joined Pepsi-Cola Company as a field representative.

In 1955, he was appointed administrative assistant to the vice president of domestic sales. This position involved budgeting, marketing, and speechwriting. His skills were quickly recognized and soon Russell was writing speeches for the president of the company and other top executives. In 1962, the Pepsi-Cola Board of Directors elected him vice president, special markets.

Russell's appointment as a Pepsi-Cola vice president made national headlines. He was the first black to become a vice president of a major international corporation.

Representing the corporation and at the request of Don Kendall, Russell conducted a special fact-finding tour of various African and Caribbean nations. The information he reported was instrumental in establishing and supervising franchise development.

In 1965, Russell was named vice president, corporate planning. Following the formation of PepsiCo, Inc. in 1968, he became vice president, community affairs.

In his new position, Russell was responsible for various public relations functions, including facilitation of PepsiCo's move to Purchase.

As additional requests for company participation in civic and human service affairs on a local and national level reached

PepsiCo, Mr. Russell was asked to work with various organizations. Appointed by Governors Rockefeller and Carey, he served for 10 years as a member of the New York State Board of Social Welfare.

Among the organizations Mr. Russell is associated with are Connecticut College, National Municipal League, Hudson River Museum, National Child-Labor Committee, African American Institute, State Communities Aid Association, Westchester Community Trust Foundation, United Negro College Fund, College Careers of Westchester, Whitney Young Foundation, and the PepsiCo Foundation.

He has frequently been asked to represent American industry in Africa.

Following his retirement, Russell will continue his personal involvement with many organizations and will continue to represent PepsiCo on a consulting basis.

Program

Master of Ceremonies Lee A. Archer, Jr.
General Foods Corp

Remarks Ersa H. Poston
Vice Chairman (Retired)
U.S. Merit Systems Protection Board

Remarks Donald M. Kendall
Chairman & Chief Executive Officer
PepsiCo, Inc.

Remarks Joe Black
Vice President
Greyhound Corp.

Presentation Henry H. Brown
Vice President
Anheuser-Busch, Inc.

Acceptance Harvey C. Russell

Presentation Peter J. DeLuca
Senior Vice President & General Counsel
General Foods Corp.

Acceptance Harvey C. Russell

**Dinner
&
Dancing**

Music by George Stubbs Orchestra

Proceeds to benefit Sigma Pi Phi Foundation

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General Foods Corp.

Peter Warren
PepsiCo., Inc.

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The Earl Wharren Legal
Training Program

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Metromedia T.V.

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Business Policy Review Council

The Business Policy Review Council is composed of Black Executives in major corporations who oversee, as part of their responsibility, their companies' social responsibility programs. The members pool their knowledge and serve as a repository of information concerning policies, procedures and programs that affect minorities and attempt to increase minority effectiveness within their corporations.

The group meets as a forum to discuss issues concerning corporate and business actions that involve minorities. The Council seeks to expand each member's knowledge of the problems and endeavors to implement new programs that benefit their corporations.

Sigma Pi Phi Foundation

Sigma Pi Phi Foundation was chartered in 1980 as a non-profit corporation to administer funds and contributions to organizations whose basic aims are to improve the quality of life for all people.

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