# Inly Handful of City Firms Hiring Negroes

ston," said Cecil Reid, CUNA personnel director, "We've had no trouble with other employes or with customers. CUNA hires applicants who have the qualifications for jobs which are open, without regard for race or creed."

Civil rights leaders draw contrasts between the CUNA situation and conditions in businesses and stores where no Negroes are employed, or where a few are working at "menial" jobs, without a chance to be promoted or transferred.

In some cases, the menial positions have become Negro freeholds. Negroes who ask for work at some stores seek jobs as janitors or elevator operators because they know other Negroes have been hired for these positions.

Of four department stores contacted by The Capital Times, three employed Negroes, but only one employed a Negro as a sales

The salesman is a young man, 22, who was hired by a depart-for work when the store opened." service employes, and 40 moroin professional or technical fields, ment store chain after he gradu. "But none were hired, Actually were private household workers, land 120 were service workers.

times seem surprised" to find him tions to fill out. selling, he has had no trouble, "If some Negroes do not apply household workers and 4,366 were from business leaders. If a busivillage on the edge of the Beld it is because of the deeply in-Street Negro distict. grained practice of racial dis-

as elevator operators—three full-furned down." time and three part-time-and another works as a sewer and fitter.

ther works as a sewer and fitter. Peter P. Voeller, business man-The seven women have all at-lager of Local 1401, Retail Clerks

Legislature Still Faces Problems tended school at least through the International Association, said 10th grade, and one has had two that the absence of Negro clerks years of college. She is a fulltime in supermarkets, where partelevator operator. time employment is usually avail-

A store vice president said that able for college students, seems the elevator jobs are considered "rather peculiar." to be "equal in status and salary" "We have no Negro members to sales work. It is "conceivable," in Madison, but we do have one, he added, that one of the elevator a management trainee, in a Krogoperators might be shifted to ers store in Beloit," he said and sales, but this has never hap added that the clerks union follows an international policy of that overrode all others in mag-average daily attendance in our pened.

"We try to get experienced non-discrimination. sales help," he said. "But, of course, with the number of retail stores that have moved to Madi-cur with Colston's evaluation. And the post-war period had resulted son recently, experienced help is they add that the refusal of some Most civil rights leaders ocson recently, experienced help is they add that the refusal of some in enormous increases in the pophard to find." The store has re-firms to hire Negroes, or even ulations of our schools, our insti-fused to hire some Negroes, in- allow them to make formal ap-cluding University students seek-plication, for sales and office work mental hospitals and our colonies university and state colleges would ing part time work, because they discourages young Negroes who mental hospitals and our colonies university and state colleges would had no experience, he said.

The planning their careers. Why for the retarded.

The store first hired Negroes for prepare for an occupation which the boys who were then operating According to 1960 figures com- raising revenues to meet these and need higher education, the elevators two years ago when is closed to Negroes? them proved unsatisfactory, he piled by the Wisconsin Legisla-needs - difficult under any cirtive Reference Library, 101 of the cumstances — became an extraor-would have meant continuance of

Now most Negro women who 286 non-white females who were dinarily complex one. apply at the store ask for elevator employed in Madison worked as Had it not been solved, the citi-colonies for the retarded, and dejobs. The seamstress applied for an elevator job, but was transferred to the fitting room when a personnel man noticed that she had done sewing.

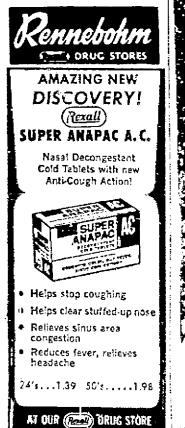
The third store employs three Negroes: one as a janitor, another in the drapery workroom and the third as furniture relinisher.

The Capital Times also contacted four national supermarket chains which operate 17 stores in Madiso. One Negro was employed in one of the stores as a janitor. The other 16 stores employed no Negroes.

Without exception the store managers stated that Negroes do not apply for work in supermarkets. All the managers said that their stores hire without regard for

About the alleged failure of Negroes to apply, Marshall Colston, president of the local chapter of the National Association for the Advancement of Colored People (NAAACP), said this: "It is untrue to say that Ne-

groes do not apply for work in supermarkets. I know of a new supermarket near a Negro neighborhood where many Negroes hoped to find work, and did apply





A Negro child and three white children play in the dirt in front of a home on Fisher St. in the middle of the south Madison ghetto. There

playground is about three blocks away, Many of the adults in this neighborhood have moved in recently and are renting from white families is no sidewalk in front of the house. The nearest | who moved outside the ghette.

ated from the University of South Negroes do apply, but they are Only 64 were in professional, tech- "We don't think that an employ-Dakota last year, and assigned to told there are no positions. Store nical or associated fields. a management training program. managers do not do them the OI 21,512 white females em. say that he has fulfilled his re-Although his customers "some courtesy of giving them applicated ployed in Madison, 3,360 were sponsibility," Colston says.

er should hire one Negro and then "We want a blanket invitation service workers, 914 were private

240 of the non-white men worked Rights leaders are also con-staff category.

Failure to meet this problem

unacceptable conditions in our

By JOHN W. REYNOLDS zens of this state would have felt the effects immediately. School

The Legislature convened in aids would have been slashed,

January and was immediately and the entry of an additional

confronted with a single problem 107,000 young boys and girls into

nitude and significance. That was public schools in the next two

the problem of maintaining vital years would have meant that local

state services at a time when property taxes would have had to

Because of the political division educational standards or the turn-

in state government, the task of ing away of students who want

Governor Evaluates 1963

cerned about barriers which they feel are keeping Negroes out of trade unions. Union leaders particularly in the building trades - admit there are no Negroes or very few Negroes on their apprenticeship lists.

But they say that there are no vegroes because there is vigorus competition for the few positions open in the trades, and the Negro usually doesn't have the skill or intelligence to qualify.

## See 23,550 At U. Here

A University of Wisconsin spokesman anticipates an enrollment of 36,450 students on all campuses of the school in Septemer. This would be an increase of 2,400 over last year's fall enroll-

L. J. Lins, of the university, said Tuesday that the expected enrollments were 23,550 at Madison: 9.765 at Milwaukee and 3,225 at the eight extension centers.

Lins said that 4,350 freshmen Boy, 3. Hurt are expected at Madison, an increase of 500 from 1962,

#### Is Honored

Wisconsin High School's Joel a car near his home. The boy he said. He lives in an apartment for work in stores and businesses, in professional or technical work, nessman has 10 Negrees who are Coye was among 20 students re- was taken to St. Mary's Hospital, the best salesmen be can find, cently honored for outstanding where he was treated and re-Of the 571 non-white males who he should employ these 19 Ne-work during the two-week journal-leased. Police said the boy ap-At another department store, stores. If they do not apply, it is were employed in 1960, only five gros. If he can't find a qualified ism workshop held at the Universix Negro women are employed because they know they will be no Negro, were in sales work. There were Negro, or if none apply, that's sity of Wisconsin. He was cited parently ran into the path of a

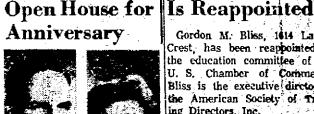
This is the South Madison Neighborhood Center, 609 Center St. Financed by the Community Chest, the Center offers youth guidance programs and family aid to residents of the neighborhood. The South Madison Neighborhood As-

to improve the appearance of the neighborhood, and helps to settle new residents into the neighborbood. (Staff Photos by Tom Barlet)

# Wengers Plan

James Rieder, 3, son of Mr. and Mrs. George Rieder, 3137 Emmett St., was cut on the forehead Tuesday after he was struck by

1212 Birch Haven Circle.



Mr. and Mrs. Fred Wenger

Mr. and Mrs. Fred Wenger, terioration of the high level of their 25th wedding anniversary cerbral hemorrhage. patient care we have established Saturday with an open house from 2 until 4 p.m. at their home but no formal invitations have Friends and relatives are invited, been sent.

Crest, has been reappointed to the education committee of the U. S. Chamber of Commerce. Bliss is the executive director of the American Society of Training Directors, Inc.

Gordon M. Bliss, 1614 Laurel

**Gordon Bliss** 

The chamber's education committee analyzes manpower needs facing the nation and the adequacy of educational and training institutions to meet them.

#### EDITOR DIES

SKAWNEE, Okla. (4) - N. B. Musselman, 66, editor and general manager of the Shawnee Route 1, of Verona, will observe News Star, died Tuesday of



John Reynolds

# in our mental hospitals. Now that an acceptable budget evel has been established, the Legislature has an ample opportunity, in November, to demonstrate that it is serious about Wisconsin's participation in the eco-

nomic revolution that is sweeping the country. It will have before it at least

two major proposals of this administration — the acceleration of our highway program so that our roads are modernized before progress passes us by, and the acceleration of our recreation program so that our vacation industry can grow before soaring land prices exhaust our land acquisition



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