

THE ILLUSTRATED NEWS

'SELECTIVE PATRONAGE'

By Rev. Albert B. Cleage, Jr., Contributing Editor

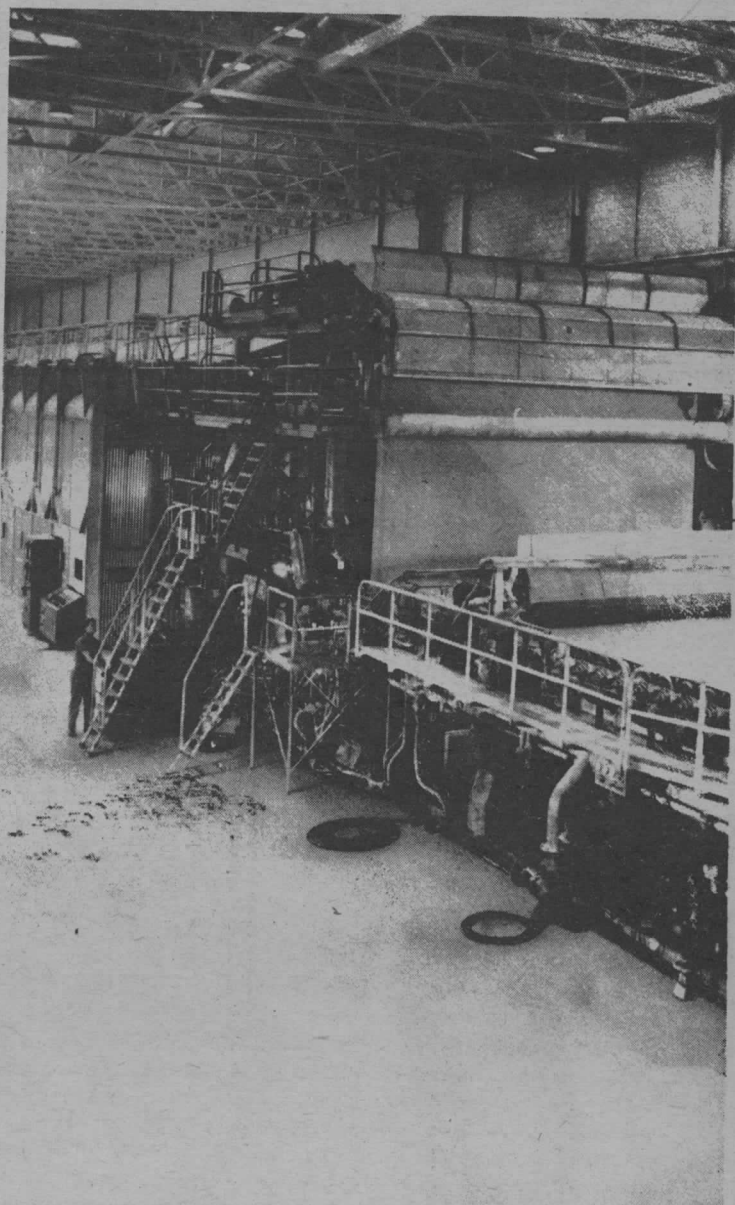
Before "Automation" the Negro enjoyed maximum employment during any period of general prosperity. (There was a job available for any man who wanted to work!) During the first and second World Wars, agents were sent into the South to recruit Negro workers for northern factories. Today, after Automation, industrial production is at a peak, corporate profits are at an all time high, and yet in Detroit almost 40% of the Negro workers are unemployed. Some workers with 10 and 15 years seniority have been unemployed for more than two years!

Automation is making obsolete the unskilled and the semi-skilled industrial worker. The unemployment of the unskilled and semi-skilled Negro worker will continue until we can successfully offset the effects of "Automation." We must develop a program which can open up new areas of employment for Negro workers! Unless such a program is possible we face a future in which the majority of the Negro community must accept the fact of permanent unemployment.

This means eventually a community in which every other family is permanently on relief with all of the resulting social disorganization and personal demoralization, which is inevitable in a community suffering from chronic unemployment.

What can we do? We can not stop the wheels of automation. Foundries which employed thousands of Negroes now operate with only a small "white collar maintenance crew. Labor Unions are doing little if anything to protect the Negro worker from the encroachments of automation. Labor unions themselves are in the process of being liquidated by automation. Having no clear and definite policy for which they are willing to make a stand, the unions are engaged in an orderly retreat to oblivion, leaving thousands of Negro workers who have been permanently displaced by the machine standing helplessly by the side of the road. The Union contends that it can only protect the rights of those workers for whom there are still jobs.

This is America's second "Industrial Revolution." This time the machines are taking over, and men are being discarded!



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THE NEW YORK TIMES

Unorganized Negroes Boycott Prevalent

Editor's Note

"Selective Patronage" has been spearheaded in Detroit by the Negro Ministers who have become increasingly concerned about the fact of growing city-wide unemployment in the Negro Community. These "campaigns" have been essentially "pulpit ventures" with each minister pointing out to his own congregation areas in which there appeared to be obvious racial discrimination in employment policies and practices. In each instance the "pulpit venture" has mushroomed into a full-scale unorganized city-wide selective patronage campaign because the community has spontaneously endorsed the findings of the ministers, and has spontaneously withheld patronage until the discriminatory policies and practices were corrected. Substantial new areas of employment for Negroes have been opened up through these efforts.

Consumer boycotts organized by Negro groups have attracted a lot of attention of late. The boycotts have been directed against merchants and manufacturers who were allegedly pursuing discriminatory practices.

According to a new survey by a market research concern, however, unorganized boycotts by Negro consumers should be of far greater concern to business men than the formally organized ones. The study, made by the Center for Research in Marketing, Inc., of Peekskill, N. Y., indicates that these individual and unorganized boycotts are sharply on the rise around the country.

The study was sponsored by six major companies serving the Negro and white markets alike.

William Capitman, president of the center, noted that informal boycotts were increasingly apparent in the case of depart-

ment stores and other retail establishments. "Negro shoppers, in their new determination to secure economic gains, are seeking more than token intergration in stores as well as schools," Mr. Capitman observed.

Stores Unaware

"Many of these stores are not even aware that they have incurred particularly poor relations among the Negro community," he added.

Interviews with hundreds of Negro consumers disclosed "a surprisingly widespread knowledge in the Negro community of the image each store projects in relation to its Negro customers," Mr. Capitman said.

This image is compounded of impressions about the store's attitude toward Negro shoppers, its role in community activities, its employment practices and even its public relations policies in such activities as bowling teams or parades, the study showed.

"Because of the feeling that there is segregation in urban white stores, the Negro community tends to buy in Negro operated neighborhood stores," Mr. Capitman noted. "One of the results of this appears to be a very high awareness of and dependence on nationally

branded and nationally advertised merchandise.

"We feel that brand awareness is high because Negro shoppers have long felt with some justification that shoddy merchandise and seconds are dumped in their areas. It thus becomes an aspect of self protection to know a great deal about the claims of national advertisers and to watch for their products," Mr. Capitman concluded.

Importance of Market

The center's study noted that the Negro consumer occupied a position of steadily increasing importance in most urban areas. It said that 23 per cent of Chicago's metropolitan area was Negro, compared with 29 per cent in Cleveland and 26 per cent in Philadelphia.

Despite their large numbers, Mr. Capitman said, "this important part of the population feels it is not welcome in many downtown stores. And, as a result, the Negro consumers are staying away from these stores, he concluded.



UNORGANIZED CAMPAIGNS EFFECTIVE

**SELECTIVE PATRONAGE
ATTACKS PROBLEM OF
NEGRO UNEMPLOYMENT
SUPPORT THE RECOMMENDATIONS
OF YOUR OWN PASTOR!**

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For many years the Negro in Detroit depended upon Henry Ford and his fantastic \$5.00 per day. We not only worked for Henry Ford, we worshipped him. We depended upon him. He was our all in all. When the union came we fought against it and tried to hold the plant for Mr. Ford. Then gradually we realized that a new day had dawned. We loved the CIO. We depended upon it not only in the factory, but in our civil rights struggles, politics, and everything else. The union became our all in all. Now conditions have changed again. The unions are being outmoded by changing conditions. They are no longer able to protect our jobs and our security. We still think of the unions as liberal and progressive as they once were. We haven't noticed how sleek they have become, and how unwilling to fight for principles and ideas. The "Madison Avenue" union leaders of today are not the fighting liberals of yesterday. The Negro changes slowly. His loyalty is difficult to dislodge once it is firmly established. We are "labor people" today as we were "Ford people" yesterday. But just as our dependence upon the paternalism of Henry Ford was outmoded by changing conditions, so our dependence upon the paternalism of organized labor is being outmoded by changing conditions. Within the framework of existing union philosophy "automation" is making it impossible for organized labor to protect the precarious economic position of the Negro worker. This is neither by design nor intent. It is the inevitable result of changing industrial conditions. Industry no longer needs a mass labor supply. Eventually 50% of the available workers will be more than able to supply total production needs. The Negro worker will inevitably fall in the unneeded 50% of the workers. Existing unions can neither stop this trend nor change this fact.

The Negro worker must accept the realities of his present situation. Neither Henry Ford nor unions can help him now! The time has come for the Negro to help himself, and to help himself in the City of Detroit the Negro must effectively utilize his consumer power through the intelligent use of "Selective Patronage."

"Selective Patronage" does not require an organized city wide campaign -but rather an ATTITUDE on the part of every Negro shopper. No Negro should buy anything in any store which has a discriminatory employment policy. If a corner grocery does not hire Negroes stop buying there. If a corner Drug Store does not hire Negroes stop buying there. A few weeks ago a Super Market opened on Linwood. The only Negro employee is a bag-boy. 100% of the trade is Negro. This is ridiculous and absurd. No campaign should be necessary to stop Negroes from trading here. Certainly it shouldn't take a picket line to convince a Negro shopper that this isn't the place to buy. A Super Market on Joy Road caters to 95% Negro trade. This store is directly across the street from a Super Market with a Negro manager. It shouldn't take a campaign to stop Negroes from buying in this store. Many Negroes buy milk, dairy products, and baked goods which are delivered to the door. Few of these companies hire any Negro delivery-salesmen. It shouldn't take a campaign to stop Negroes from buying from these companies. These instances can be multiplied by thousands! Few businesses consider it necessary to employ Negroes to get or keep Negro patronage. The Negro is thoughtless in the use of his consumer power. 50,000 new jobs could be available to Negro workers immediately if Negro shoppers would refuse to buy in any store which discriminates against Negroes - and would refuse to buy any products manufactured or processed by firms with discriminatory employment policies. No campaign should be necessary to make this "selective patronage" work ...just a little common sense and race loyalty

The Negro Ministers of Detroit and Vicinity have offered genuine leadership in this critical area of employment. The only thing needed is a general city-wide understanding of the basic importance of "Selective Patronage" day in and day out - every-time we buy anything in any store.