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# Brown America

Personnel Department

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A CONFIDENTIAL REPORT FOR AMERICAN INDUSTRIAL MANAGEMENT

May 1952

## NEWSLETTER:

Metro-Goldwyn-Mayer has purchased the story "See How They Run" written by Mrs. Mary Elizabeth Vroman and published in the Ladies Home Journal...the author is on the West Coast to advise on filming...Screen Writers Guild has accepted Mrs. Vroman as its first Negro woman member...Negro newspaperman Fletcher Martin has become first Negro staff writer for Chicago Sun Times...was first Negro recipient of Nieman fellowship...One of the 15 delegates from the American Red Cross to assist in the rehabilitation of war prisoners, if and when an agreement is reached on the exchange of prisoners in Korea, will be veteran Negro employee Peter Ridley, former Howard University professor.

The National Bar Association, official body representing Negro lawyers, designated May 16-24 as "National Bar Week"...held mass meetings, forums, used radio and television...Appointment of Representative Mendel Rivers, of South Carolina, to succeed recently retired Federal Judge J. Waties Waring has been protested by NAACP...Robert W. Dowling, president of City Investing Company, at New York, has succeeded Lloyd K. Garrison as president of the National Urban League...NUL is nation's foremost social agency aimed at integration of Negro workers...Dowling's company is management group for Washington's National Theatre, which has abandoned segregation policies governing admission of Negroes...Seagram's head, Victor A. Fischel, has accepted chairmanship of distilled beverage industry committee to aid United Negro College Fund.

## POLITICAL HORIZON

New York State Liquor Authority has named first Negro to top post...Sol B. Johnson, aide in License Bureau, has been made deputy commissioner...A young Hartford, Connecticut lawyer, John W. Newman, has been appointed to highest post in recently created Traffic Court...will serve as Traffic Attorney with staff of four assistants...Hamilton, Ohio, city administration has hired first Negro woman in its history...Mrs. Elaine Hudson received appointment as clerk in Purchasing Department.

Negro attorney Edward White, of New York, is confidential assistant to State Supreme Court Justice Matthew Levy...Harlem lawyer Lawrence Bailey is an assistant to Council President Rudolph Halley...both appointees belong to Liberal Party...Failure of U.S. Senate to confirm his nomination of Negro Democratic leader Earl Beck of Kansas City, Missouri, as Recorder of Deeds for the District of Columbia is said to "pique" President Truman...Negro Demos are concerned about bill to place appointment in hands of District's Commission...feel that job "traditionally" assigned to Negro politico may be lost.

John W. Thomas, NAACP president at Anchorage, Alaska has become the first Negro to campaign for a seat in the Territorial Legislature...Dr. Hubert Eaton, of Raleigh, North Carolina, became first Negro to file for county office in fifty years...has declared candidacy for seat on Hanover County Board of Education.



Pressure to have a Negro appointed to the board of directors of the Tennessee Valley Authority has been undertaken by Knoxville group headed by attorney Edward C. Freeman...suggested names include Dr. R. O'Hara Lanier, president of Texas Southern University; Dr. Benjamin Mays, president of Morehouse College at Atlanta; Dr. Mordecai Johnson, president of Howard University; Walter White, Executive Secretary, NAACP...Vacancy was created by appointment of former member David Lilienthal to Atomic Energy Commission.



## INSIDE INDUSTRY

### Transportation

Effort of a Citizens Advisory Committee at Indianapolis to secure employment for Negroes as public vehicle operators has bogged down...union business manager advised group that in his opinion a mass strike would be called if Negroes were hired as bus drivers...Inter-racial group at Charlotte, North Carolina, will study plan for licensing of Negro cab operators in city to provide adequate service for Negro community.

DR. BENJAMIN MAYS

Friendship International Airport, at Baltimore, has banned discrimination in the main dining room and cocktail lounge...action was taken by License Commissioners for Arundel County...Legislation prohibiting segregation in interstate travel has been introduced jointly in House and Senate...bills are now in Interstate and Foreign Commerce Committees of both bodies.

Railroad Exhibit at Arnett Trevor Library of Atlanta University was viewed by hundreds of Negro college students, teachers, and local citizens...Was sponsored by Association of American Railroads...more than 2000 pieces of literature on the rail industry were distributed at exhibit and at three-college convocation addressed by Col. Robert S. Henry, AAR Vice-President for Public Relations.

### Radio and Television

Engineer Fred Collins and disc jockey Andy Franklin of Cleveland's radio station WSRS conduct all-night record show...are in complete charge from 10:30 P.M. to 6:00 A.M....Franklin is also staff announcer and record librarian...NBC's San Francisco radio outlet KNBC has added second Negro to staff...Buck P. Campbell has been taken on engineering staff...licensed broadcasting engineer since 1944.

Howard University graduate Albert Lindsey is chief production engineer in charge of testing equipment for Automatic Manufacturing Corporation...company makes television and radio parts...Hoffman Radio Corporation, of Los Angeles, is accepting applications from Negro workers as technicians and assembly line workers...asked local Negro group to refer qualified persons.

### Motion Pictures

A documentary film "The Negro In Industry" has been prepared for distribution by the American Newsreel Corporation...is one of six dedicated to a study of the Negro in America...advisory committee of six Negro leaders aided in production...Showing of "Birth of a Nation" was banned by Boston censor as "injurious to race relations"...Theatre owner at Marshall, Texas has appealed to Supreme Court as result of fine imposed for showing "Pinkie" based on inter-racial theme.



## Business Notes

Mississippi branches of NAACP have launched campaign to end use of label and trademark on product called "Nigger Head Oysters" distributed by the Aughinbaugh Canning Company of Biloxi...Southeast Regional Secretary Mrs. Ruby Hurley is spearheading drive...move to locate retail outlets has gotten underway to discourage handling of product.

A Southwide Industrial Assembly is being blue-printed by an outstanding group of Atlanta Negro business leaders for mid-autumn...sponsors include top-ranking executives...sessions are aimed at encouraging maximum use of Negroes in South's industrial life...move prompted by upsurge of new industries in area...Business Exposition under auspices of Negro Chamber of Commerce at Chicago is scheduled for May 24-26...more than 10,000 visitors expected.

Rohm and Haas Company, of Philadelphia, has made first fellowship grant to Negro college student...Lincoln University graduate Archie Young has received \$2200 grant for graduate study in chemistry...Wayne University graduate James Jackson, of Jacksonville, is an assistant instructor in the Industrial Educational division of the Chrysler Corporation, at Detroit.



MRS. RUBY HURLEY

Major Beer Companies are making drive for Negro business in Southeast U.S....Blatz recently added Reuben Vaughn to sales personnel as state representative for Georgia...Schlitz is considering contact man for Louisiana...Negro assistant district manager W.M. Roper is guiding Schlitz expansion...Burger Brewing Company of Cincinnati, has been cited by local Negro weekly for its policy of employing Negro workers...For first time in 12-year history of Liebman Breweries' "Miss Rheingold" contest, Negro girls are competing...last year some 12 million persons voted.

The American Tobacco Company has added a Negro salesman, E.A. Kelley, to its staff in the Baltimore-Washington area...Kingan and Company, at Indianapolis, has hired Negro specialist in sales promotion of meats...company already employs Negro chemist and supervisory personnel...Employment practices of Chrysler Corporation plant at New Orleans has been praised by Negro leadership in area...program of integration has been termed "notable exception"...Coca-Cola's Louisiana Bottling Company has added former insurance executive and civic head Marcus Neustadter to public relations staff.

Mrs. Louis Prothro, of Atlanta, was made educational activities representative for Pet Milk Company's Homemakers Educational Program...activity is geared to serve school officials, women's club groups, dieticians, nutritionists throughout the country...Dearborn Supply Company, of Chicago, has added Mrs. Mildred Thomas to its sales promotion staff...is initial move to integrate Negro employees in all departments.

## NATIONAL COMMUNITY

### Race Relations

Trustees of Louisville Public Library have voted to admit Negroes to all branches...Negroes were previously confined to main branch and two Negro branches...All downtown Washington department stores have removed ban on Negro diners at lunch counters...move is result of negotiations with committee to obtain enforcement of

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District's Anti-Discrimination Law...Municipal golf course at Knoxville, Tennessee will be opened to Negro residents as soon as details can be worked out...Opening of downstairs floor of New Orleans Municipal Auditorium for the annual Music Festival by Negro division of the school system marked first use of facilities by Negro community...Ford Company head Henry Ford, Jr., has been given the Industrial Citizen Citation of the Prince Hall Grand Lodge F. and A. Masons...is most powerful Negro Masonic order.

#### Education

Dartmouth College chapter of Theta Chi Fraternity has voted to drop color bar from its membership requirements...stated it would defend action at 110-chapter convention in September...Catholic high school in San Antonio has admitted first Negro student...Trustees of University of Tennessee have ruled that Negro graduate students will be admitted to home economics and agricultural branches...University of Missouri has employed first Negro instructor in institution's history.

#### CAPSULE PORTRAIT

##### International Harvester Company

For 33 years the International Harvester Company, foremost manufacturer of farm implements and machines, has conducted a program designed to effect the integration of minority workers into its operations...original employment practices in 1919 found expression as reflections of "company purpose and goodwill"...more recent emphasis has been expressed through union contracts ratifying the Company's no-discrimination principles.



MR. JOHN L. McCAFFREY

The traditional "quota system" which usually results in a statistical misconception of employee skills has no place in the Company's operational "blue-print"...As 1951 ended, there were 9,494 Negro employees of the 74,642 total working force...5,947 rated "semi-skilled" brackets...485 drew skilled classifications...ranges represented the gamut from laborer to metallurgist and analytical chemist.

Typical of the utilization of International Harvester's industrial "bridgemen" was the naming of Miss Sara Southall, then Supervisor of Employment Service as Industry Representative on the Presidentially appointed National Committee on Fair Employment Practice during World War II.

Present policy is guided under the fine hand of President John L. McCaffrey and Ivan L. Willis, Vice President in charge of Industrial Relations...Mr. Willis' recent appearance in support of equitable employment policies before a Senate sub-committee gave oral testimony to International Harvester's industrial precepts.



MR. IVAN L. WILLIS

Definitively, Mr. Willis expresses conviction that problems of integrating minority groups are not "insuperable"...simple dynamics include "do something about the problem rather than just talk about it"..."act at as rapid a pace as circumstances permit"...and "keep everyone involved as well informed as possible".