

Dawn of Tomorrow

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Neglect of Negro Market

WASHINGTON, June.—That the Negro Market is being carefully studied by the distributors of merchandise and space buyers is quite evident from two recent interviews in Editor and Publisher.

Advertisements which depict Negroes as comedians or which portray them as occupying menial or subservient positions arouse resentment in many of their race and have a definite tendency to be ineffective among colored buyers, according to Jas. A. Jackson, business specialist of the Department of Commerce.

Proves Prolific.

Mr. Jackson pointed out to advertisers that the Negro Market frequently is overlooked, consciously, by sales managers in search of new fields. If the Negro field is to be cultivated, however, Mr. Jackson said, advertisers should bear in mind a few facts which have been proved by actual surveys among urban Negroes of the South.

"The Negro responds to advertisements in much the same manner as his white brother," said Mr. Jackson, "though there are some things he does not like.

Definite tests made with Negroes both male and female, have shown adverse reaction to advertisements of this nature, though the intention was not to offend, but merely to amuse. For example, the Negro resents advertisements embodying ante-bellum ideas, such as the mammy working for her white mistress or old "Uncle Eben" being subservient to his master.

They do not like representations of Negroes performing menial tasks and they do not relish pictures which portray white persons in positions superior to Negroes. For example, if a doctor is shown administering to his patients they do not like to see a white doctor, however, kindly he may appear, attending colored patients. There are competent colored doctors and the Negro believes they should be given a break."

Just Be Natural.

"The best advice to manufacturers considering advertising in Negro newspapers is to 'be natural.' Address your colored customers in the same language you would use for white customers. Do not attempt to 'talk down' to them and don't under any circumstances use 'nigger talk' in advertisements.

"It has been found that advertisements of cosmetics, for instance, appeal to colored buyers if photographs of colored women are to be used.

Why shouldn't they be more interested if they believe a certain preparation is used by women of their own race than if they are merely told that some Hollywood star uses it?"

12 Held for Lynching

IRONTON, O. June 16— Twelve white men were placed in the jail at South Point, Ohio, near here without bond in connection with the finding of the body of Luke Murray Atlanta, Georgian chameleon, in the Ohio River Saturday.

Was Taken From Jail.

Murray was taken from the South Point jail Tuesday night by about 25 men after he had been jailed for threatening two white men with a knife. It then was presumed he had been frightened out of the town.

The 12 men under arrest deny knowledge of taking Murray from the South Point jail. Those held are Theodore Johnson, Taylor Napier, Willard Massie, former constable and his two sons, Garland and Milford, Ray Robinson, Ben and James Hall, Ralph and Lewis McKee, Clyde Elkins and William Johnson.

Murray came to South Point last week as chauffeur for Howard Davidson of Atlanta, who had come north to settle a family estate.

Good Year for Atlanta

Atlanta, Ga.—The Atlanta School of Social Work, local institution for the training of Negro social workers, is enjoying the best year of its history, according to Director Forrester B. Washington. In spite of the depression, there has been a twenty-five per cent increase in enrollment, which now numbers more than fifty. Nineteen states and twenty colleges are represented in the student body. The school, it is said, is fast outgrowing its quarters.

Two new courses have been added to the curriculum, "Social Work and the Law," which is taught by Mr. Edward M. Kahn, director of the Jewish Educational Alliance, and "Crime and the Negro," taught by Prof. W. R. Chivers, of Morehouse College.

Apparently the demand for Negro social workers is increasing with the result that the school has been remarkably successful in placing its graduates. These facts are naturally attracting a high type of student.

COULD WE BUT SEE.

(By S. E. G. Allen)

One dearly-loved was taken away
In anguish deep we went our way,
Never again a smile could come,
Our hearts were breaking, All was gloom,

Could we but have the vision keen,
To share with them joys now unseen.
Heaven's ruling would have seemed more kind.

The bitterness that now we find,
Engrossing all our thought would be
Sweet thoughts of heaven, could we but see.

Parkwood Hospital,
London, Ont.

C. RUMBLE

596 HAMILTON ROAD

FAIRMONT 1020

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WE SPECIALIZE IN STRAIGHTENING and REPAIRING WIRE WHEELS, DISC WHEELS and WOODEN WHEELS.

WE ARE EQUIPPED TO HANDLE ANY PRESSING JOB REQUIRING UP TO 300 TONS.

FOR QUALITY AND SATISFACTION

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Meadow Gold Brand

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Manufactured by

The Ontario Creamery Limited

129—131 King Street

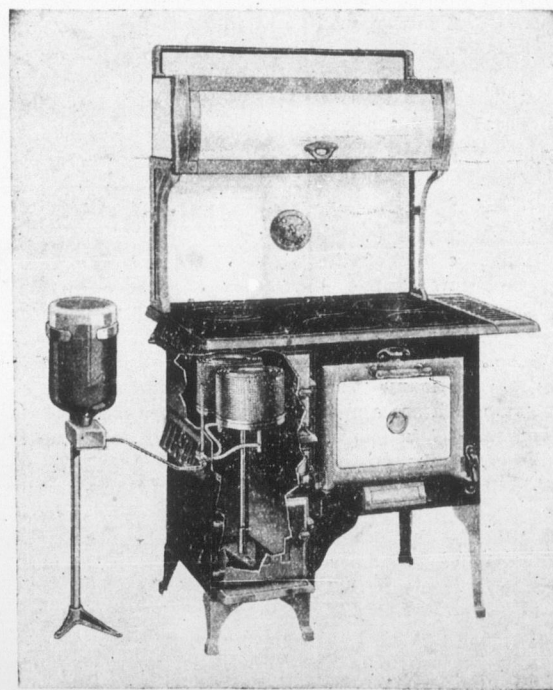
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Sizes 14 to 15

Take advantage
combed cotton

Broad

Cool, Comfortable — color-fast

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