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SHOULD NEGROES  
BOYCOTT  
SANTA CLAUS?

OCT. 17, 1963

**BARBARA TRENT**  
Pretty New Jersey  
model helps showcase  
newest styles in the  
Ebony Fashion Fair

New  
Fashion  
Setters



## **NEGROES READY TO GO FOR BROKE**

**By JOHN H. BRITTON**

There are ghetto children, comedian Dick Gregory cracks, who don't believe in Santa Claus because they think no white man will dare come into their neighborhood after dark. The red-suited, bewhiskered old man may soon be the butt of some more barbs this year, but they won't be funny. On the eve of Christmas, 1963, will keyholes at Negroes' homes be stuffed with lead to keep out the jolly old gentleman? Will chimneys be filled to the brim with cement? Will fires be left burning in fireplaces to make it too hot for Santa to land? Will Negroes boycott Santa this Christmas?

The answers, and the method and scope of a boycott depends upon which leadership opinion prevails, or if leaders can agree on the matter.

Dr. Martin Luther King Jr., wants a "sacrificial Christmas," commemorating the deaths of six children killed in



*Baldwin (l) and Dr. King agree on Xmas boycott, but approach it differently; but NAACP's Wilkins won't lock out Santa.*

## AT THE 'WORD' FROM LEADERS



*Gus Courts was pioneer fighter in Mississippi and knows power of money squeeze. Though he is a Santa, he hails boycott.*

**Birmingham; the ambush of Medgar Evers, and all others who died this year in the struggle for equality.**

Roy Wilkins' NAACP steers clear of any "consumer strike," or boycott that is not organized well enough to guarantee successful impact. A sweeping boycott without the full resource and power of all civil rights groups behind it is "a dangerous risk," says Wilkins' top aide, Dr. John Morsell. "If," continued Dr. Morsell, "a merchant opens his cash register and finds that he made only \$11 less than he did before the boycott started, he obviously will not be impressed."

Civil rights leaders (especially CORE) are aiming at the big cities. Some, attempting to assure that Negro kids won't be punished by a sweeping national boycott, are designing boycott projects to carry out "constructive goals" (like merit employment demands) as well as to commemorate the death of the Birmingham bomb victims. Other groups say they favor selective buying campaigns at stores which

## Withhold Dollar, Make White Man Holler—Adam Powell

don't hire Negroes in numbers. The rights groups say they intend to raise money and collect toys and clothing for needy families to exempt kids from the boycott. Plans to set up a "toy house" to refinish and repair the collected toys to be distributed to the kids have already begun in big cities.

But the boycott plan, originally proposed by authors James Baldwin and Louis Lomax and the committee of Writers and Artists For Justice, intends to strangle moral commitments to equal racial justice from the entire white business community with a "no exceptions" dollar-squeezing revolt at Christmas time. The writers are trying to stop shopping altogether.

Dr. King later mentioned a national "selective patronage" campaign for Christmas, but details of his plan are yet to come. Generally, he says, he does not want the nation to forget the six lives sacrificed in Birmingham in the name of civil rights.

The NAACP favors selective buying programs on local levels in connection with Christmas, with the money saved being donated freely to civil rights causes. But, Wilkins emphasized: "Each person should decide how best he can react effectively" to the Birmingham bombing. "Organizationally," he said, "we (NAACP) cannot sponsor a nationwide Christmas boycott." Nowhere has a concrete plan of action emerged. Yet, intense study is being given the nation-wide boycott idea.

A white marketing research firm in New York released a study on the matter. After examining the Negro market, William Capitman, president of the Center for Research in Marketing, Inc. (in Peekskill) reported:

1) About 89 per cent of the nation's Negro population stand ready to take part in any boycott whenever and wherever it is called by one of their national leaders.

2) Acting individually, 30 to 40 per cent of the Negro population are individually engaged, *at the present time*, and without any prompting, in withholding patronage



*SNCC's James Forman wants tangible boycott goals for bombed Birmingham kids, like girl of the Chris McNairs (l).*

from some stores and products because of treatment of Negro customers and employes.

3) Because the Negro market (\$23.5 billion) represents a sales potential as large as the entire population of Canada, and because of the exciting new pride Negroes feel, the market represents, now, both the greatest danger and the greatest potential existing in the American market place for expanded sales.

Bluntly put, available research, even that from white sources, scream loudly that Negroes, just like Congressman Adam Clayton Powell urges, are ready at a moment's notice to "withhold the dollar to make the white man holler."

However, the idea of boycotting Santa Claus gains momentum only slowly.

"I wouldn't go against it," (the boycott) said a parent, whose child died in the Birmingham bombing, "but I wouldn't advocate it either."

Comedian Dick Gregory agrees that Christmas *ought* to be a day of love, not hate—as should every other day. "Unfortunately," he said, "we know that's not the case."

## Urge Negroes Spend Christmas Money On Civil Rights

So it seems perfectly right that on Christ's birthday the nation be reminded of its terrible failure at 'Peace on earth and good will toward men.'" Continued Gregory: "It makes good sense that in memory of six children who will have no Christmas, the money usually spent on new clothes, expensive toys, Christmas party liquor and the like, go to those organizations fighting for the cause of dignity and human rights. I can't imagine a better way to celebrate the spirit and true meaning of Christmas."

Others at the grass roots say they like the idea. The reported much-tortured (in his hometown Belzoni, Miss.) Gus Courts, now living in Chicago, and a Santa Claus at a department store for years, knows a boycott's effectiveness as it has been used against him as a storeowner (in Mississippi) when he insisted on voting, and he says he has used it against others.

"I'm for a Christmas boycott if it can be done right," he told JET. "After all, white folks taught us how effective it is and let us know the power behind it."

Many believe it will be the kids that will make a Christmas boycott difficult. Said Wilkins, reviewing his talks with other Negro leaders: "It seemed . . . that it would be unfortunate to further deprive Negro children, already brutalized by segregation, by denying them the annual joys of a Christmas tree and toys."

Retorted Congressman Powell: "Santa Claus is a white man's invention—nothing to do with Christmas."

Baldwin said tell the children on Christmas morning that "Santa didn't come because your brothers and sisters were killed in Birmingham by your co-citizens . . ."

Said author Lomax: "Tell them Santa Claus didn't come because the bombers did come . . ."

One New York department store executive, Lawrence Lachman (of Bloomingdale's) "could not say" what such a boycott would do to business.

"I will say however, that it would not be helpful at all. It would create a bad situation."

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# JET

WHAT'S AHEAD  
FOR NEGROES  
IN 1964?

JAN. 9, 1964



Dinah's  
Best Kept  
Secret

## **Miss. Negroes Observe Christmas Boycott & Blackout**

Despite a last-minute television plea by Mayor Allan Thompson, Negroes in Jackson, Miss., maintained a 100 per cent boycott and blackout of Christmas, leaders of the Jackson Movement reported. No lights were observed in the Negro community as residents spurned \$675 in prizes offered for the best decorated homes in the "white and Negro divisions." The prizes were offered after Thompson went on TV to tell residents they would be offered "police protection" if they wanted to shop on downtown Capitol Street. Spokesmen for the Jackson Movement said the boycott and blackout were maintained as a memorial to slain martyr Medgar Evers, four Birmingham bomb victims and President Kennedy. Last month two Capitol St. firms announced they were going out of business.

## **Negro Teacher Named U. S. Marshal In Alabama**

Elijah Hill Jr., a former Birmingham physical education teacher and captain in the U. S. Army Reserve, was sworn in as the first Negro deputy U. S. marshal in the Northern District of Alabama. The new marshal is empowered to make arrests anywhere in a 31-county area in Alabama.

## **White Tougaloo Coed Goes On Jail Hunger Strike**

Held in Hinds County (Jackson), Miss. jail on a perjury charge for telling a jury that Jackson police used clubs on Negro children during June racial protests, Lois Chafee, a white coed at Tougaloo Southern Christian College, went on a hunger strike. Officials claim she went on strike because she was not permitted use of the unlimited telephone.

### **No 'White' Xmas, So Patients Boycott**

Christmas wasn't white enough at the Montgomery (Ala.) Tuberculosis Sanatorium. So nearly 50 white patients boycotted the hospital's annual holiday party. A spokesman said the group was upset because Negro patients were served their meals before whites, contrary to custom. The party, as in past years, was segregated, officials said.



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# JET

WHY LBJ MUST HELP  
PASS CIVIL RIGHTS  
BILL THIS YEAR

AN. 16, 1964



**JILL BEASLEY:**  
Pretty Chicago-born  
deb is prep school  
senior, speaks French  
and Spanish languages

Nation's Newest Debutantes

## **'BLACK XMAS' BRINGS NEW UNITY;**

While most of the nation was going about business as usual in spite of the past year filled with tragedy and strife, Negro residents of Jackson, Miss., celebrated a "Black Christmas" in memory of the assassination of NAACP leader Medgar Evers and President Kennedy.

"It was really a black Christmas . . . I didn't see any decorations or lights anywhere. And of course, our selective buying campaign is continuing," said Mrs. Myrlie Evers quietly in her home where she remains with her three children. "Some people were thoughtful enough to send cards or call," the slim, dark-haired widow said softly.

Mrs. Evers said all of her children cried for their father at one time or the other during the holidays. The oldest son, Darryl Kenyetta, recalled that last Christmas he and his father played with a new football he had gotten. This year, the youngest child, James Van Dyke, asked "where is daddy's present?" The widow had ordered a dozen roses and placed them under her late husband's picture. "I told him that was his father's present."

Declaring that the **Christmas boycott** and blackout appeared to have brought a new spirit of unity to the community, Mrs. Evers said: "You should have been here . . . You would have been surprised at the children who did not want Christmas trees and the other material things we have been using to symbolize Christmas."

Business was so slow, the city's annual Christmas parade was canceled, two firms went out of business, several closed and the mayor, Allen Thompson, made speeches begging Negroes to start shopping again.

Thompson added insult to injury by offering "segregated prizes" for Christmas decorations to spur shopping.

As a result of the black Christmas, Negro residents have a new sense of determination to continue the selective buying campaign until complete respect and human dignity come.

Although the city has quietly taken down Jim Crow



**WCHB Queen:** Hosting lavish champagne party for Detroit radio station WCHB's new women's director in the Book Casino of the Sheraton Cadillac Hotel, Dr. Haley Bell, co-owner and president, and Frank Seymour, general manager, pose with station's new queen Martha Steinberg.

### **Group Urges Boycott Of Christmas, Cadillac Cars**

A nation-wide "Christmas boycott" against all merchants, and Cadillac cars was urged in a series of resolutions announced by the Grass Roots Leadership Conference formed in Detroit by representatives of nine all-Negro organizations from 11 major cities in eight states. The group also announced support of segregated school boycotts, endorsed the Freedom Now Party and the principle of self-defense and objected to the "persecution" of Robert Williams and Mae Mallory, former North Carolina NAACP leaders who fled the state. Reginald Wilson, chairman, said the Cadillac boycott stemmed from a Cleveland auto dealer's statement that "no Negro was qualified to sell a Cadillac."

### **Negro Lawyer Defends Playboy Magazine Publisher**

Hugh Hefner, publisher of Playboy magazine, began trial in Chicago on obscenity charges arising from nude photographs of actress Jayne Mansfield in the June issue. The city alleges Jane's naked and near-naked poses with a male companion, are not art. But Hefner's attorney, William R. Ming Jr., seeks to prove otherwise.

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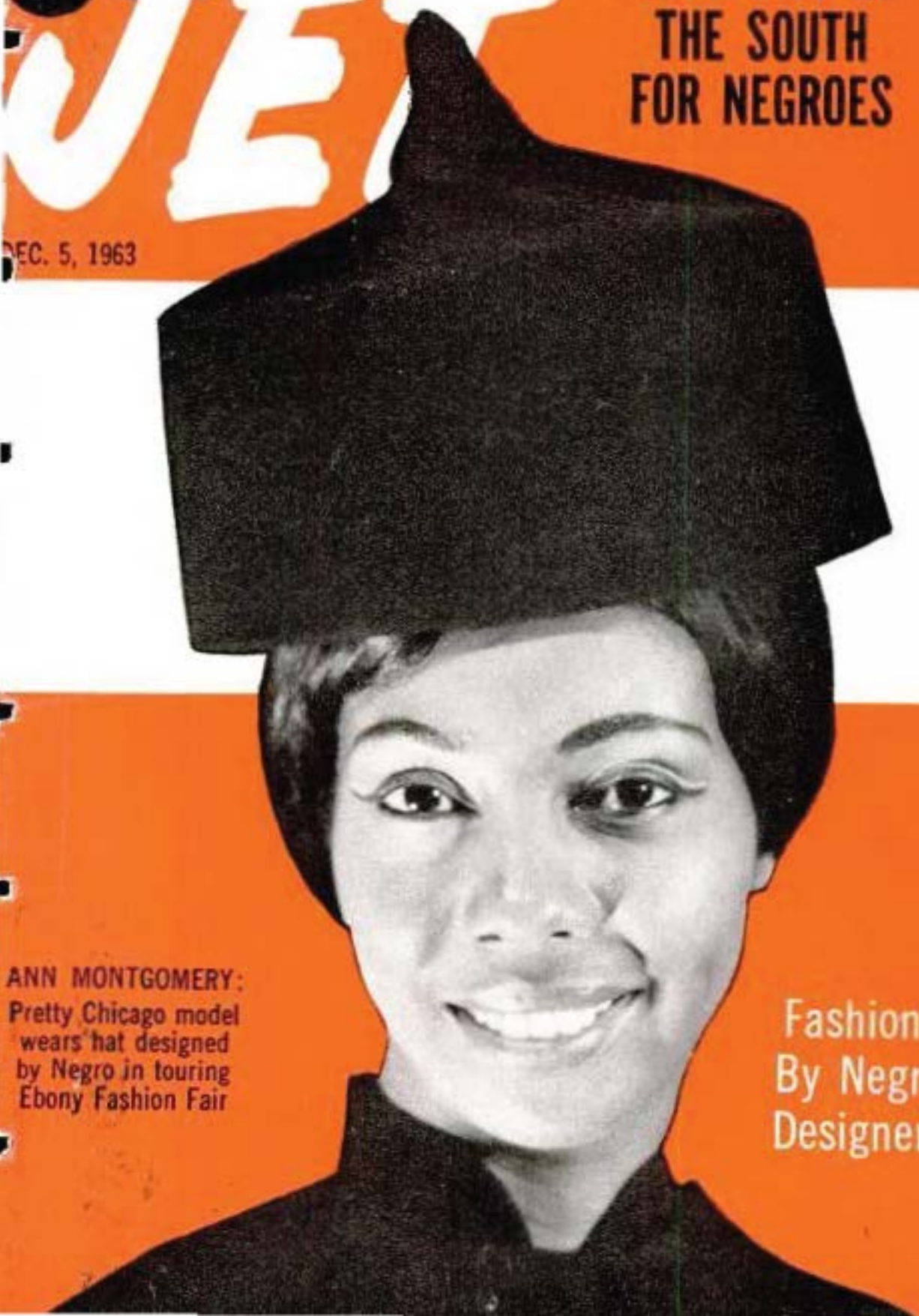
# JET

BEST CITY IN  
THE SOUTH  
FOR NEGROES

DEC. 5, 1963

**ANN MONTGOMERY:**  
Pretty Chicago model  
wears hat designed  
by Negro in touring  
Ebony Fashion Fair

Fashions  
By Negro  
Designers



# WORDS OF THE WEEK

**James Baldwin**, urging support for a **Christmas boycott**: *"To the sellers of trees and trains and pins and pianos, we urge you to understand and to pledge with us that this Christmas shall come from our hearts and minds, not from our pocketbooks . . ."*

**Roy Wilkins**, NAACP executive secretary, at the annual Freedom House awards dinner in New York: *"Quite properly, the perceptive among us point the finger at the vocal vermin, the poison pen 'patriots,' the suave salesmen of superiority, the analyzing anesthetists and the hawkers of hate. These people, not the miserable (Lee H.) Oswald, slew John Fitzgerald Kennedy."*

**King Purcell**, Detroit, explaining to a judge why he became intoxicated before he was fined \$15 or 30 days in jail: *"Well, you see I have a problem. I buried my wife two months ago. When a man lives with his wife 25 years and she dies, it is hard to snap her out of your mind."*

**Leroy Collins**, former Florida governor, and now president of the National Association of Broadcasters, urging Southerners to reject extremists as the South's spokesmen: *"Tell the bloody-shirt wavers to climb down off the buckboards of bigotry."*

**Harry Golden**, famous Jewish wit, commenting on Barry Goldwater, possible presidential nominee: *"I have always thought that if a Jew ever became President, he would turn out to be an Episcopalian."*



*Mrs. Evers*

**Mrs. Medgar Evers**, widow of the martyred Mississippi NAACP leader, comparing her husband's murder with that of President Kennedy's: *"The men who pulled these triggers seemed to forget that you can kill a man, but you cannot kill an idea."*

# JET

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## NATIONAL REPORT

### Powell Calls For Big 8 To Guide Negroes

In a Washington meeting with representatives of 45 national Negro organizations, Harlem Rep. Adam C. Powell called for a new "big eight" to guide Negroes. Powell urged that heads of the National Assn. of Colored Women's clubs and the National Council of Negro Women be included in the leadership elite. Powell claimed that a present big six, including NAACP, SCLC, SNCC, CORE, Urban League and the American Negro Labor Council "cannot adequately involve the members of the organizations represented by more than 50 national groups. He said some 90 per cent or 12 million Negroes in the country had not been reached by the black revolution. At the special "summit meet" Powell urged consideration on support of civil rights legislation in Congress and a **Christmas boycott** which could include sale of a special card to be published and sold in memory of Birmingham victims.

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