

ST. PAUL RECORDER

"An Independent Newspaper"

Published every Friday by Spokesman-Recorder Publishing Co.
Anywhere in Minnesota: \$2.50 per year; \$1.50 for 6 months.
1001 RONDO AVE.

Midway 8340

Address all Correspondence to St. Paul Recorder.

Midway 8340

Mail Correspondence to Minneapolis Office: 306 Third Street South, Minneapolis, Minn.
"Entered as second-class matter June 24, 1938, at the post office at Saint Paul, Minnesota, under the Act of March 3, 1879."

SUBSCRIPTION RATES:

One year, \$2.50; six months, \$1.50. Out-of-state: \$3.00 per year, \$1.75 for six months. Payable strictly in advance.
De Velma Newman Business Manager
Robert Jones Advertising
James W. Simmons Advertising and Circulation

The RECORDER believes no man should be denied the right to contribute his best to humanity. As long as that right is denied any man, no man's rights are inviolate.

Friday, January 1, 1942

Happy New Year

O, I could sing a doleful hymn
Of war, and make it plenty grim,
Weep and wail for heroes lost,
And curse this awful holocaust,
But in a world so short on cheer,
My song is simply: Happy New Year.Yes, I could dwell in retrospection
On many things that need correction,
But looking back proves often faulty,
Like Mrs. Lot, I might turn salty,
Why go back to mourn what's gone,
When the New Year holds the dawn.Time is too short to waste away
The precious hours of a New Year's day
On high resolves and ways to strive,
Knowing I need all three-sixty-five;
My pledge, I want it understood,
Is making better what was good!My wishes for your Happy New Year
Are seven joys to every tear;
I wish you luck in healthy doses,
And yet not life on beds of roses,
My hope is only that you get your worth
Of peace—and all good things of Earth.And so in short the wish sincere
Is just—plain old Happy New Year!
—James T. Logan.

Goodbye 1942

The year 1942 has come and gone. We face 1943 with some misgivings but with much hope. In the past year the troubled world conditions have naturally been reflected in our individual lives. Our hopes have surged upward as we have settled down to the task of defeating our enemies, the Axis powers.

Whatever occurs in 1943 nothing is as important to the average man, woman or child in the street as the winning of the war. In 1943 all of us have got to bend all our energies to that end. All else should be secondary.

In the case of the Negro citizen he must give all his energies to the war and he can do that by warring constantly against the country's common enemy on the one hand and the enemies to American Negro progress within the country on the other hand.

Victory against foreign aggression and intolerance is part and parcel with victory against aggression and intolerance at home. We bid goodbye to 1942. We look forward to great things in 1943.

He Dood It

Comedian Richard "Red" Skelton whose little bad boy characterizations are radio tops is being sued for divorce by his spouse. He must have dood it!

Urban League Proves Its Value

The National Urban League movement was born because of a crisis brought on by World War I. Most readers are perhaps familiar with the fact that manpower shortages in the industrial east and north in 1917 and 1918 brought about the heavy migration of Negro labor from the agricultural south with its attendant problems.

Those problems and their solution caused the birth of the Urban League and its local branches throughout America.

In cities like the Twin Cities the merits of supporting the local Urban Leagues have been bones of contention since their beginning here in 1923. Any doubt as to their value to each of these two communities has been dispelled during the past two years. The job of screening and assisting in the selection of the several hundred Negroes employed in a local war plant is justification for every dollar spent on Urban League budgets for the past 15 years.

The many less spectacular but none the less useful and important functions of the league in bettering race relations are additional reasons why its maintenance has been in the best interests of Minneapolis and St. Paul.

It is to be hoped that with a fuller and more clear understanding of the league's program that both branches will receive a greater public support and a budget calculated to do a larger increasingly positive job.

What We Fight For!

In a recent Gallup poll it was concluded that a third of this nation is in doubt regarding the whole question of our war aims. If Dr. Gallup's conclusion is correct this presents a problem national in scope. We cannot welcome confusion at this time when the nation needs solidarity of purpose as never before.

The Atlantic Charter of the "Four Freedoms" is proved inadequate as a declaration of aims if the survey represents a cross-section of public opinion. And Mr. Churchill, co-signer, has added to the confusion with his, "I did not become the King's first minister to liquidate the British Empire." Pearl Harbor has not erased England's foreign policy from our minds—an antithesis to certain of the freedoms.

Pearl Buck in a recent speech stated that, "we know the war between the United Nations and the Axis is only the beginning of a real war, which remains the war between the principles of Democracy and the principles of Fascism." She explains that unless there is a miracle we will have to fight another war to save freedom. A rather pessimistic attitude in view of the "Freedoms" for which we now supposedly fight.

And Mr. Wendell Willkie has been persistent in his demands that we declare our aims. He wants us to tell this war-torn world exactly why our boys are fighting a global war that stretches from New Guinea around to South Africa—and has even dipped into our own territorial waters.

There is confusion here. This inner turmoil is not the best thing even in the best of times—this is the worst of times.

We choose to believe that we fight because the enemy has attacked. He threatens to supplant our way of life with his. Rather than have this, we shall continue to fight him on the seas, on land, in the fields, in the air, and wherever we shall find him. We shall keep him from our shores, and our homes, and those things we love. Call this death struggle a fight for freedom or democracy if you wish—fundamentally we choose to believe we fight for what is America, a right to human decency, and in so doing others profit as do we.—Louisville Defender.

BUY WAR BONDS

How Companies In Many Fields Cultivate The Negro Market

By David J. Sullivan

in American Salesmanship Magazine

Is your product one for national distribution? Are you getting full use of your production output? What are you doing for post-war consumer demand that will effectively employ your widened production facilities? These and many other questions are plaguing many manufacturers of durable and consumer goods today.

Your planning today for the peace tomorrow will largely determine your survival in the tremendous post-war rush for customers to buy the many products which will then be put in manufacture. One important market cannot be ignored—America's 13,000,000 Negroes.

The Negro market, which in 1939 spent nearly six billion dollars, will greatly increase its buying power after the war, due to the widely expanded employment gains made during the war in nearly every industry. Much of the gain made will be a result of Negro integration in labor unions and other organized labor groups.

From the viewpoint of the manufacturer, this is of extreme importance. The Negro market looms larger as the need for full cultivation of every American consumer becomes apparent.

To more readily see the value of this market, let us look at the records of those companies that are sales leaders in the Negro market because of wise employment of Negro specialists in sales promotion and merchandising; that have enviable performance records now in the field of selling and distribution.

One of the earliest pioneers in the field is the Standard Oil Co. of New Jersey. Seven years ago Standard Oil employed James A. Jackson, former chief of the Business Bureau of the United States Department of Commerce. Today, Standard Oil enjoys 25% of all the gasoline and oil sales to Negro consumers; has over 400 Negro-owned stations and would have shown an increase of unusual proportions for 1942 were it not for Pearl Harbor.

Thinking in terms of dollar value, Negro motorists used \$7,000,000 worth of gasoline and oil in 1940. In gallons that represents over 6,500,000 unit gallons.

Other gasoline companies also have enjoyed remarkable success in the Negro market. Continental Oil Co. of Oklahoma has an able representative, Dudley Luck, who travels its Negro market areas. Like Standard Oil, it too enjoys large sales. It would be safe to estimate its share of the market at about 20%. Shell Union Oil Corp. has Negro salesmen and Negro sales supervisors; consequently, it has a large slice of the Negro business.

Certainly with cars costing less in post-war years, Negro ownership of cars will nearly double likewise, the sales of gas and oil.

But will you be ready to get your share of the business then?

Yes, if you include in your plans a Negro specialist to develop the market for you.

Consider the record of Pabst Sales Co., for instance. Five years ago Pabst business among Negroes was relatively insignificant, despite the fact that beer consumption among Negroes is high. William B. Graham did a job in Ohio, then moved to Chicago to work for a distributor. Edwin L. Morris, vice-president in charge of advertising and director of sales promotion for Pabst, conceived an idea. He said "Let's hire William B. Graham and put him in charge of the entire Negro market."

Sales to Negroes Soar

Pabst hired Mr. Graham and his sales in the Negro market have soared ever since. Here are the results of his work in Harlem, New York City's Negro community:

Mr. Graham came to New York in the winter of 1941. He surveyed the field, then put a Negro salesman in the Harlem territory. Pabst sales for Harlem in the entire year of 1940 amount to 15,000 cases. But in May, 1942, Pabst sold over 12,000 cases of beer in the same territory. Pabst moved from fourth place into first place nudging the formidable Anheuser-Busch, Inc. out of that position.

Budweiser sold 90,000 cases of premium beer in Harlem the first nine months of 1941. Sales certainly, and huge sales, too!

Now, Pabst has two Negro salesmen in New York City, a \$60,000 radio program with Negro talent and its sales are increasing.

Their position in the Negro market is the same throughout the country.

In the food field, too, there are examples of highly successful selling-the-Negro-market campaign.

Beech-Nut Packing Company for instance, in 1938, started to employ Negro demonstrators who first concentrated on crackers, then coffee, and in 1940 went out into the market to put over Beech-Nut soups and baby food.

Records show that they did a marvelous job on both.

Distribution of the soups was facilitated by using a full-color sampler, and repeat sales to the retailer were immediately attained.

The demonstrators' success with baby foods made the company double baby food sales to Negro consumers. How? With specialized merchandising to Negro doctors and mothers, tying in with the local retailers. It was done, of course, with a Negro field representative.

Probably one of the most competitive industries today is the tobacco industry. But Philip Morris & Co., Ltd., Inc., through good use of J. Sanifer, backed up with effective merchandising support and advertising in Negro papers, increased sales 30% in one year in New York City's Negro market. The company jumped in 1941 from seventh position to fourth position in cigarettes sold to Negro smokers.

Another example: that of Gordon Baking Co. In 1938 that firm employed a Negro merchandising man, William G. Black, and a Negro, Mrs. Ralph Sharper to cover the Negro market of New York City. As a result of this continuous special effort, Gordon Baking Co. is now first in a market in which consumers buy more than \$3,000,000 worth of white bread a year.

You might say, "But I sell durable goods." Here is an answer which means dollars and cents to you.

Though Negroes in 1935 made up only 8% of Detroit's population, the General Electric Co. sales of durable goods to Negro purchasers were 13% of G-E's total business done in that city. Yes, it's a market for washers, ironers, refrigerators, ranges, and vacuum cleaners.

In Philadelphia, the General Electric distributor, through Negro salesmen, sold over \$250,000 worth of appliances yearly. The other companies, General Motors Corp., Kelvinator Division, Nash-Kelvinator Corp., Norge Division, Borg-Warner Corp., etc., had Negro salesmen too. Of interest is the fact that white salesmen enjoyed added business because Negroes knew that the companies employed Negro salesmen.

When it is realized that Negro buying power in 1940 exceeded the total of the country's total exports, then one can appreciate the size of the market figured in dollars and cents.

Negro Specialists Spur Sales

Already manufacturers are looking ahead to peacetime and the resumption of civilian production. But the problem of getting the greatest good from, and use of, the vastly expanded production facilities now engaged in war work, is one of unusual magnitude.

Since the fight for markets over V-Day will be terrific, no market need be overlooked. But your planning today to include Negro specialists in the sales and distribution picture certainly will insure your sales success with the consumer.

Although many products are being rationed now, some national organizations are maintaining dominant position in consumer preference and mass volume business by keeping their Negro specialists actively engaged during the war period. A few such companies are Pepsi-Cola Co., Hoffman Beverage Co., Jacob Ruppert, Homan & Co. (Clabber Girl Baking Powder), Carstairs Bros. Distilling Co., and Park & Tilford Import Corp.

In this connection the Pepsi-Cola Co. is even expanding as is Nehi Corp. with Royal Crown Cola—so much so that they may be considered first in the Negro market.

When the market is thought of in terms of dollars and cents, it is interesting to know that in 1939 the 29,827 Negro-owned retail stores realized sales of \$71,466,000. In this group more than 11,000 stores are purveyors of groceries, meats and vegetables. For that year Negro consumers spent \$1,200,000 for toothpaste; \$28,000,000 for paint; \$375,000,000 for automobiles, of which 35% were new car sales. In durable goods the estimated purchases by Negro consumers were in excess of \$300,000,000.

From David learn to give thanks for everything.—Every furrow in the Book of Psalms is sown with seeds of thanksgiving.

—Jeremy Taylor.

NEWS OF TWIN CITY CHURCHES

St. James A. M. E. Church: Sunday morning, December 27, found a large congregation present to listen to a sermon delivered with passionate earnestness by Rev. B. N. Moore entreating his listeners to make room for Jesus, the ultimate source of real happiness. He chose as his subject, "No Room In The Inn."

Many of our boys home on furlough and on leave were present at the service: Sgt. William Small, Fort Francis E. Warren, Wyoming; Tech. Sgt. Robert W. Marshall, Jr., Tuskegee Army Flying School; 2nd Lieut. Albert Burgess; Corp. O. C. Hall, Jr., 258 Sig. Const. Co., Camp Crowder, Mo.; Seaman, 2nd Class, Robert Cooper, Camp Robert Smalls, Great Lakes Naval Training Station; Sgt. F. B. Fullbright, Ft. Washington, Maryland; other visitors, Mr. and Mrs. Alfred Williams, Des Moines; Mr. T. R. Blakey, Yankton, So. Dakota.

Watch night service at St. James will be Thursday, December 31, beginning at 9:30 p. m. with evangelistic services. At 11 p. m. and thereafter watchmen will report every 15 minutes until 12 o'clock. Pastor will be in charge.

The University of Life convocation at 8 p. m. with Rev. Robert Kelly, Border Methodist Church, Minneapolis, as speaker, was an inspiring service. The program of vocal, instrumental selections and readings was very praiseworthy. Rev. Boyd Patrick was master of ceremonies. Rev. Kelly spoke on "Eat, Drink and Be Merry—Tomorrow Is Another Day," giving goodly admonition and advice to the young people. Others participating were Douglas S. and Cyrus Lewis, Ira Dorsey, Bernice Allison, Gloria Williams, Ruth Reed and Rev. Moore.

Plaque, No. 2, and the special plaque of the Usher Board of our boys in the armed service of the U. S. will be dedicated at a special service at 8:00 p. m., January 3.

The Senior Choir sponsored a Christmas Pageant on Christmas morning at 6 o'clock. Participating were: Messrs. James Watson, J. R. Lynn, C. H. Miller, J. M. Patton, Stanley Harris, J. R. Jones, Mmes. Allie Balenger, Irene Green, Stella Sanders, Miss Mary Cyrus and baby, Burnett Simons, Mmes. Cora Moore, director; Florence Hibbs, Gen. Chairman; Rev. B. N. Moore, narrator; O. C. Hall, Sr., lighting effects; Bertha L. King, at the organ; Ruth Reed, at the piano. The pageant was preceded by the invocation by Rev. S. E. Ware with other excellent numbers interspersed by Mrs. Avis Ware, Miss Gloria Williams and the choir.—Charles Miller, Reporter.

Pilgrim Baptist Church News: Pilgrim looks back on a year which might have been better but could have been worse. Pilgrim looks forward with hope and bravery to the new year. We have traded with fate but we feel we have bargained well. We gave sixteen boys to the cause of democracy and freedom but we received in return new faith, new courage and new pride in the fact that we had such fine boys to give. We lost a deacon to the grim reaper but we still have the memory of a life lived beautifully. We have given to defense employment many of our faithful members but we have the healthy feeling in return that Pilgrim is doing her full part. All in all we approach the New Year with thanks in our hearts and a prayer for victorious peace on our lips.

The first sermon of 1943 is "All Ashore We're Sailing." Sunday Now Is the Time To Join the Christmas Savings Plan 25c, 50c and \$1.00 Weekly Have Money Next Year for Holiday Needs ASSOCIATED NEGRO CREDIT UNION In St. Paul DR. EARL S. WEBER CE. 5104 or EL. 3196 In Minneapolis CLARENCE SMITH LOcust 6631

Do You Need Money? To— Make Home Repairs Pay Back Bills Buy War Bonds Save for the Future Associated Negro Credit Union MINNEAPOLIS RE. 2528 ST. PAUL EL. 0694

WE CAN NOW RENT TYPEWRITERS! We also repair Adding Machines Typewriters and Check Writers St. Paul Typewriter Exchange 380 Minnesota St. 2377

Shop for Christmas and Save at ABRAMOVICH HARDWARE STORE 693 SELBY AVENUE COMPLETE SELECTION OF HARDWARE AND HOUSEHOLD GOODS DAle 1766 Also Notary Public

BROOKS FUNERAL HOME Efficient—Modern—Considerate 697 RONDO AVE. Business—DAle 3691 NOTARY PUBLIC Residence—DAle 5368

night the pastor's topic will be "A Mighty Fortress." Communion services will be held at both meetings.

Visitors last Sunday morning were, Mrs. Mamie Donovan Jackson of Detroit, Mich., and Mr. E. Wills of Cleveland, a former member of long standing.—Wanda Piper Owens, Reporter.

St. Thomas Episcopal Church News: Confirmation service will be held January 10 at 4:30 at St. Marks Episcopal church, bringing together members of all Episcopal churches in a farewell service for Bishop Stephen E. Keeler, who has been elected to head the District of Honolulu. He will serve there until a successor is elected to Bishop Latell who resigned the post.

It is hoped that all members are making it a point to spend this period before Jan. 17 to prepare themselves so that they may obtain the most benefit from the proposed teaching and preaching Mission to be held from Jan. 17 through Jan. 22. Don't forget to issue an invitation to a friend. The success of a Mission is not on the Missioner but on how well the congregation is prepared.—Church Reporter.

Victory in the New Year FORMER ST. PAUL WOMAN DIES IN CHICAGO AND IS BURIED HERE

Mrs. Ida G. Broyles, former St. Paul resident, died in Chicago, Tuesday, December 22, suddenly, having visited here only three weeks previously. While living in the city, she was a member of St. James A. M. E. Church and still retained her membership in the Household of Ruth No. 553, Grand United Order of Odd Fellows, who officiated at the funeral services which were held Sunday, December 27, at St. James A. M. E. Church at 2:30 p. m. with Rev. B. N. Moore, pastor, officiating. The remains were taken to Oakland cemetery on Monday, December 28, for burial.

Mrs. Broyles was the sister of the late Mrs. Belle Lenoire, and had a wide circle of friends in St. Paul.

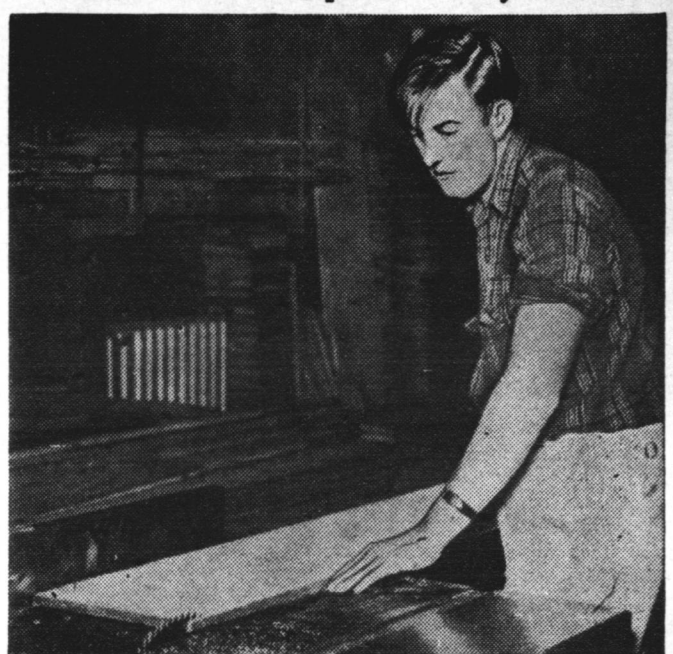
Happy New Year SAMUEL PEAY DIES AT CRISPUS ATTACKS HOME

Samuel Peay died during the Christmas holiday preparations at Crispus Attacks Home Association. The remains were buried in Elmhurst cemetery and there were no known survivors.

Victory in the New Year WISE MERCHANTS ARE

As late as 1939 Negroes in this trade area spent an estimated \$2,760,000 per year for durable goods. With increased buying power the local Negro consumer is spending far more money for merchandise than ever before. Wise merchants are cultivating this receptive market via the ad columns of the Negro press.

Former Patient Helps in Victory Effort



Young man (above) recently recovered in a sanatorium from tuberculosis and is now one of army of workmen employed in war industries. Rehabilitation of patients is part of activities made possible by Christmas Seal Campaign.

NAACP Thanks Negro Editors

December 24th, 1942

Editor: As we approach the end of the most successful year in the history of the NAACP I take this means, on behalf of the Association, to express to editors our gratitude for the part which the Negro press played in achieving that record. The support you have given in your editorials, news columns, cartoons and illustrations has been of infinite aid in the fight for unlimited opportunity and equality for the Negro which we have made. Greatly increased financial support has followed which has enabled the NAACP to establish a much needed Washington Bureau; to win many battles for job opportunity; equal education; more intelligent presentation of the Negro in motion pictures, on the stage and in magazine and other publications.

The year ahead promises greater problems but with them greater opportunity in tackling those problems. The new Congress will be dominated by an unholy alliance of anti-labor, anti-liberal, and, of course, following these, anti-Negro southern Democrats and northern Republicans. Our work is cut out for us in the fight for anti-lynching, anti-poll tax and other remedial legislation. But we are not alarmed in the least by the difficulties this bloc will create. The continued support we confidently anticipate from you will make the NAACP an even more effective weapon for the Negro and for democracy. With it we shall be able to win even greater victories in fighting brutality against Negro soldiers and civilians, wiping out still more of the inequalities in education and teachers' salaries, carry to the U. S. Supreme Court the Texas case to outlaw Democratic

white primaries in the South, obtain justice in the courts for Negroes victimized because of their race, and make the Four Freedoms more of a reality for American Negroes.

May we wish you all success in the new year.

Cordially,
Walter White, Sec'y,National Association for the Advancement of Colored People
69 Fifth Ave., N. Y. City, N. Y.

B. E. SCOTT ACCIDENT AND HEALTH INSURANCE Prompt, Courteous Service 1605 Pioneer Building Phone—GA. 2827 - 2828

DAle 0596
St. James A. M. E. Church
Residence, 566 W. Central Ave.
West Central at Dale St.
Energetic and Friendly
Visitors Always Welcome
Rev. Benjamin N. Moore, Pastor
9:30 A. M. Sunday School.
J. R. Lynn, Supt.
10:45 A. M. Regular Service.
6:30 P. M. University of Life.
8:00 P. M. Evening Service.
Every Friday night Prayer and Class Service.
BE LOYAL TO YOUR CHURCHOscar Swoboda
Drugs - Prescriptions
678 University Ave.
at St. Albans
DALE 9627

Pilgrim Baptist Church

"The Home-like Church"

Grotto and West Central
Rev. S. E. Ware, pastor
9:30 Sunday School
11:00 "All Ashore We're Sailing"
6:30 B. T. U.
8:00 "A Mighty Fortress"
Come to Church SundayST. JAMES A. M. E. CHURCH
314 15th Avenue South
Sunday School, 9:30 A. M.
Regular Services, 11 A. M.
EDWARD R. THOMAS
PastorSt. Thomas Episcopal Church
LAKE at FIFTH AVE.
Father M. R. Hogarth, Rector
"Where symbols have a meaning and the Lord is worshipped in the beauty of holiness."
Church School 9:45 A. M.
High Mass 11:00 A. M.CAMPHOR MEMORIAL METHODIST CHURCH
585 Fuller Avenue
Rev. Clarence T. R. Nelson,
"Come and Worship"
Sunday School - - - 9:45 a. m.
Public Worship - - - 11:00 a. m.
Sermon by Pastor Nelson
Adult and Youth Fellowship at Parsonage, 631 St. Anthony
6:45 - 8:45 p. m.Start the New Year, Give JEWELRY
Diamonds — Watches — Rings — Bracelets
Easy Terms — Use Our Lay-Away Plan
H. S. BERNSTEIN
11 EAST SEVENTH STREET CEDAR 0483GET YOUR NEW YEAR'S SUPPLY ST. PAUL LIQUOR STORE
200 EAST 7th STREET (Cor. Sibley St.)
Your Family Liquor Store
Complete Line of Domestic and Imported Liquors
Wines, Cordials and Beers
Phone GA. 6712 Free DeliverySEASON'S GREETINGS
B. F. NELSON
MANUFACTURING COMPANY
MAKERS OF NELSON'S MASTER ROOFS