

May 2018

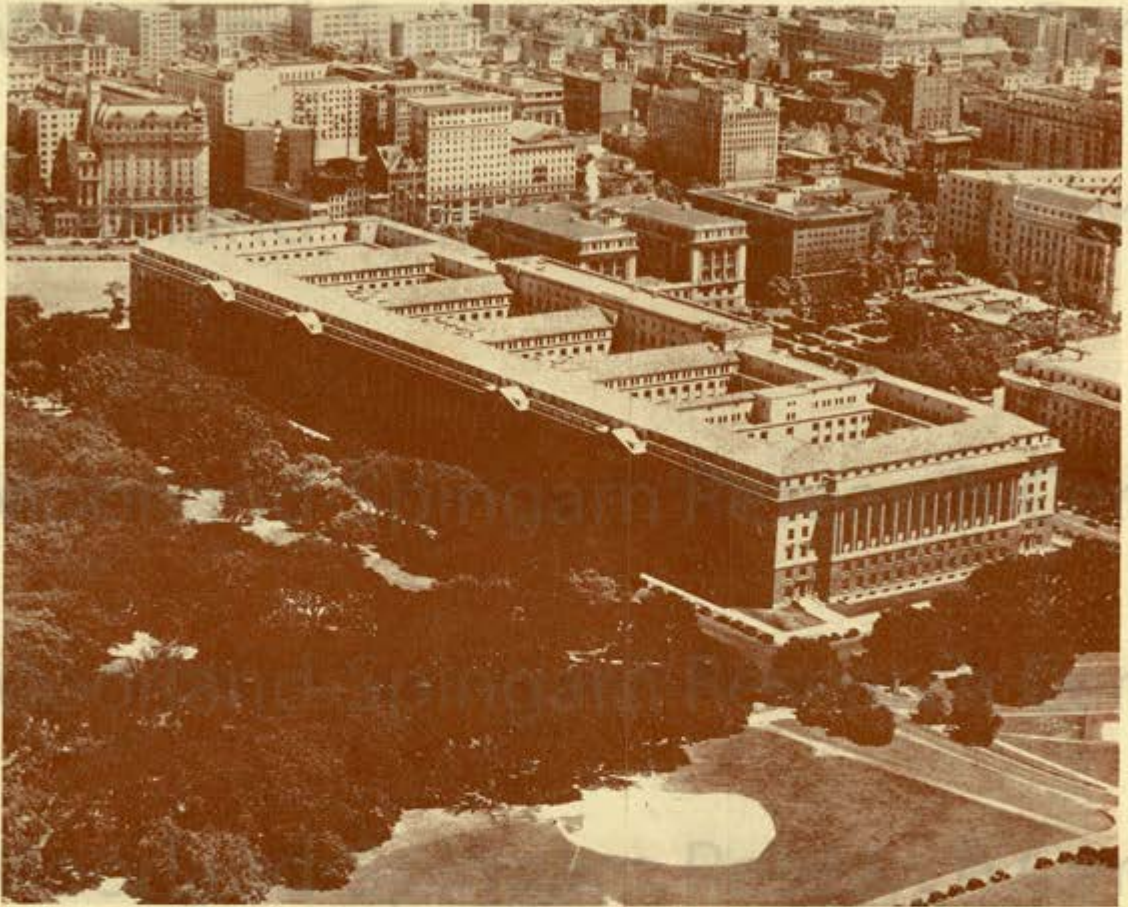
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U. S. DEPARTMENT OF COMMERCE ● WASHINGTON

5th Conference on
The Negro in Business



FRIDAY, APRIL 14, 1950, 10 A. M. to 5 P. M.

Third Session

Subject: THE NEGRO MARKET—FOREIGN AND DOMESTIC—
ITS POTENTIALITIES

The importance of market information and research; an evaluation of Negro market surveys and Federal Government sources of Negro market data, will be outlined by market analysts and instructors.

SATURDAY, APRIL 15, 1950, 10 A. M.

Fourth Session

Subject: THE NEGRO AS A PRODUCER

This session will be confined to an informal discussion of the Negro's adventure in the fields of manufacturing and production.

BUSINESS DISPLAY EXHIBIT

As a supplement to the Saturday session, the main lobby and foyer of the Department of Commerce will be reserved for the public display of all products, materials or commodities; manufactured, produced or created by Negroes. Feature displays consist of scientific discoveries of Negro scientists now employed in laboratories of American industries; the Lasting Shoe Machine model invented by Jan E. Matzeliger; almanacs for the years 1792-1800, produced by Benjamin Banneker, along with congratulatory letters from Thomas Jefferson and other statesmen; scientific creations of George Washington Carver and productions of the Liberian and Haitian Republics.

Special Notices:

All sessions will be held in the Commerce Department auditorium and are open to the public.

Registration of visitors and delegates, Thursday, April 13, 9 to 10 A. M., in the foyer of the auditorium.

The annual meeting of the National Business Education League will be held at Howard University, April 11-12. Conference delegates are invited to the Wednesday session of the League on "Business Careers for Youths."

Reservations for accommodations should be made immediately to W. Spurgeon Burke, Manager, Slowe and Carver Halls, Third and You Streets, NW., Washington, D. C., telephone North 7000; and Miss Harriet L. Young, Director Midway Hall, Langston Dormitories, 24th Street and Oklahoma Avenue, NE., telephone Trinidad 8400.

Further information is available at the office of the Adviser on Negro Affairs, Room 5423, telephone Sterling 9200, Extension 2967, U. S. Department of Commerce, Washington, D. C.



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*Director, The Associated
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RUTH J. JACKSON
*Chairman, South
Congressional
Birmingham*



IN LANCASTER
Negro Affairs
Department of Commerce



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THE U. S. DEPARTMENT OF COMMERCE
PRESENTS THE

5th Conference on
The Negro in Business

COMMERCE DEPARTMENT AUDITORIUM

April 13 - 14 - 15, 1950

OFFICIAL IN CHARGE: EMMER MARTIN LANCASTER
ADVISER ON NEGRO AFFAIRS

THURSDAY, APRIL 13, 1950, 10 A. M.

First Session

Subject: BUSINESS EDUCATION

The cooperative extension service with colleges and universities, administered by the Office of Small Business, will be explained by specialists of the Department of Commerce.

THURSDAY, APRIL 13, 1950, 2 P. M.

Second Session

Subject: SMALL-SCALE RETAILING

The basic functions of small-scale retailing will be discussed by retail specialists. Part of this session will be devoted to the presentation of program and plans for the 50th Anniversary Observance of the National Negro Business League.

THURSDAY, APRIL 13, 1950, 8 P. M.

Public Mass Meeting

Principal Speaker: Hon. Charles Sawyer, Secretary of Commerce

Music: United States Maritime Commission Band