

Baha'is racial equality

A new spiritual force is helping to veer the South toward better race relations and greater social acceptance of the black people in areas where resentment and hostility had been so deep as to defeat any effort based on the prospect of appreciable social change. Followers of the Baha'i faith are making converts across the South with a campaign in which blacks are the main foci of interest.

Nearly 9,000 converts — most of them rural blacks — joined the Baha'i World Faith during a recent month-long, 13-county "teaching conference" headquartered in Dillon, S. C. Hundreds more are being enrolled in similar efforts across the South, operated chiefly in small towns and communities.

The Baha'is are concentrating their efforts on rural and small town Negroes, especially the young, many of them poverty stricken and poorly educated. These people, say the Baha'is are more "spiritual" and less "materialistic" than middle-class whites and respond quickly with untutored wisdom to a message that God has sent His people a new prophet.