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BUSINESS OF NEGRO LAUDED OVER AIR

WASHINGTON, That the recent observance of Education Week was the most wide-spread and most significant since the inauguration of the movement was the opinion of the United States Bureau of Education, following the reports received from various sections of the country.

The highlight was the coast to coast broadcast over the National Broadcasting Company's network of stations of a special program with Dr. Julius Klein, assistant secretary of the Department of Commerce as the principal speaker.

"Education" is satisfying in itself and it will always pay its way. More ample education facilities for our Colored fellow-citizens will prove an eminently worth-while investment from every conceivable business as well as social point of view" concluded Dr. Julius Klein.

"The increase of wealth, productivity and consuming capacity among Negroes," he said, has progressed in the same proportion as their educational advancement. Education of the Negro, "declared he, pays by creating more wants and increasing his purchasing power. Plainly, then, it is the part of wisdom for our business to give careful and persistent thought to the Negro as a potential market.

The future success of business in this Country absolutely requires an increasingly high standard of intelligence in our citizens, and that means, most assuredly a great extension of education facilities for Colored people."

He presented a statistical picture of the status of the Negro business and gave data on the extent of the Negro Market. He also described the development of the C.M.A. Stores a group of Negro owned groceries sponsored by the National Business League and commented upon the advance in commercial education being made by the Race group. Incidentally, he paid a compliment in connection with the progress of business training to J. A. Jackson of the Department of Commerce Staff whom he described as "Competent" and to whose work he gives great credit.

"With reference to the business possibilities of The Negro he said: "The Negro has proven that with opportunity, he can achieve success in almost any business field. And he is eager to know how to fill his place effectively in any of the diverse spheres of industry and trade. In general, he earnestly desires to be equipped to meet the demands that may be made upon him for service to the Nation and the age in which he lives."

Other speakers on the program were H. Council Trenholm, president of the Alabama Teachers College. Dr. Ambrose Caliver of the U.S. Bureau of Education and Dr. G. C. Wilkerson, First Assistant Superintendent of Schools of the District of Columbia.

Music for the occasion was furnished by the Howard University Glee Club under the direction of Prof. Rop W. Tibbs.

PHONE MET. 307

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