This is a revised version of a 1969 bibliography dealing with the characteristics of the market system serving low-income consumers, with programs designed to improve the market system and with problems in low-income marketing. This version contains 326 classified, annotated entries. The bibliography covers the following major areas: (1) characteristics and buying practices of low-income consumers, (2) characteristics and practices of commercial enterprises which serve low-income consumers, (3) conflicts and problems in low-income markets, and (5) programs and potential solutions for solving the problems. Another major area includes miscellaneous entries. Each section is cross-referenced. (Author/AM)
Contains 326 entries dealing with the characteristics of the market system serving low-income consumers, with programs designed to improve the market system and problems in low-income marketing.
MARKETING and the LOW INCOME CONSUMER

U.S. DEPARTMENT OF COMMERCE
Maurice H. Stans, Secretary
James T. Lynn, Under Secretary
Robert McLellan, Assistant Secretary for Domestic and International Business

BUREAU OF DOMESTIC COMMERCE
Hudson B. Drake
Deputy Assistant Secretary and Director, Bureau of Domestic Commerce

The need for information on the general subject of marketing and low-income consumers became apparent in the early work of the Task Force on Marketing and the Low-Income Consumer (originally named the Task Force on Commercial Services to Low-Income Urban Areas), established by the Secretary of Commerce's National Marketing Advisory Committee. Accordingly, a Clearinghouse was established at the University of Minnesota in early 1968. Interested parties contributed references to the Clearinghouse, and from these many contributions five separate bibliographies were prepared for limited distribution.

Since the need for facts about marketing and low-income consumers proved to be so extensive, the United States Department of Commerce arranged for the consolidation and annotation of a single bibliography containing the most important materials available. The first bibliography, Bibliography on Marketing to Low-Income Consumers, published in January, 1969, contained 236 separate entries which were classified into five major sections. The test for inclusion was whether or not the reference dealt with some aspect of marketing and low-income consumers.

The Revised Bibliography, Marketing and the Low-Income Consumer, contains 326 entries, classified the same way as those in the original bibliography. Included are materials dealing with the characteristics of the market system serving low-income consumers and with programs designed to improve the market system. Problems encountered in low-income marketing are also included.

Some materials have been excluded because the editors could not find complete references; and, undoubtedly, there have also been accidental omissions. For these omissions and for errors in the bibliography, the editors accept responsibility.

The Department, Dr. Robert J. Holloway and the NMAC Task Force have agreed to transfer the Clearinghouse from the University of Minnesota to the Small Business Guidance and Development Center, School of Business and Public Administration, Howard University, Washington, D.C. The materials collected by the Clearinghouse are of equal interest to those using ACCESSIONS, the Center's free monthly publication.

Those who have appropriate material are urged to send them to Librarian, Business Library, School of Business and Public Administration, Howard University, Washington, D.C. 20061. The Center will annotate such materials in ACCESSIONS and in future editions of the Center's bibliography.
It is the expressed hope of the Task Force that Universities throughout the country will use these Bibliographies and ACCESSIONS to build their own libraries on this important subject matter.

Graduate students at the University of Minnesota were responsible for preparing most of the entries. These students were: Richard K. Allendorf, James W. Cagley, Amin F. Eldirghami, Robert N. Fiske and Hugh Willems. Mary Jo Loso typed the entire manuscript. The publication of this Bibliography was coordinated in the Marketing and Consumer-Affairs Division, Office of Domestic Business Policy, Bureau of Domestic Commerce, U.S. Department of Commerce. To these persons, to the NMAC Task Force Members, and to all those who contributed reference items and in other ways encouraged the project; we express our appreciation.

EDITORS:
Robert J. Holloway, University of Minnesota
Frederick D. Sturdivant, University of Texas

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<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
</tr>
<tr>
<td><strong>Pages</strong></td>
</tr>
<tr>
<td>A. Characteristics and Buying Practices of Low-Income Consumers</td>
</tr>
<tr>
<td>Items 1 - 153</td>
</tr>
<tr>
<td>Cross References</td>
</tr>
<tr>
<td>B. Characteristics and Practices of Commercial Enterprises Which Serve Low-Income Consumers</td>
</tr>
<tr>
<td>Items 154 - 206</td>
</tr>
<tr>
<td>Cross References</td>
</tr>
<tr>
<td>C. Conflicts and Problems in Low-Income Markets</td>
</tr>
<tr>
<td>Items 207 - 238</td>
</tr>
<tr>
<td>Cross References</td>
</tr>
<tr>
<td>D. Solving the Problems - Programs and Potential Solutions</td>
</tr>
<tr>
<td>Items 239 - 316</td>
</tr>
<tr>
<td>Cross References</td>
</tr>
<tr>
<td>E. Miscellaneous Entries</td>
</tr>
<tr>
<td>Items 317 - 326</td>
</tr>
</tbody>
</table>

**NOTE:** Items marked "GPO" are available through the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, or from Field Offices of the United States Department of Commerce. Some of the Government publications may also be available for reference at depository libraries of the Superintendent of Documents.

*All starred items are new entries to this Bibliography.*
A. Characteristics and Buying Practices of Low-Income Consumers


   Special article summarizing the opinion of marketing specialists, advertisers, and publishers on effective selling appeal to the Negro consumer market. Considers Negro-media ads, Negro models, and conventional advertising appeals as the least effective approaches to the Negro market. Regards as the most profitable approaches, direct contacts and closer working relations with churches, civil rights groups, and community leaders.


   Defines and analyzes the distinguishing features of the Negro market in comparison with the mass market. Lists the principal Negro-appeal radio stations in the U.S. with the number and percent of weekly broadcast hours of programming directed at Negroes. Estimates the number of Negro-appeal radio outlets at 500 and advertising expenditures at $25 million annually. Notes changes in the "all-white" complexion of major T, V. advertisers.


   An analysis of anthropological, cultural, social economic, legal, political, educational, and spiritual aspects of Negro minority.


   An historical appraisal (brought up to date) of the directions in which Negroes are moving in American society; some predictions as to future trends.


   Emphasis on the research aspects of the poverty problem. Summarizes some research results from a marketing viewpoint.

The point of departure is the recognition that ethnicity is a permanent quality of the American society, particularly the cities.


A brief account of projected estimates of Negro furnishing purchases.


Evaluation of the nature of the Negro market comparison with the urban white market.


This book traces the Old World heritage of the Negro family and the impact of social forces on it in the New World.


The article points out that Negroes may not have a compulsive need to buy prestige labels, bigger cars, etc., as is often assumed by many marketers.


Consumer-goods companies will be increasingly confronted with boycott threats as Negroes move to the the economic power they have.

A double-length issue dealing with the Negro in America. Four articles deal with marketing problems specifically.


Report on the application of Q-sort methodology to some problem relating to reference group theory and relative deprivation in the study of black and white housewives.


Estimates of the cost of a "modest but adequate" standard of living for a man age 65 or over and his wife (living in rented housing), at autumn 1959 prices, in 20 large cities and their suburbs. Includes a detailed list of goods and services considered necessary for retired couples to maintain the specified living standard as determined by levels of living actually achieved in the 1950's; and describes how this representative list was developed and priced.


Contains estimates of the cost of a "modest but adequate" standard of living for a couple age 65 or older, at March 1946 and June 1947 prices, in eight large cities. (Concepts and techniques used to compile this budget were the same as those employed in developing the original BLS City Worker's Budget.)


A summary report on "The BLS Interim Budget for a Retired Couple." Includes a discussion of various conceptual problems encountered in developing normative living cost estimates for a retired couple, and some of the limitations of this particular budget for the multitude of purposes for which budgets for older persons and families are needed.
17. **BURGEONING MIDDLE CLASS BOOSTING NEGRO BUYING POWER.**

Study pinpoints how Negro spending patterns differ from those of white consumer units and examines future growth of Negro market segment.


An analysis of the relationship over time between actual levels of living in the United States and goals or standards of living which have been accepted in different historical periods and for different purposes; and a discussion of the implications in this relationship for present-day concepts of income adequacy.

19. **CHANGING PATTERNS IN EMPLOYMENT OF NON-WHITE WORKERS.**

Occupational breakdown in numbers and percentages of white and non-white between 1955-1965.


Brief overview of salient characteristics of low-income consumers.


A report presents summary statistics on families in March 1966 residing in "poverty areas" within standard metropolitan statistical areas (SMSA's) with 1960 population of 250,000 or more. These families are white (57.9%) and non-white (42.1%); headed by a male (79.9%), an unemployed person, and semi-skilled or unskilled workers; and containing large number of children under 18 years old.

This Bulletin attempts to estimate how much it costs a person to live depending on age, sex, type of family, and the standard of living to which the family aspires.


Variations in clothing expenditures according to income, place of residence, and family size. Data are in dollar amounts and percentages of total expenditures.


A number of brochures are available which give direction to ghetto dwellers on such subjects as Credit Unions, Home Food Production, and many more.


Poverty indicators by county and city for the United States.


A paper presented at the American Marketing Association Conference, Cincinnati, Ohio. Racial analysis of food purchasing patterns among low-income families illustrates consequential differences between Negro and white shoppers.

This comprehensive study of food shoppers has an especially relevant profile of the Negro shopper.


Summary data of family income and expenditures of low-income families.


Table 78 on page 8 of this supplement contains a statistical summary of expenditures, income, and savings of all Negro and white, urban and rural, families and single consumers in the United States for 1961.


An entire series with supplements is available comparing family size, age, occupation, and education of head; race and secondary characteristics with yearly expenditures.


Deals with trends in consumer income since 1959-1960, the structure of poor families, the poverty gap. Gives definitions and explanations— and source and reliability of estimates. Also contains several detailed tables with census figures broken down by various demographic characteristics. These are current population reports.
A comprehensive study of the differences, distinctions, and dissimilarities between white and Negro consumers. Part 1 contains extensive coverage and analysis of various media appeals, advertising programs, and the behavior of Negroes and whites as consumers. Part 2 presents an "integrated marketing program" most responsive to the Negro consumer. Separate media marketing techniques are regarded as illusory rather than factual.

This article is an integrated summary of research findings on consumer practices of the poor conducted by economists and behavioral scientists. It covers mainly how money is spent, shopping behavior, and methods of payments of the poor.

Differences in consumption behavior associated with race and income. Background information within an analytical framework.

Broad trends since 1950 in the income, spending, and saving of urban families as a whole are analyzed in Part I.

Variations in 1960-61 consumption patterns of urban families grouped by income and other characteristics are examined in this second part.


A diagnosis of our ghetto problems, their social consequences, and what Americans must do to deal with them.


Advice for advertisers to key their media expenditures to the "distinctive" Negro market.


This is a preliminary report of a series which will cover average nutritive value of food used at home, percentages of households reaching specified levels of each nutrient, the nutrient contribution of selected groups of foods, and the average quantity, money value, and percentage of households using selected foods arranged in nutritionally meaningful groups.


This is an interim description of the poor by age, sex, and location, based upon the March 1965, national population survey by the U.S. Bureau of the Census of families and unrelated individuals at all income levels.

This economic treatise is needed in the author's opinion to narrow down the scope of our thinking and provide a consistent criteria in evaluating success.


A study of the Negro market with tabular presentations covering the decennial census period 1950-60. Analyzes comparative changes in the patterns of consumer expenditures and structure of employment and income of the Negro-white population in the U.S. Discusses shifting patterns of outlays by Negro families for housing, education, personal care, purchase of automobiles, and consumption of alcoholic beverages.


The author develops a theory of discrimination in the market place that supplements the psychologists' sociologists' analysis with an analysis of economic consequences.


This book presents an economic analysis of poverty in the U.S. It does not deal specifically with the low-income consumer, but does provide a useful framework for analysis and a good bibliography.

47. THE EFFECT OF CULTURAL INFLUENCES ON THE MEXICAN-AMERICAN CONSUMERS. Richard B. Wald. San Jose State College, School of Business Administration, San Jose, California 95114.

A comparative study of the buyer behavior of Mexican-Americans, clarifying cultural differences existing between Mexican-Americans and non-Mexican-Americans.

49. EFFECTS OF INCOME UPON SHOPPING ATTITUDES AND FRUSTRATIONS.
   The consumer becomes a more discriminating and particular (mature) shopper as average income increases. The maturity makes it necessary for manufacturers and retailers to determine precisely what the consumer needs and wants which in effect brings more satisfaction to the consumer.


   Empirical study that refutes the theory that at any given income level, Negroes spend less on consumption than whites.

   This report presents a tabulation and analysis of expenditure data for evaluating the level and standard of living of various groups in the population—especially the poor.


A report on the development of a method to measure group reactions to advertising and mass media concepts.


This study, conducted in 1967 in Burnett and Forest Counties, attempts to show the present situation of residents of the area, the attitudes of these residents toward some of the federal and state agencies working in their counties, and their analyses of the problems, prospects and people of their counties.


Results of a food consumption survey of a selected group of beneficiaries of Old-Age, Survivors, and Disability Insurance. Analysis of factors affecting dietary adequacy includes expenditures for food.


First of the series on food consumption. Reports quantity, money value, and percentage of households using major groups, subgroups, and individual items of food. All tables by income groups. Separate tables for rural farm, rural non-farm, and urban families. Forthcoming reports will report all data by regions.
Some thoughts and ideas about advertising to black Americans.


An annotated bibliography of selected articles and marketing studies which deal with Negro marketing. Also, a statistical summary of population, consumption, and income characteristics presented. Finally, the guide includes a directory of National Negro Business Associations and Negro newspapers, and national magazines.


Report on a study examining the concentration of Negro population groups, their levels of income, purchasing power and product consumption patterns in order to determine the potential of the market place for sales and profits.


Urges the use of Negro-oriented media to reach the Negro consumer. Shows, in graphic form, Negro buying power, location and size of Negro markets, consumption of food products by Negro families, and concentration of Negro customers in central cities. Discusses brand preferences of Negro consumers and illustrates various successful techniques and approaches to the Negro market.


Marketing consultant D. Parke Gibson suggests steps grocery manufacturers can take to expand sales in this growing market segment.


Analysis of the condition of South Dakota's Indians and the impact of their poverty on the state. Effects of their poverty on marketing systems within the reservation.

Summarizes findings of A Survey of Brand Preferences Among Chicago Negroes and White Families conducted by John S. Wright and Carl M. Larson. Included tables show high brand loyalty among Negro families.


An analysis of the effects on food budget cost estimates of using for all cities a single set of weights representing urban U.S. food patterns, or different weights for each city reflecting the food preferences of the region in which the city is located. Also presents a discussion of the conceptual implications of varying the weights in place-to-place comparison of family living costs.


Estimates of the cost of a "modest but adequate" standard of living for a husband, wife, and two children (living in rented housing), at autumn 1959 prices, in 20 large cities and their suburbs (Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Houston, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Oregon, St. Louis, San Francisco, Scranton, Seattle, and Washington, D.C.). Includes a detailed list of the goods and services considered necessary by four-person families to maintain the specified living standard as determined by levels of living actually achieved in the 1950's, and describes how this representative list was developed and priced.


Watts computed a poverty scale for rural-urban differentials in the poverty thresholds.


This report gives perspective to the consumer activities of the poor. Some comprehensive tables of expenditures and consumer characteristics included.

A collection of papers on the urban Negro. The purpose of the author is to focus on various parameters of the urban community as sources of change among Negroes, and on Negroes in cities as a stimulus for change within the urban scene.

71.  


Census Bureau reports a rise in the economic status of Negroes, although their median incomes and level of education still are below those of whites.


Results of studies of low-income consumers. General data, retail strategy, consumer aspirations.


A study of the social, cultural, and psychological aspects of poverty. Contains a separate section dealing with consumer practices of the poor. Good bibliography with each section.


This book represents a full-scale effort to view the totality of problems to institutional poverty in the United States and the underdeveloped world, and to see them within the context of the Cold War and the role of the United States as a world power.
MAPS OF MAJOR CONCENTRATIONS OF POVERTY IN STANDARD
METROPOLITAN STATISTICAL AREAS OF 250,000 OR MORE POPULATION
1966. Prepared for the Office of Economic Opportunity by the U.S. Bur. of the
Census in 1966 from 1960 data. Very limited distribution. Available in most
Public Libraries and Libraries of Universities.

These maps were prepared from the 1960 census to delineate concentrated
areas of poverty in Standard Metropolitan Statistical Areas of 250,000 or more.

THE MARKETING DILEMMA OF NEGROES. Raymond A. Bauer,
Scott M. Cunningham, and Lawrence H. Wortzel. Journal of Marketing, Vol. 29,
Ill. 60601

A study based on a dozen surveys, both local and national, depicting the
behavior of the Negro in the marketplace. Compares spending habits of Negroes
with those of whites.

MARKETING TO THE NEGRO CONSUMER. Sales Management Magazine,
New York, N. Y. 10017:

Analysis of the scope, size, and quality of the Negro market. Selected
metropolitan areas included.

THE METROPOLITAN ENIGMA: INQUIRIES INTO THE NATURE AND
DIMENSIONS OF AMERICA'S "URBAN CRISIS." James P. Wilson, ed. 1967.
Chamber of Commerce of the United States, 1615 H. St., N. W., Washington, D. C.
20006. 338 p. $5.00.

A list of selected writings by various authors who have outlined and
explored some commonly held assumptions about cities and the forces shaping
their future.

MORE ABOUT THE POOR IN 1964. Mollie Orshansky. Social Security
Administration, Publications Staff, HEW-South Building, Washington, D. C. 20201.
(out of print)

This article offers highlights about the poor in 1964. It covers the
graphy of poverty, the profile of poverty, and the sources of income of the poor.
80. **THE MOST FOR THEIR MONEY**. 1965. Panel on Consumer Education for Persons with Limited Incomes. President's Committee on Consumer Interest. (out of print)

Report of the Committee with observations on consumer education.


Reviews progress of research into nature of "the Negro market," and presents evidence of need for research which differentiates between socio-economic and market characteristics of low-income Negro and white consumers.


Report of research carried on among low-income residents of the Twin Cities. Author used a combination of research techniques in an effort to get at aspirations. (summary included in Item 57)


In-depth data measuring all segments of the market.


Scholars reflect on the Negro problem in the civil rights struggle.


Both parametric and non-parametric tests show that Negroes do, in fact, tend to buy more expensive and larger automobiles than comparable income whites. This tendency, however, does not appear to be explained by the upward mobility hypothesis.

Negro purchasing patterns, attitudes, and motivations. Questions on communications research.


Increased spending power of the Negro consumer. Regards the Negro consumer as separate and distinct from the mass consumer.


Special article dealing with the Negro consumer market, its size, scope, and growth.


Special report of the Negro consumer covering credit status, population growth and income, and special advertising techniques designed to reach the Negro market. Presents a variety of opinions as to the existence of a "Negro market" as such. Considers geographical grouping and specialized merchandising techniques as definite factors. Summarizes the opinions of distributors, store owners, and managers regarding employment of Negro sales personnel and the marketing effectiveness of Negro-oriented media.


Summary report by radio executives regarding Negro-white differences in food purchases and spending traits. Major conclusions: Negroes are more brand conscious than whites; Negroes spend more of their income on bulk "casserole" items; Negroes spend more, proportionately, on luxury items in food and hard merchandise lines. The article summarizes case histories showing the power of Negro-oriented radio stations.

Some facts relative to social and economic conditions of the Negro worker.


A general assessment of the Negro market. Negroes do buy differently than whites, and not just because of their economic status. Consumption and income comparisons, etc.


Current happenings in the Negro market. Approaches to the Negro market. White customers and Negro patronage.


Description of the Negro market with respect to population, population percentages, and rising income.


A summary of the traits which set the Negro market apart from the general mass market.


Special report of U. S. markets and world markets for 1962 in sections. (1) Total U. S. market; (2) Geographic markets; (3) Special Interest markets; (4) Business-Industry market; (5) International market. Includes an analysis of the special Negro market--its scope, size, and potential growth. Lists publications and marketing research firms which furnish current information on the Negro consumer market.
97. **THE NEGRO MARKET: 23 MILLION DEEP AND $30 BILLION WIDE.**

   This article makes the point that the Negro market is large, volatile, and a potential opportunity for companies willing to make a concentrated effort to reach the market. It gives opinions on brand loyalty, new product acceptance, and compares Negro store sales with "white" store sales in the grocery area.

98. **THE NEGRO MARKETING POWER.** *Dun's Review and Modern Industry, Vol. 82, November 1963, p. 61. Dun's Review and Modern Industry, 300 West Adams St., Chicago, Ill. 60606. $5.00.*

   An appraisal of the force and effect of Negro consumers in the market place. Comments on brand consciousness of Negro consumers and distinctive buying tastes of Negro women shoppers. Regards radio commercials and advertising in Negro media as strong marketing influences.


100. **NEGRO RETAIL SHOPPING AND CREDIT BEHAVIOR.** Keith K. Cox, James E. Stafford, and James Higginbotham. Unpublished manuscript.

   This article is about 1) the nature of the "Negro Market," 2) differences and similarities between Negroes and Whites in their shopping and credit behavior, and 3) implications and recommendations to retailers.


   What Negroes want, why and how they are fighting; whom they support; what whites think of them and their demands.

102. **NEGRO-WHITE DIFFERENCES IN GEOGRAPHIC MOBILITY, 1964.**

   Analytical study of the differences between the white and Negro population with respect to geographic mobility patterns and demographic characteristics.

A comprehensive study of the Negroes in the United States. It covers the topics of Negro population, employment, income, and effects of selected Federal programs on employment. A long bibliography (192 items) and a large number of background statistical tables are provided.


This unpublished M. B. A. thesis treats the motivation of Negro consumers.


Argues for the implementation of a Federal government program to reduce poverty.


Examination of Negro consumers and illustrations of attempts to reach these consumers via various media.


The Commission reviews the nature of poverty in the U.S., evaluates the existing programs, and makes recommendations to government and private business.


The attitude about the poor has changed from viewing poverty as the natural punishment from idleness and folly to considering such damaging assault on the recipients of welfare as an assault against the whole society and economy.


Measuring poverty is a difficult task because it lies in the eye of the beholder. The concept has to be limited by the purpose. The author discusses the existing and suggests methods of measuring poverty.


The author identifies two major problems when reporting facts about the poor. First, they are viewed out of context. Second, they are partially oversimplified. This article presents two examples that explain these two problems.


Series of essays dealing with poverty, including two essays concerned with consumer habits of the poor.


A descriptive report of the poverty conditions in Minneapolis, Minnesota contained in a series for one week.

The author expands on the theme that reduction in poverty hinges on attainment of other economic goals, and involves economic costs.


The Journal is given to a review of a consumer credit workshop. Pages 33–36 review some credit problems of the poor, and the articles contained throughout the Journal may provide ideas in how to aid the poor to better use credit facilities.


Race psychology; Negroes - moral and social conditions; U.S. - race question.


Results of the survey of inner-city residents of Washington, D.C. Covers characteristics, problems, and attitudes in inner-city area. Includes 74 questions with responses and 330 tables.


Study of Chicago Negro market to determine any differences that might exist in brand preferences for selected products for Negro families as compared to the white families.
RACIAL DIFFERENCES IN CONSUMPTION PATTERNS. Marcus Alexis. Business News Notes, No. 50, September 1960, pp. 1-4. School of Business Administration, University of Minnesota, Minneapolis, Minn. 55455.

Attention is focused on differences in the expenditure patterns of Negro and white consumers for food, housing, clothing, house furnishings, recreation, medical care, and transportation.


Authors present evidence on shopping behavior which indicates that Negro and white shopping behavior is very similar at upper income levels, but is different at lower levels of income.


Study reports that not all whites react similarly to advertisements which include Negro and both Negro and white principals.


The article argues that the Negro and members of other minority groups may use another decision rule than maximalization of income when selecting a career path.


The value of using a segregated vs. a general medium in trying to communicate with a Negro customer. Author suggests using a typical newspaper for general products and for special products a segregated paper.

Updates previous publications on social and economic conditions of Negroes.


Examination of the inner-city consumer legal problems. Laws and issues. Suggestions for government and business programs.


Critical discussion of legal remedies and enforcement procedures available through private, state, and federal actions.


The Commission explains what has happened to our riot torn nation in terms which call for immediate action to implement their recommendations.


A supplement to the "Kerner" report. Includes a chapter on black and white attitudes relative to stores and merchants. Data on retailers also included.


A statistical analysis of income distribution based on United States Census information. Although consumption habits of the poor are not examined, there is extensive discussion of the economic environment of the poor.
131.  **RIVERS OF BLOOD, YEARS OF DARKNESS.** Robert Conot.  
497 p.  95¢.

A review of the 1965 Los Angeles riot, based on interviews and examinations of documents.


A good three-page summary of *The People Left Behind,* the report of the National Advisory Commission on Rural Poverty.


This is a statistical report about the social and economic condition of the Negro population in the U.S.


Philosophical and empirical reasoning lead the author to develop a theory of lower-class behavior.  The essence of the theory is that economic deprivation leads to physical deprivation and socio-cultural deprivation and on to economic disorders.  See especially the material by Roach.

A sample of 1,335 whites and 211 Negroes were interviewed in Houston, Texas. For the five product categories evaluated—food, soft drinks, liquor, personal hygiene, and major home appliances, variations in consumption were found between Negroes and whites. A substantial portion of these differences were explainable in terms of income or sociodemographic variables than by purely "racial" differences.


Points out necessity of considering race as a consumption variable.


This issue focuses on the blight of the inner city, the mood of its residents, the upgrading of the Negro in our society, and the responsibilities of business to it all.

139. STUDIES IN THE NEGRO MARKET. Raymond A. Bauer and Scott M. Cunningham. Marketing Science Institute, 1033 Massachusetts Avenue, Cambridge, Massachusetts 02118.

Report on the findings of a series of studies on the Negro Market, exploring distinctive aspects of Negro consumer behavior.


A photographic essay, including interviews with the poor themselves, taken in rural Mississippi, in Appalachia, and in the center of Atlanta, Georgia.

Analysis of surveys made after the major riots of 1967 in Detroit and Newark. Hypotheses are relevant to marketers.


Presents general background and statistical data on the cultures of Puerto Rico and New York, including data on housing, education, income, and patterns of migration.


A survey of attitudes among 437 Detroit Negroes to determine the causes of the July 1967 riot. It contains a table showing how Negroes view the fair dealings of various merchants.


Personal interviews with representative Negro households. Negroes tend to be loyal to national brands.


The author cites relevant facts and suggests ways that companies might work with black communities to profit both the communities and themselves.


Sales promotion for Ebony Magazine.

The Negro wants to be treated the same way other customers are treated. A good image projected by the advertiser is the key to success in cultivating the Negro market. This image is acceptable to Negroes and white people as long as it is believable and conforms to reality.


This article discusses the decline in economic activity in the general Watts area and the frustrations and failure associated with efforts to rebuild the business community.


Lists 76 references to magazines and newspaper articles, also special studies and reports dealing with the scope of the Negro market.


Pupil dilation test used to ascertain possible difference between Negro and white responses to package designs.


Clarifies the concept of poverty among individuals and families, presents estimates of the numbers in each group, and suggests reasons why they are poor.


Empirical study to determine adequacy of various theories of saving behavior.
Describes concepts, definitions, and techniques used in developing the original City Worker's Family Budget for a four-person family, detailed list of goods and services priced, and 1946-47 cost estimates for 34 cities. Also contains an historical survey of family budgets and summary data on State budgets for single women workers.

CROSS REFERENCES

Other Items which relate to (A) Characteristics and Buying Practices of Low-Income Consumers are the following:

160  233
166  238
172  245
186  246
187  304
190  305
210  319
218  321

Late Item


Integrated advertising in five major magazines increased markedly during the past 20 years, and has shifted occupational roles of Negroes from cooks, maids, butlers, etc., to businessmen, students, and consumers.
B. Characteristics and Practices of Commercial Enterprises
Which Serve Low-Income Consumers


An examination of what retailers experienced, both in an outside riot areas, what they learned, what they are doing now, and their expectations for the future.


Assessment of alternative ownership forms of marketing organizations which serve the inner-city areas. Appropriateness of capitalist modes of organization.


Deposited in Joint University Libraries, Nashville, Tenn. and available for inter-library loan, this bibliography on research in low-income areas relates to food distribution.


The author concludes that some businesses were hit because they cheated the people with things sold at a higher price than would be paid for the same item in the suburbs.


An account on the development of black business in various areas. Various examples are given. Business responsibility is stressed.

The article concludes that concerned businessmen should support legislation which will rid the ghetto of fraudulent merchants who jeopardize the businesses of all.


Article about a study showing that there have been some major changes in the stereotyping of Negroes and whites as to occupational status in six general margins from 1949-50 to 1967-68.

CHARACTERISTICS OF RETAILING IN A SLUM. Bert Rosenbloom. (To be completed February, 1970.) Rider College, Trenton, New Jersey 08602.

Report findings of primary research in a slum section of the city of Trenton. The research involves the structure of retailing in the area, as well as the methods and approaches used by the retailers within the section.


This article reports the result of a research study designed by Dr. Grossman, and carried out by students in a class in retail marketing. The purpose of the study was to compare retail food prices in different areas of the Phoenix Metropolitan area with corresponding income levels.


A critique of past riots, their causes and effects, and an enumeration of possible retailer response.
Findings indicate that at present Negro retailers possess a comparative advantage in serving the Negro market.

Research in the North Philadelphia Inner City shows that price differentials, where present, were due to type of store rather than area policy. Three hypotheses were examined in the course of the study.

Examines purchasing patterns of low-income families. Based on a survey in a Philadelphia redevelopment area.

Report presents the results of price surveys in over 300 chain stores, analysis of sales and financial data, and findings of investigational hearings. It also outlines general policy steps to improve food retailing in low-income areas.

Research summarized in this bulletin was intended to analyze objectively food marketing in a low-income area of Columbus.

Speeches given at the American Marketing Association 1968 Denver Conference.


Summarizes talks of the Industrial Appreciation Day at Western Michigan University where several experts in the food industry advocated more involvement by business in ghetto regions.


Part of every dollar spent on mass media goes toward reaching Negroes. And most of that is, according to this article, just money down the drain.


A report that the Negro market is ripe for products catering to its specific needs, especially in the food, cosmetic, game, clothing, and household furnishings lines.
174. HOW NEGRO MODELS AFFECT COMPANY IMAGE. Lester Guest. 
Advertising Research, 3 East 54th St., New York, N. Y. 10022. $2.50.

Advertisers need not be fearful of using Negro models or integrated 
advertising. Study results also refute the suggestions that hostility toward blacks 
exists when whites' status is threatened.

175. INTEGRATED ADVERTISING—WHITE BACKLASH? James E. Stafford 
pp. 15-20. Journal of Advertising Research, 3 East 54th St., New York, N. Y. 
10022. $2.50.

Report on a research study using verbal measures and the pupillometer 
to study integrated ads for an auto and a lipstick. White respondent were found 
to be indifferent to well-conceived integrated advertisements.

176. LET THEM EAT PROMISES: THE POLITICS OF HUNGER IN AMERICA. 
Ave., New York, N. Y. 10017. 75c.

Are food marketers so eagle-eyed for the affluent American that they 
prefer not to notice that others of us may be starving? (Book review)

177. LOS ANGELES RIOT STUDY—THE GHETTO MERCHANT SURVEY. 
Walter J. Raine. Institute of Government and Public Affairs, VoL MR-98, June 1, 
1967, 34 p. University of California, Los Angeles, California 90024. $3.00.

Summary of answers by merchants to questions asked concerning problems 
after the Los Angeles riot of August, 1965.

178. MARKETING TO LOW-INCOME NEIGHBORHOODS: A SYSTEMS APPROACH. 
pp. 18-25. University of Washington Business Review—University of Washington, 
Graduate School of Business Administration, Seattle, Washington 90105. $1.50.

The article offers a systems view of marketing to low-income neighborhoods.
179: MOST CHAINS NOT TAILORING TECHNIQUES TO NEGRO NEEDS.  

180. THE NEGRO AND AMERICAN ADVERTISING. Harold H. Kasarjian. 
The article presents a content analysis of ads that have used Negro models or actors in selected mass circulation magazines over a 20-year period.

Negro-owned financial institutions find white companies competing for their skilled employees and 'captive' market.

Negroes spend $30 billion a year, are loyal customers, and would be a profitable market segment if companies would take the time and effort to cultivate the market.

Article discusses how successful Negro businesses have been historically.

The story of one Negro businessman who first created a market in the ghetto, and then expanded it to the urban white areas.
Progress report of equal opportunity employment policies. Negroes used as sales personnel and public relations specialists.

Increases in both numbers and income make Negroes an important sales target. However, companies differ over whether special approaches are needed to sell them.

A study attempting to determine the difference in awareness created among black consumers when two advertisements, one by an institution patronized primarily by blacks and the other by a firm catering to both races, are presented through a Negro and a general readership newspaper.

This chapter is directed to an analysis of food retailing in poorer urban communities, generally confined to the central city (data on family income from the 1960 census of population).

This article points to the unscrupulous methods used by many merchants in their dealings with the legally naive poor. The author's conclusion is that there is a clear need for legal safeguards to supplement poverty programs.

A study of a group of low-income families in four New York City housing projects. This book discusses buying patterns, price patterns, credit patterns, family finances, problems of the low-income consumer, practices of merchants, and proposals for dealing with the problems.


The research question of the study was, "Is exploitation in the marketplace a function of low income or minority status?" The findings indicate that the disadvantaged are subject to economic exploitation within and beyond the boundaries of the ghetto. However, it was concluded that they pay more in the ghetto.


The author's findings are based on three surveys made by the Bureau of Labor Statistics. The author includes conclusions that poor families get poorer housing for equivalent payment; food prices are higher because small independent stores are common in poor areas; and prices of non-food items for the poor are higher for some and lower for others.


A look into the retail shopping habits of Chicago's poor. Contains contrasts with higher income shoppers, as well as a recommendations section. Analysis of retail structure also included.


An analysis of riots from an insurance point of view.
195. ROLE OF WHITE-OWNED BUSINESSES IN THE INNER CITY. Fred C. Allvine and Alvin D. Star. This paper was prepared for the Inner City Marketing Conference which was held at the State University of Buffalo from June 4-6, 1970. Since this is a Working Paper, it is not to be quoted or reproduced without the authors' permission.

Minority group communities, Retailers and manufacturers. Changes in roles.


The objective of this research was to determine if ghetto dwellers paid more than more affluent nonghetto shoppers for comparable foodstuffs. This study points to the conclusion that the poor do pay more. The degree to which ghetto dwellers pay more, the market basket used to determine relative costs, the reasons for price differentials, and consumer shopping behavior should be considered in evaluating the findings.


Pioneering efforts by cola companies are reflected in market shares. Community work and public relations figure in campaigns which are tailored to the specific market.


A roundup of opinions of supermarket operators in seven cities about the operation of stores in low-income neighborhoods.


No significant differences in prices charged by food stores of similar types and for similar products located in low vs. high income areas were found. However, higher prices are charged by small independent stores which are most common in low-income areas.

The study covered 16 non-food items (clothing, appliances, drug items, services, household supplies, and cigarettes). No consistent differences in prices charged by various types of stores located in low vs. high income areas were found.


This research studied the price structural differences between the center city core areas of large urban centers and the surrounding affluent suburbs.


A brief review of the developments in Watts during the year following the riots of August, 1965. The article stresses the importance of improving the educational and occupational opportunities of the area’s residents.


Report of a study on the increased use in both daytime and prime-time TV commercials of Negroes. The study concludes that portrayal of Negroes in realistic Negro roles is yet to come.


The first study in a broad research program designed to evaluate cooperative services presently provided for low-income farmers, and potential services that may benefit both low-income farmers and cooperatives.

Study of attitudes toward integrated advertisements. Attitudes vary by degree of racial prejudice, and ads with all-Negro or all-white principles may be more effective than integrated ads.


A report on interviews with Negroes and whites in Los Angeles, New York, Chicago, and Cleveland. The article considers the issue of customer relations and withdrawal and isolation of white ghetto merchants.

CROSS REFERENCES

Other items which relate to (B) Characteristics and Practices of Commercial Enterprises Which Serve Low-Income Consumers are the following:

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Late Item


Description of the experiences of black managers in owning and operating ghetto supermarkets and proposed programs to sustain the growth of Black Capitalism while creating an efficient food distribution system for the inner city.
C. Conflicts and Problems in Low-Income Markets


Based on an extensive study of the characteristics of low-income Mexican-American consumers in East Los Angeles and the characteristics and practices of retailing enterprises serving that community. In concluding, the article states that while the challenges facing business are great, there are outstanding opportunities to improve the distribution of goods and services to this important segment of the market.


A study of four Cleveland low-income trading areas. Presents a research methodology which could readily be used in the study of other neighborhoods.


Food prices and quality practices of major chains in the St. Louis Metropolitan Area.


211. CRIME AGAINST SMALL BUSINESS. A report of the Small Business Administration transmitted to the Select Committee on Small Business, United States Senate. April 3, 1969, 279 p. GPO. $1.25.

A report of crime against small business, and real world remedies. It is directed specifically to the small businessman. The long run sociological solution is noted but is beyond the scope of this study.

A report of the Federal Trade Commission’s examination of retailing practices relative to the low-income residents of the area.


The report presents the results of a survey on sales practices involving household furnishings and credit practices in the District of Columbia. Covers 85% of the D. C. sales of these items.


Some probing questions are raised concerning marketing’s responsibilities in ghetto areas.


This book focuses on the marketplace in the nation’s urban ghettos. In addition to original essays, it brings together articles on problems in the marketplace of low-income urban areas and proposed solutions.


The how and why of economic discrimination in our city slums.


Problems of operating a store in an inner-city area, using Detroit, Newark, Baltimore, and Watts as examples.

Explores the thesis that white-black relations in America are essentially those of colonizer and colonized. The contemporary social movements--urban riots, cultural nationalism, and ghetto control policies--are analyzed in the light of this thesis.


An annotated speech delivered by Mrs. Esther Peterson, the President's advisor on consumer affairs. She indicated that, in general, the poor pay more because they lack shopping skills and financial resources which make them either buy low quality items or buy from stores that charge higher prices because of credit.


Paper is based on data provided by a study of the Los Angeles riot of 1965. Sample of Negroes within the riot curfew area and whites from outside the curfew zone were interviewed.

221. LOS ANGELES RIOT STUDY: THE GHETTO MERCHANT SURVEY. Walter J. Raine. June 1, 1967, pp. 1-34. Institute of Government and Public Affairs, Department of Psychiatry, Center for the Health Sciences, University of California, Los Angeles, California 90024.


Examines two hypotheses about the origins of the Los Angeles riot of August, 1965.

The conclusion of the moderator is that more knowledge must be gained so that business and marketers can act upon established facts rather than belief only.


An examination of conditions facing retailers whose stores were damaged, destroyed, or looted during the summer riots. Includes a proposal regarding retailer's pricing practices and participations in community affairs.


Several articles in this collection of readings discuss the perceptions of Jewish merchants by low-income Negroes. These items consider the roots of anti-Semitism among the Negroes and the role of the Jewish merchant in contributing to these feelings.


Author discusses obstacles in business that especially plague the Negro entrepreneur.


Annual review of the Negro consumer market and its impact on business and industry. Special findings of public opinion analysts and marketing specialists regarding selective buying campaigns instituted by Negro consumers are summarized. The role of government, private industry, and organized labor, in connection with unemployment, job placement services, and Negro recruitment, is discussed at length.

Article examines causes of Negro anti-Semitism as they relate to competitive business efforts.


Discussion of the problems faced by the low-income consumer.


Examines Black Power as an ideology given force by new urban conditions and a general discontent with American capitalism. Hypothesizes a vast development program and Negro control of the inner city as a solution.


Report condenses papers delivered before National Conference on Small Business in 1961. Central issues were small business operations and fields heavily influenced by race-relations patterns.


A brief article which sets the scene in terms of the frustrations and barriers involved in consumer-business relations in slum areas. It looks at Watts two years after riots.


Concentrates on the nature and causes of riots in American cities using the behavioral methodology of social scientists.
A STUDY OF THE COMMERCIAL STRUCTURE IN ECONOMICALLY DEPRESSED NEIGHBORHOODS. Fred Barry, Aaron Kennedy, Carl Koch, Sue Seidman. 1968. Department of Marketing, Case Western Reserve University, Cleveland, Ohio 44106. 21 p.

Examination of operations of retailing in low-income areas, especially (1) retailers' reasons for operating in depressed areas and, (2) attitudes of retailers.


A probing article into the problems which must be faced by white America if our nation is to remain a prosperous and powerful united community. It offers insight into the Negro thought process (pride, despair, etc.) and offers a 12 point action program for cooling present explosive conditions.


A report of the commission established by the governor of California to study the causes of the Watts riots. The report reviews the events of the riot and attempts to identify its causes. One section, pages 62-65, deals specifically with the problems of the consumer.


Our system of marketing in minority group areas has not performed well. The consumer in the low-income areas frequently fails to benefit from the product and service offerings available to the more affluent consumer. This is a review of the charges, complaints and their validity, and an appraisal of some solutions.


A study in which these two questions are investigated: (1) What do poor youth want? (2) What is the impact of race on the social factors influencing their goals?
CROSS REFERENCES

Other items which relate to (C) Conflicts and Problems in Low-Income Markets are the following:

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D. Solving the Problems—Programs and Potential Solutions


Advertising alone, unaccompanied by a total marketing program could be misconstrued and would not win the Negro market. The foundation of a Negro marketing program includes every medium, open employment and advancement at all levels.


The article cites numerous cases of unethical and fraudulent business practices involving the poor. It also discusses possible social and legal actions aimed at remedying these conditions.


Explores the failure of America to meet the crisis and makes three specific recommendations: provide jobs, family allowance for the poor, and rebuilding of our burnt-out neighborhoods.


Poverty in an over-all sense is not increasing. Despite progress in dealing with poverty, there are two poverty policy mistakes: a) overacting and b) underacting.


Describes various ways the Better Business Bureau is providing help for the disadvantaged poor before they purchase. Material is also available from the Better Business Bureau main office on a project for establishing B. B. B. operations in Harlem.
This paper presents an overview of the findings from a study of business-consumer relations in the disadvantaged areas of south central and east Los Angeles. Based on some 2,000 interviews and observations, the article illustrates the dilemma of the poorest segments of our society being served by the most inefficient and exploitive members of the nation's distribution system. A proposal is offered to revolutionize the economic structure of ghetto areas.

An interview with Leon H. Sullivan who has used his church as the base for a drive to provide jobs and training for the "hard core" poor. Pertains directly to the Philadelphia area.

A symposium on the social and economic significance of black capitalism, including possible programs, the current failure of black capitalism, and the emerging leaders in black capitalism.

This article summarizes the major provisions of Senate Bill 3876 which is designed to create community development corporations to uplift the economic and social structure of disadvantaged areas through a process of community self-determination.

Describes what 356 American firms are doing to combat the problems of the cities.

Senator Kennedy's program is outlined. The program is designed to attract business investment to slum areas.


Mr. Hazard makes a distinction between real and relative poverty - the former of which business must deal with before government takes over and does an inept job. He proposes formation of a Council of Business for Social Welfare to explore and direct efforts to eradicate real poverty.


Summary of the survey of 335 business firms to find out what they are doing to aid in providing increased opportunities for learning among the educationally disadvantaged.


The responsibility of business to the poor. Also included is a six-step guideline for progress.


A group of writings addressed to solving urban ills and the role of business and government in attacking these problems. Selected bibliographies are included after each general area.

What business can do to help solve problems of the Negro.


Description of Federal Government programs for furthering social and economic progress.

256. THE CHALLENGE OF HOPE. William G. Caples. October 1967. School of Business Administration, University of Minnesota, Minneapolis, Minn. 55455. 13 p.

Explores the action business must take to meet the challenge of the disadvantaged urban minority groups. In essence, he says that there is much to do in this area, and business must do it.

257. CHARITY, POVERTY, AND RACE. Harold A. Nelson. Phylon, Fall 1968, pp. 303-316. Phylon, Atlanta University, 223 Chestnut Street, South West, Atlanta, Georgia 30314. $1.00.

A discussion on the nature of charity, especially as related to the current poverty-race situation. Feels that the difficulty of the problems involved may preclude continued charity.


This article presents a model for analyzing potential demand and planning the commercial structure of a ghetto area.

259. CONSUMER ACTION AND THE WAR ON POVERTY. 1965. Office of Economic Opportunity, Community Action Program, and the President's Committee on Consumer Interest. (out of print)

A study (105 pages) of selected activities by commercial banks, credit unions, and retailers to make consumer credit, consumer counseling, and consumer education available to low-income persons.

261. COOPERATIVES IN THE GHETTO. William E. Cox, Jr., and Sue R. Seidman. August 26, 1969, 17 p. This paper was presented at the 1969 Fall Conference of the American Marketing Association in Cincinnati on August 26, 1969. Professor William E. Cox, Jr., Case Western University, Cleveland, Ohio, 44106.

This paper investigates the feasibility of the consumer cooperative as a means of improving marketing services to residents of economically-depressed urban areas.


This paper reviews the studies conducted by the Federal Trade Commission and corrective actions initiated by that agency.


In the article the author brings up the reasons behind the poor performance of salesmen who deal with the Negro market. A philosophy and a list of what salesmen should and should not do are provided.


Discusses a government program, stressing easy credit, to encourage Negroes to begin new business enterprises.


This report shows changes in total retail sales and sales of selected food groups, noting an overall dollar sales increase of 8 percent for stores in the pilot Food Stamp Program. Available for various areas in the U.S.


Role of the supermarket industry in employing the disadvantaged. Covers recruitment, selection, training, norms, supervision, and advancement.


A description of a Federal Trade Commission study on consumer credit to low-income consumers and some suggested solutions.


How franchising offers a viable tool for developing the economic health of the inner city. Offers ghetto residents a chance to participate in the economic mainstream of the U.S.

270. **FIVE RISING YOUNG MEN TELL: WHAT IT'S LIKE TO BE A NEGRO IN MANAGEMENT.** Business Management, April 1966, pp. 60-68.

Management Publishing Group, Inc., 22 West Putnam, Greenwich, Conn. 06830.

Five Negro managers discuss what they want from management, how management has erred in hiring and handling Negroes, and what companies can do to solve Negro problems.

This study represents a descriptive rather than a quantitative effort. Its intent is to give the food retailers a general knowledge of some of the factors which should be considered before locating a store in an urban renewal project.


Describes the franchise business opportunities. Identifies firms using the franchise system of distribution.

Annual publication of this book is part of the over-all program of the Department of Commerce to assist minority groups. This publication lists franchisors who do not discriminate on the basis of race, color, religion, or national origin in the availability, terms, requirements, and conditions under which the franchises are available.

GIANT FOOD GOES AFTER THE FORGOTTEN MARKET. Food Topics, October 1966, p. 32. Food Topics, 205 East 42nd St., New York, N. Y. 10017.

Details about a new store opened in the predominantly Negro neighborhood of Cardozo in Washington, D. C.


Brief report on efforts to open a consumer cooperative supermarket in Harlem.

Customizing merchandising in low-income areas. Includes suggestions on various merchandising practices.


Account on how students can and do help in ghetto businesses.


Examination of the effects of urban renewal on the small businessmen of Hyde Park-Kenwood (community of City of Chicago).


An address by Mary Gardiner Jones before The City Club of Cleveland, Cleveland, Ohio. What the Federal Trade Commission can do about the problem of sales and credit practices in the inner city.


The article calls for balanced approach to ghetto development involving maximum community participation and interaction with the outside society. Examples of successful programs are cited based on this approach.


This study was made to clarify and to call attention to conditions prevailing within the low income Negro families in St. Paul. It contains recommendations for action and a comprehensive bibliography.

The best economic tool we have ever had is good, old fashioned, no-nonsense capitalism. It is up to those of us who have learned it to pass it on to those who would use it if they could learn how.

283. **MAKING IT IN A GHETTO SUPER.** Chain Store Age, September 1967, p. 84. Chain Store Age, 2 Park Ave., New York, N. Y. 10016.

Report on the operations of the Royal Farms super market, Bedford-Stuyvesant, N. Y., including the problems of financing and insurance.


The detailed story of Leonard Sucsy's work in New York's Spanish Harlem. It is an account of the building of a low-income housing project.


This paper seeks to outline some of the problems and opportunities facing researchers in the area of the structure and performance of the marketing system as it affects the nation's disadvantaged.


Results of a survey of food retailers in eight metropolitan areas on the advantages and disadvantages of operating super markets in urban core areas.


Information concerning all-Negro super market chain -- Jet Food Corporation. Includes some reference to training store personnel through anti-poverty programs.
The articles contained in this book were adapted from a special issue of *Fortune* on "Business and the Urban Crisis." They exploit apathy as the cause of violence and call for business to solve the problems.

A story of the opening of Progress Plaza in Philadelphia; 16 firms leased 63,000 square feet of space.

Merchandising policies of Pan-American Supermarkets, New York, N. Y. in low-income neighborhoods.

Details about Super Jet Foods, Baltimore, a Negro-owned, financed, and operated store.

A study of significant dimensions of the current civil rights program and its impact on the Negro market. Describes specific goals of the program in relation to equal employment opportunities. Cautions Negro market developers regarding unwise use of pressure group tactics. Urges intensive preparation and pursuits of the "new type of nonracially specialized posts."

A collection of 18 articles covering poverty, its problems, and recommendations to cure the problems. It contains an annotated bibliography.

An invitation to Negro individuals or groups living in a central-city to manage, operate, or own a food market.

295. PROFIT VERSUS PRIDE: THE TROUBLE WITH BLACK CAPITALISM.

Points out the dual market effect of racial discrimination and segregation. Urges a fully integrated national economy.


Building a shopping center in Watts with cooperation of black and white. Story of the plans for the retail center.


298. PROPERTY PRIDE NEED SPURS DRIVE FOR NEGRO-OWNED STORES.

Article describes super markets organized by the Southern Christian Leadership Conference in Atlanta, Georgia.


This article consists of the findings of a series of interviews with retailers in various parts of the country reacting to the kind of program recommended by Senator Robert Kennedy.


A report of the efforts of this group in improving the urban low-income situation, dwelling primarily on business operations such as franchise operations.
SHOULD SUPERMARKETS TAKE A NEW LOOK AT URBAN AREAS?


The article considers the problems of doing business in urban areas (especially low-income neighborhoods) and points to the profit potential in such areas. The opinion is expressed that the private sector had better move into these areas or be forced with undesirable actions by the government.

SOCIAL CHANGE AND THE MAINSTREAM OF AMERICAN SOCIETY,


Assesses social programs as they relate to riots. The opinion is that many fail to attain their goals because of the lack of leadership and will-power.


STRATEGIES AGAINST POVERTY. Frank Reissman. Random House, 201 East 50th Street, New York, N. Y. 10022. $6.95.

Analyzes three basic approaches to the solution of the poverty problems.

SUMMARY IN THE CITY. Mary Cole. P. J. Kenedy & Sons. 866 Third Avenue, New York, N. Y. 10022. $4.95.

Tells the story of Monsignor Fox's antipoverty program which consists of providing centers aimed at giving the poor a sense of dignity.


This case study is one of a series intended to illustrate experimental efforts to improve marketing facilities and services in inner city areas.

Studies city government programs to cope with urban crisis in Atlanta, New York, and Washington.


Excerpts from a speech made by Mrs. Esther Peterson, then head of Commission on Consumer Interests, before annual convention of NAACP. Mrs. Peterson suggested the need for the Federal Government to take steps to encourage large retail and grocery chains to build in low-income areas.


An exposition of consumer problems in low-income areas and how business can cure them.


The articles included review what is needed to succeed in helping our poor.
313. IS WAR ON POVERTY BECOMING WAR ON BUSINESS? D. Henke.
1615 H. St., N. W.; Washington, D. C. 20006.

An investigation by Nation's Business reveals that a national campaign
is under way employing poverty program workers to tell consumers what to buy,
how much to pay, and how to boycott firms. The author indicates that business
has moved to help the poverty fighters; however, this help has been limited.

314. WHAT THE WAR ON POVERTY MEANS TO AMERICANS AND TO
ADVERTISERS. Sargent Shriver. American Association of Advertising Agencies
Eastern Annual Conference, October 10-11, 1967. American Association of

Mr. Shriver urges us to help the poor "buy wisely." What the War on
Poverty needs, he concludes, is the understanding and involvement of prosperous,
tax-paying citizens who have little real contact with the poor.

315. WHITE HELP FOR BLACK BUSINESS. Michael Brower and Doyle
Harvard Business Review, Subscription Service Department, 100 Tenth St.,
Des Moines, Iowa 50305. $12.00/yr.

Report on a research survey showing attitudes and activities of large
corporations in supporting minority ventures.

The Economist, The Economist Building, 25 St. James Street, London SW1. 75¢.

An article on the conflicting programs of the SBA and OEO.
CROSS REFERENCES

Other Items which relate to (D) Solving the Problems - Programs and Potential Solutions are the following:

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E. Miscellaneous Entries

317. COMMUNITY DEVELOPMENT FOUNDATION, INC. Community Development Foundation, Inc., International Office, 345 E. 40th St., New York, N.Y. 10036.

This organization maintains a library and serves as an information center on specialized community development principles, policies, and procedures as applied to underdeveloped, low-income, or economically depressed counties or areas.


This booklet gives information on the activities of the Urban Research Study Centers, names of staff members, location of centers, equipment available, variety of research copies studied, and objectives of the study groups.


The purpose of this paper is to evaluate critically the currently accepted official poverty scale, to propose an alternative approach, and to present some findings on this approach.


Degree of prejudice against Negroes, as expressed in Negro-white income and occupational-status differentials, depends on the degree of convergence among the sources of discrimination. Includes consumers and employers.


This article focuses on problems and approaches in interviewing in the urban core. It deals with sample composition, obtaining adequate interviewers and developing a questionnaire. The opinion is that typical marketing research services are inadequate, but that the problems can be overcome through careful planning.

A lengthy and detailed bibliography classified by problem area.

323. **THE NEGRO IN BUSINESS.** Howard University, Small Business Guidance and Development Center, (Wiford White), Howard University, Washington, D.C. 20001.


This bibliography of materials on the Negro in the field of business has been prepared to serve as a current source of information for persons interested in the areas included. Some older sources have been put in to provide background, help explain attitudes, or show the direction of developments.


A bibliography which contains a number of items which relate to low-income marketing.


A survey article pointing out the great disparity between the wealth of Texas and the state's willingness to help the underprivileged.

Working Bibliography.


This Bibliography is a selected compilation of literature dealing with aspects of poverty in the United States.