


JUL 31 1952

Western Region

inside



Brown America

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A CONFIDENTIAL REPORT FOR AMERICAN INDUSTRIAL MANAGEMENT

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NEWSLETTER:

Thomas H. Wright, executive director of Chicago Commission on Human Relations has declared that racial discrimination in city is on decline... cited non-discriminatory policies in "Loop" hotels... removal of quota system by municipal TB sanitarium... reduction in bombing and burning attempts from thirty-two in 1948 to one in 1952... Suit to enjoin Mississippi's Perry W. Howard from serving as nation's only Negro member of Republican National Committee was dropped by plaintiff Walter Lee Davis... case was based on claim that Howard, who practices law in Nation's capital was not a resident of Mississippi.



MR. WILLIAM GORDON

New York Chapter of the National Secretaries Association inducted the first Negro member...nominee, Mrs. Enid C. Baird, is an administrative aide at the National Urban League... Florence Goodwin, only Negro girl attending Cornhusker Girls' state sessions at Lincoln, Nebraska was elected "governor" in mock election...event is sponsored by American

Legion... Managing editor William Gordon, of the Atlanta Daily World, largest Negro daily, was awarded a Niemann Fellowship for study at Harvard University...is first newspaperman of deep South to receive honor.

POLITICAL HORIZON

The Negro vote is capable of swinging the 1952 Presidential election in either direction, according to public opinion analyst Elmo Roper, who made statement on NBC radio network broadcast... Bill to prevent Negro and white athletes from competing with each other in events for which an admission is charged was killed by Louisiana Senate... would have been only law of its kind in Nation... Resolution to authorize erection of memorial to late Finley J. Wilson, Grand Exalted Ruler of Negro Elks for 30 years, has been introduced in Congress...proposal would erect monument on "a part of the public grounds of the District of Columbia."



MR. FINLEY J. WILSON

Washington attorney John B. Duncan became first appointee of District of Columbia Commissioners for post of Recorder of Deeds since Congressional action returned control of job to local government...previous appointees were named by President... Negroes have been placed on Georgia's DeKalb County (including Atlanta) traverse and grand jury lists for first time since Civil War... Shortly after NAACP

charge that presidentially-appointed Committee on Government Contract Compliance had taken "no concrete action on discrimination in employment, National Urban League executive Julius Thomas was named as consultant to body ...New York Mayor Vincent Impelliteri has indicated that the next chairman of the local Civil Service Commission will be a Negro...made statement at testimonial for retiring Negro fire battalion chief Wesley Williams.



MR. JULIUS A. THOMAS

INSIDE INDUSTRY

Housing:

A \$1 million housing project on the estate of Frederick Douglas, noted Abolitionist leader and crusader, has been started by engineer-contractor A.A. Alexander, of Des Moines...the 150-apartment unit, to be located at Anacostia, District of Columbia will abut the Frederick Douglas Memorial Home, recently reconditioned by the National Council of Negro Women...Multi-million dollar project for Negro residents of Memphis is being planned by four Negro insurance companies...will be named for Dr. J.E. Walker, bank president and insurance head.

First inter-racial housing project has been approved by Detroit Housing Commission...action culminated 10-year effort by NAACP to end Motor City discrimination in public housing...Philadelphia Housing Authority has announced adoption of policy of non-discrimination in all projects it owns or operates...decision stems from ordinance passed by City Council.

An Atlanta Negro realtor, O.T. Bell, has been granted material allotments from National Production Authority to construct \$520 thousand hotel in Negro business district...128-room structure would be located in section involved in dispute between Atlanta Negro leadership and local Metropolitan Planning Commission concerning area's relocation...Chances for major improvements in housing shortage for Negroes in Louisville are very discouraging, according to FHA state director Patterson Walker.

Radio-Television-Entertainment

Sixteen leading Negro artists rejected participation in a Los Angeles civil rights conference called by the Arts, Sciences and Professions Council...declared that sponsoring group is Communist dominated...Veteran actor Frederick O'Neal has been named to the vice-presidency of Actor's Equity, policy-making organization for stage, radio and TV performers...is first Negro to become officer.

Fred Waring organization is planning a special recording of "God's Trombones," considered most popular production on TV show during recently concluded season...will feature Xavier (La.) University student Frank Davis in lead role...Cleveland TV station WEWS telecast a 30-minute show on the operation of the Cleveland Call-Post, local Negro weekly...Governor Frank Lausche appeared on telecast.

News editor Marie Ross of Iowa Bystander, Negro weekly at Des Moines, won first place award for radio script submitted in National Federation of Press Women contest...script for "Go Ring The Bells" was third prize winning entry submitted by the talented newspaper woman in consecutive years...Nation's first Negro sportcaster, Jocko Maxwell, of New York City's WWRL, recently celebrated his twentieth anniversary...launched career in 1932 on now defunct WNJ at Newark...Eight-year-old Gladys Knight of Atlanta was 1952 winner of National Radio Award of Old Gold Amateur Hour program...received gold trophy, scholarship and \$2 thousand cash award.

Business Notes

Second annual "Employment Fair" sponsored by the Armstrong Association of Philadelphia, aimed at securing job opportunities for Negro college graduates, was held at Temple University...industry spokesmen interviewed more than 100 qualified graduates...some fifty companies were represented...Sach's Quality Stores Inc., of New York was cited by Amsterdam News, Negro weekly, for its policies of integration...in addition to giving employment opportunities, company was hailed for community service...conducts teen-age canteens, free educational training program, sponsors free dances and lunches for community...Discrimination at Tulsa plant of Douglass Aircraft Company has been charged by local NAACP...complaint involves use of skilled Negro workers.

Despite \$85 thousand embezzlement by former officer, depositors of Negro-owned Victory Savings Bank at Columbia, South Carolina voted to "lend" the board of directors ten per cent of their deposits to restabilize the bank...McGhee and Company of Cleveland is reported to be first investment firm in the nation headed by a Negro licensed broker-dealer authorized to deal in general securities...company is headed by real estate broker and attorney Norman L. McGhee...Negro inventor Locksley Thompson, of West Palm Beach, has secured backing for manufacture of small ice refrigerator for use in auto dashboards...holds forty ice cubes which last from seven to nine hours.

NAACP scored Standard Brands, Inc., for failure to include Negro professional baseball player's pictures in offer being made by Royal Puddings, one of Company's products...purchase of three packages entitles customer to photo of one of 16 stars...Rumors that Negro workers at huge Detroit Arsenal, recently taken over by Chrysler Corporation from the U. S. Army, would be replaced by white workers were completely denied by company spokesmen...Negro workers held many key spots under military management.

Clarence L. Holte, of New York, is first Negro to be named as a marketing specialist with a top-ranking agency...Batten, Barton, Durstine and Osborne declared appointment is definite bid for Negro market in behalf of its clients...Holte was Lever Brothers sales representative for nine years...Buckeye Steel Casting Company of Columbus, Ohio has taken on Leslie M. Shaw in its public relations department...was formerly minority groups supervisor with Ohio State Employment Service...First Negro Chesterfield cigarette representative for North Carolina is college-trained Calvin Hughes.

Eagle Oil Company of Newark, New Jersey, one of largest independent fuel oil companies in state, has hired Dudley Rucker as moderator of its weekly radio show "The Spirit of Democracy"...company is planning scholarship fund for worthy students in heavily Negro-populated Third Ward area...Kiah Sayles is special representative for National Distillers Products Corporation, with territory covering 14 mid-western states...Sayles is former secretary of ex-heavyweight boxing champion Joe Louis.

A Durham, North Carolina appliance company has taken on Chester Grant as its first Negro salesman...owner W.O. Brooks advised move prompted not only because of personal respect for salesman, but also as bid for Negro business...Minneapolis dailies Star and Tribune have publicized principles of fair employment in formal statement placed in classified advertising columns...notice advises that ads have been accepted "on premise that jobs offered will be filled on the basis of merit and without discrimination."

NATIONAL COMMUNITY

Race Relations

As a result of the omission of the names of 10 Negroes and one Indian war veteran

2/24/89 Conrail Gift

from a memorial plaque for citizens of Charles City, Virginia, board of supervisors will not permit its hanging in the courthouse...Eugene Callendar of Paterson, New Jersey is first Negro to be approved for ordination as a minister in the Christian Reformed Church...Construction of a drive-in theatre from Atlanta Negro citizens was vigorously protested by white residents on grounds that the theatre would create a traffic problem and considerable noise.

Education

Dr. Harold D. West has become first Negro president of famed Meharry Medical College at Nashville...institution is one of two foremost training colleges for Negro professionals...Charles Harrington of Magnolia, Mississippi is first Negro to receive a degree from Louisiana State University...Dr. Charles Johnson, president of Fisk University at Nashville, has been granted an honorary Doctor of Laws degree by the University of Glasgow...Ouster of Dr. Adam Beittel, white president of Talladega, (Ala.) College by Board of Trustees is expected to lead to appointment of Negro successor...University of Arkansas School of Medicine has graduated its first Negro MD...Dr. Edith Jones will interne at University Hospital.

CAPSULE PORTRAIT

Gimbel Brothers of Philadelphia

When Gimbel Brothers, one of the Quaker City's top-ranking department stores, assumed the role of pace-makers for Market Street's retail merchants in the use of qualified minority workers in "sales" the dynamics of "Operation Integration" were



MR. ARTHUR C. KAUFMANN

not too difficult...For more than forty years Gimbel personnel had been "exposed" to Negro co-workers in service capacities...the store-wide corps of immaculate and efficient elevator operators was an integral part of Gimbel service...shoulder-rubbing in the employees rest and dining rooms had long since dissipated common misconceptions of Negro mores.

Initiating a program in 1948, with the upgrading of a veteran elevator operator to a sales post in the linoleum department, management observed that employee morale was not disrupted, customer reaction was not unfavorable, sales did not plunge, all signs pointed to "business as usual."

Under the guiding hand of then personnel director Irving H. Glass, the program was implemented by the simple expedient of placing potential sales persons in a department as stock clerks and, as vacancies occurred, moving them upwards, often at the suggestion of departmental workers...with the full backing of Executive Head Arthur Kaufmann the program moved into high gear and "policy" was soon well-established.

As of today, job classifications for Negro employees run the gamut from clerical aides to model, credit department interviewer to assistant in department...mute testimony to success of the move is reflected in the hundreds of unsolicited letters commending Gimbel Brothers in contrast to one unsigned letter in opposition...a recent citation from the Philadelphia Fellowship Commission is an additional back-drop to acceptance by the "city on the Schuylkill" of the Gimbel move.



MR. IRVING H. GLASS