

Only Handful of City Firms Hiring Negroes

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slon," said Cecil Reid, CUNA personnel director. "We've had no trouble with other employees 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 person.

The salesman is a young man, 22, who was hired by a department store chain after he graduated from the University of South Dakota last year, and assigned to a management training program. Although his customers "sometimes seem surprised" to find him selling, he has had no trouble, he said. He lives in an apartment village on the edge of the Field Street Negro district.

At another department store, six Negro women are employed as elevator operators—three full-time and three part-time—and another works as a sewer and fitter. The seven women have all attended school at least through the 10th grade, and one has had two years of college. She is a full-time elevator operator.

A store vice president said that the elevator jobs are considered to be "equal in status and salary" to sales work. It is "conceivable," he added, that one of the elevator operators might be shifted to sales, but this has never happened.

"We try to get experienced sales help," he said. "But, of course, with the number of retail stores that have moved to Madison recently, experienced help is hard to find." The store has refused to hire some Negroes, including University students seeking part time work, because they had no experience, he said.

The store first hired Negroes for the elevators two years ago when the boys who were then operating them proved unsatisfactory, he said.

Now most Negro women who apply at the store ask for elevator jobs. 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 refinisher.

The Capital Times also contacted four national supermarket chains which operate 17 stores in Madison. 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 race.

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 (NAACP), said this:

"It is untrue to say that Negroes 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 is no sidewalk in front of the house. The nearest

playground is about three blocks away. Many of the adults in this neighborhood have moved in recently and are renting from white families who moved outside the ghetto.

for work when the store opened." service employees, and 40 moroin professional or technical fields, and 120 were service workers. "But none were hired. Actually, Only 64 were in professional, technical or associated fields.

Of 21,512 white females employed in Madison, 3,360 were service workers, 914 were private household workers and 4,366 were in professional or technical work. "If some Negroes do not apply for work in stores and businesses, it is because of the deeply ingrained practice of racial discrimination practiced by the stores. If they do not apply, it is because they know they will be turned down."

Peter P. Voeller, business manager of Local 1401, Retail Clerks International Association, said that the absence of Negro clerks in supermarkets, where part-time employment is usually available for college students, seems "rather peculiar."

"We have no Negro members in Madison, but we do have one, a management trainee, in a Krogers store in Beloit," he said and added that the clerks union follows an international policy of non-discrimination.

Most civil rights leaders occur with Colston's evaluation. And they add that the refusal of some firms to hire Negroes, or even allow them to make formal application, for sales and office work discourages young Negroes who are planning their careers. Why prepare for an occupation which is closed to Negroes?

According to 1960 figures compiled by the Wisconsin Legislative Reference Library, 101 of the 288 non-white females who were employed in Madison worked as

Legislature Still Faces Problems

Governor Evaluates 1963

By JOHN W. REYNOLDS
(Written for The Associated Press)
The Legislature convened in January and was immediately confronted with a single problem that overrode all others in magnitude and significance. That was the problem of maintaining vital state services at a time when massive population increases in the post-war period had resulted in enormous increases in the populations of our schools, our institutions of higher learning, our mental hospitals and our colonies for the retarded.

zens of this state would have felt the effects immediately. School aids would have been slashed, and the entry of an additional 107,000 young boys and girls into average daily attendance in our public schools in the next two years would have meant that local property taxes would have had to be increased to record levels.

The addition of 12,000 students in average daily attendance at our university and state colleges would have meant either a lowering of educational standards or the turning away of students who want and need higher education.

Failure to meet this problem would have meant continuance of unacceptable conditions in our colonies for the retarded, and de-



John Reynolds

terioration of the high level of patient care we have established in our mental hospitals.

Now that an acceptable budget level has been established, the Legislature has an ample opportunity, in November, to demonstrate that it is serious about Wisconsin's participation in the economic 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 funds.

corned 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 Negroes because there is vigorous 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 September. This would be an increase of 2,400 over last year's fall enrollment.

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 are expected at Madison, an increase of 500 from 1962.

Is Honored

Wisconsin High School's Joel Coye was among 20 students recently honored for outstanding work during the two-week journalism workshop held at the University of Wisconsin. He was cited for his work in the apprentice staff category.



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-

sociation has held annual clean up campaigns to improve the appearance of the neighborhood, and helps to settle new residents into the neighborhood. (Staff Photos by Tom Bartel)

Boy, 3, Hurt

James Rieder, 3, son of Mr. and Mrs. George Rieder, 3137 Emmett St., was cut on the forehead Tuesday after he was struck by a car near his home. The boy was taken to St. Mary's Hospital, where he was treated and released. Police said the boy apparently ran into the path of a car driven by Joy J. Stormer, 1212 Birch Haven Circle.

Wengers Plan Open House for Anniversary



Mr. and Mrs. Fred Wenger

Mr. and Mrs. Fred Wenger, Route 1, of Verona, will observe their 25th wedding anniversary Saturday with an open house from 2 until 4 p.m. at their home. Friends and relatives are invited.

Gordon Bliss Is Reappointed

Gordon M. Bliss, 1614 Laurel 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.

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

EDITOR DIES

SHAWNEE, Okla. (AP) — N. B. Musselman, 66, editor and general manager of the Shawnee News Star, died Tuesday of a cerebral hemorrhage.

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