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ABSTRACT

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.  
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# MARKETING and the LOW INCOME CONSUMER

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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

DEC 19 1977

# MARKETING and the LOW INCOME CONSUMER



**U.S. DEPARTMENT OF COMMERCE**  
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## INTRODUCTION TO THE REVISED EDITION

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. 20001. 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 Willemse. Mary Jo Lošo 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

NATIONAL MARKETING ADVISORY COMMITTEE TASK  
FORCE ON MARKETING AND THE LOW-INCOME CONSUMER

Task Force Members

Robert J. Lavidge, Elrick & Lavidge, Inc. (Chairman)  
Marcus Alexis, University of California  
Robert D. Buzzell, Harvard University  
Blaine M. Cooke, Trans World Airlines, Inc.  
H. Naylor Fitzhugh, Pepsi-Cola Company  
Robert J. Holloway, University of Minnesota  
Frederick D. Sturdivant, University of Texas  
Thomas L. Sims, Interpublic  
Charles C. Slater, University of Colorado  
David D. Slater, Mutual Franchise Corporation

U.S. Department of Commerce

C. Grove Smith, Executive Director of NMAC  
Mrs. Toledo W. Chumley, Marketing and Consumer Affairs Division

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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.

A. Characteristics and Buying Practices of Low-Income Consumers

1. **ADVERTISING: REACHING VAST NEGRO MARKETS.** New York Times, Business and Financial Section, Vol. 114, September 12, 1965, p. 14. New York Times, 229 West 43rd St., New York, N. Y. 10036.

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.

2. **AIR MEDIA AND THE U.S. NEGRO MARKET - 1964.** Sponsor Magazine, Vol. 18, August 1964, pp. 81-54. Sponsor Magazine, 25 West 45th St., New York, N. Y. 10036.

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.

3. **AN AMERICAN DILEMMA.** Gunnar Myrdal, et. al., eds. 1944. Harper & Row Publishers, 49 East 33rd St., New York, N. Y. 10016. \$7.50.

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

4. **THE AMERICAN NEGRO REFERENCE BOOK.** John P. Davis, ed. 1966. Prentice-Hall, Inc., Englewood Cliffs, N. J. 07631. 969 p. \$22.50.

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

5. **APPLYING MARKETING RESEARCH EXPERIENCE TO THE RACE/POVERTY PROBLEM.** Daniel Yankelovich. 1968, Daniel Yankelovich, Inc., 575 Madison Ave., New York, N. Y. 10022. 32 p.

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

6. **BEYOND THE MELTING POT.** Nathan Glazer and Daniel P. Moynihan. 1963. Massachusetts Institute of Technology Press, Massachusetts Institute of Technology, Cambridge, Mass. 02139. 360 p. \$1.95.

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

7. **\$ 2 BILLION NEGRO FURNISHINGS MARKET SEEN BY 'EBONY.'** Advertising Age, Vol. 34, March 25, 1963, p. 88. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

A brief account of projected estimates of Negro furniture purchases.

- \* 8. **BLACK AMERICA: SOME CONSUMPTION PATTERN DIFFERENCES BETWEEN URBAN WHITES AND NEGROES.** James E. Stafford, Keith Cox and James B. Higgenbotham. Social Science Quarterly, Vol. 49, December 1968, pp. 619-630. Social Science Quarterly, Southwestern Social Science Association, Louisiana State University, Baton Rouge, Louisiana 70803. \$1.75.

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

- \* 9. **BLACK FAMILIES IN WHITE AMERICA.** Andrew Billingsley. 1968. Prentice-Hall, Inc., Englewood Cliffs, N. J. 07631, 218 p. \$4.95.

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

- \* 10. **BLACK IS** Henry S. Clark. Sales Management Magazine, Vol. 103, September 1969, pp. 64-69. Sales Management Magazine, 34 N. Crystal St. E., Strousburg, Penn. 10301. \$.75.

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.

11. **BLACK POWER IN THE MARKETPLACE.** Sales Management Magazine, Vol. 97, September 15, 1966, p. 36. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

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



12. **BLACKS IN AMERICA.** Social Science Quarterly, Vol. 49, December 1968. Social Science Quarterly, University of Texas at Austin, Austin, Texas 78712.

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

\* 13. **BLACKS, WHITES & PRODUCTS: RELATIVE DEPRIVATION & REFERENCE GROUP BEHAVIOR.** Montrose S. Summers and Grady D. Bruce. Social Science Quarterly, Vol. 49, December 1968, pp. 631-642. Social Science Quarterly, Southwestern Social Science Association, Louisiana State University, Baton Rouge, Louisiana 70803. \$1.75.

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.

14. **THE BLS INTERIM BUDGET FOR A RETIRED COUPLE.** Margaret S. Stotz. Monthly Labor Review, Vol. 83, November 1960, pp. 1141-1157. U.S. Dept. of Labor, Bur. of Labor Statistics.

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.

15. **A BUDGET FOR AN ELDERLY COUPLE.** Social Security Bulletin, Vol. 11, February 1948, pp. 4-12. (out of print)

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.)

16. **BUDGET FOR AN ELDERLY COUPLE: INTERIM REVISION BY THE BUREAU OF LABOR STATISTICS.** Mollie Orshansky. Social Security Bulletin, Vol. 23, December 1960, pp. 26-36. (out of print)

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.**  
T. C. Taylor. Sales Management Magazine, Vol. 93, November 20, 1964,  
pp. 77-78. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

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

18. **CHANGES IN CONCEPTS OF INCOME ADEQUACY OVER THE LAST CENTURY.** Helen H. Lamale. American Economic Review, Vol. 48, May 1958, pp. 201-299. American Economic Review, 629 Noyes St., Evanston, Ill. 60201.

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.**  
Joe L. Russell. Monthly Labor Review, Vol. 89, May 1966, pp. 503-509.  
U. S. Dept. of Labor, Bur. of Labor Statistics. Reprint available from Bur. of Labor Statistics, Publications Office, Rm. 1539-GAO, Washington, D. C. 20212. Free. (out of print)

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

- \* 20. **CHARACTERISTICS OF FAMILIES AND PERSONS LIVING IN METROPOLITAN POVERTY AREAS, CURRENT POPULATION REPORTS.** Vol. 61, June 1969, 16 p. GPO. 35¢.

Brief overview of salient characteristics of low-income consumers.

21. **CHARACTERISTICS OF FAMILIES RESIDING IN 'POVERTY AREAS' MARCH 1966.** August 24, 1966. (Series P-23, No. 19) U. S. Dept. of Commerce, Bureau of the Census. (out of print)

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.

22. CITY WORKER'S FAMILY BUDGET FOR A MODERATE LIVING STANDARD. Autumn 1966. (Bulletin No. 1570-f) U. S. Dept. of Labor, Bur. of Labor Statistics. GPO. '40 p. 30¢.

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.

23. CLOTHING EXPENDITURES OF U.S. FAMILIES. September 1966. (ARS 62-5) pp. 3-8. U. S. Department of Agriculture, Consumer and Food Economics Research Division. ARS, Federal Central Building, Hyattsville; Md. 20782. Free. (out of print)

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

24. COMMUNITY ACTION PROGRAM. Office of Economic Opportunity, Washington, D. C. 20506. Free.

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

25. COMMUNITY PROFILE. 1966. Office of Economic Opportunity. Clearinghouse for Federal Scientific and Technical Information, Springfield, Va. 22151. Price information sheet: request Announcement FA-68-351, July 31, 1968. Profiles may be purchased by county, by state, or for the entire U.S.

Poverty indicators by county and city for the United States.

- \* 26. COMPARATIVE ACCEPTANCE OF SELECTED PRIVATE-BRANDED FOOD PRODUCTS BY LOW-INCOME NEGRO AND WHITE FAMILIES. Robert L. King and Earl Robert Demanche. Marketing's Involvement in Society and the Economy, August 25, 1969. American Marketing Association, 230 N. Michigan Ave., Chicago, Ill. 60601. 20 p.

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.

27. CONSUMER DYNAMICS IN THE SUPER MARKET. 1965. Progressive Grocer, 161 Sixth Ave., New York, N. Y. 10013. 286 p. \$1.95.

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

28. CONSUMER EXPENDITURES AND INCOME, WITH EMPHASIS ON LOW-INCOME FAMILIES. July 1964. (BLS Report 238-6) U. S. Dept. of Labor, Bur. of Labor Statistics. 8 p. (out of print)

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

29. CONSUMER EXPENDITURES AND INCOME - TOTAL UNITED STATES, URBAN AND RURAL, 1960-61. February 1965. Supplement 1 to BLS Report 237-93 (USDA Report CES-15). U. S. Department of Labor, Bureau of Labor Statistics, Office of Publications, Washington, D. C. 20212. Free. (out of print)

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.

30. CONSUMER EXPENDITURES AND INCOME - URBAN UNITED STATES, 1960-61. April 1964. (BLS Report 237-38) U. S. Dept. of Labor, Bur. of Labor Statistics, Office of Publications, Washington, D. C. 20212. 24 p. Free. (out of print)

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

31. CONSUMER INCOME. May 31, 1968. (Series P-60, No. 54) U. S. Dept. of Commerce, Bur. of the Census. GPO. 32 p. 30¢. (out of print)

< 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.

32. CONSUMER MOTIVATIONS IN BLACK AND WHITE. Henry Allen Bullock. Harvard Business Review, Vol. 39, May-June 1961, Part 1, p. 89, July-August 1961, Part 2, p. 110. Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass. 02163.

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.

33. CONSUMER PRACTICES OF THE POOR. Louise G. Richards. Welfare in Review, November 1966. U.S. Dept. of Health, Education, and Welfare, Welfare Administration. 24 p. (out of print)

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.

34. CONSUMPTION BEHAVIOR OF PRISONERS: THE CASE OF THE INNER CITY SHOPPER. Marcus Alexis, George H. Haines, Jr. and Leonard S. Simon. Working Paper Series No. 7012. The University of Rochester, College of Business Administration, Rochester, New York 14627.

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

35. CONSUMPTION PATTERN DIFFERENCES BETWEEN URBAN WHITES AND NEGROES. James Stafford, Keith Cox, and James Higginbotham. Social Science Quarterly, Vol. 49, December 1968. Social Science Quarterly, University of Texas at Austin, Austin, Tex. 78712.

36. CONTRASTS IN SPENDING BY URBAN FAMILIES: PART I. Kathryn R. Murphy. Monthly Labor Review, Vol 87, November 1964, pp. 1249-1253. U.S. Dept. of Labor, Bur. of Labor Statistics. (out of print)

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

37. **CONTRASTS IN SPENDING BY URBAN FAMILIES: PART II.** Kathryn R. Murphy. Monthly Labor Review, Vol 87, December 1964, pp. 1408-1415. U.S. Dept. of Labor, Bur. of Labor Statistics. (out of print)

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

38. **THE CULTURE OF POVERTY.** Oscar Lewis. Scientific American, Vol. 215, October 1966, pp. 19-25. Scientific American, 415 Madison Ave., New York, N. Y. 10017.

A study of poverty among people in Puerto Rico and New York. Basic probe into causes of poverty. Impact of environment is considered.

39. **DARK GHETTO: DILEMMAS OF SOCIAL POWER.** Kenneth B. Clark. 1965. Harper & Row Publishers, 49 East 33rd St., New York, N. Y. 10016. 251 p. \$1.75.

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

40. **DESPITE INTEGRATION, NEGRO IS SEPARATE MARKET, GRAYSON SAYS.** Advertising Age, Vol. 34; June 3, 1963, p. 104. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

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

41. **DIETARY LEVELS OF HOUSEHOLDS IN THE UNITED STATES, SPRING 1965.** January 1968 (preliminary report). (ARS 62-17) U.S. Dept. of Agriculture. Agricultural Research Service, Federal Central Building, Hyattsville, Md. 20782. 34 p. Free. (out of print)

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.

42. **DIMENSIONS OF POVERTY IN 1964.** October 1965, revised December 1965. Office of Economic Opportunity, Washington, D. C. 20506. (out of print)

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.

43. AN ECONOMIC DEFINITION OF POVERTY. Harold W. Watts. May 1967. Institute for Research on Poverty, The University of Wisconsin, Madison, Wis. 53706. 19 p.

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.

44. ECONOMIC TRENDS IN THE NEGRO MARKET. Andrew F. Brimmer. Marketing Information Guide, Vol. 11, No. 5, May 1964. Address before the 11th Annual Conference of National Association of Market Developers. (out of print)

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.

45. THE ECONOMICS OF DISCRIMINATION. Garry S. Becker. 1957. University of Chicago Press, 5750 Ellis Ave., Chicago, Ill. 60637. 137 p. \$3.50.

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

46. THE ECONOMICS OF POVERTY. Alan B. Batchelder. 1966. John Wiley & Sons, Inc., 605 Third Ave., New York, N. Y. 10016. 214 p. \$1.95.

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.

48. EFFECTIVE ADVERTISING TO THE NEGRO MARKET. George F. Goebeler. Master of Business Administration Thesis (unpublished), 1965. Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, Pa. 19104.

49. EFFECTS OF INCOME UPON SHOPPING ATTITUDES AND FRUSTRATIONS. Charles J. Colazza, Jr. Journal of Retailing, Vol. 42, Spring, 1966, pp. 1-7. Journal of Retailing, School of Retailing, New York University, New York, N. Y. 10003.

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.

50. AN EMPIRICAL INVESTIGATION OF FAMILY EXPENDITURES AND SHOPPING BEHAVIOR FOR FOOD AS AFFECTED BY SOCIO-ECONOMIC AND DEMOGRAPHIC VARIABLES. Marcus Alexis, Leonard S. Simon and Kenneth Smith. October 1965. College of Business Administration, University of Rochester, Rochester, N. Y. 14627. 23 p.

A paper presented at the Eastern Meeting, The Institute of Management Sciences, dealing with buying behavior.

51. AN EXAMINATION OF RACE AS A FACTOR IN NEGRO-WHITE CONSUMPTION PATTERNS. B. E. Sawyer. Review of Economics and Statistics, Vol. 44, May 1962, pp. 217-220. Review of Economics and Statistics, 232 Littauer Center, Cambridge, Mass. 02138.

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

52. EXPENDITURE PATTERNS OF LOW-CONSUMPTION FAMILIES. July 1965. (BLS Report 228-10) U.S. Dept. of Labor, Bur. of Labor Statistics. 20 p. (out of print)

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.

\* 53. AN EXPLORATORY ANALYSIS OF COMPARATIVE PERCEPTIONS OF RETAIL FOOD BY GHETTO AND NON-GHETTO RESIDENTS. Gerald E. Hills. (Doctoral Thesis, Forthcoming) Indiana University, Bloomington, Indiana 47401.



\* 54. A FACTOR ANALYTIC STUDY OF NEGRO AND WHITE RESPONSES TO ADVERTISING STIMULI. Arnold M. Barban and John E. Muthard. Journal of Applied Psychology, Vol. 49, No. 4, August 1965, pp. 275-279. Journal of Applied Psychology, American Psychological Association, 1200 Seventeenth St., N. W., Washington, D. C. 20036.

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

\* 55. FAMILY ADJUSTMENT IN SELECTED LOW-INCOME AREAS OF NORTHERN WISCONSIN. D. G. Marshall, Hazel Reinhardt, Joan Keyes, and Terry Marshall. 1967. Institute for Research on Poverty; The University of Wisconsin, Madison, Wisconsin 57706. 49 p. (Appendix, 12 p.)

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.

\* 56. FOOD BUYING BEHAVIOR OF LOW INCOME NEGROES: AN EMPIRICAL STUDY. Charles Stanley Madden, 1970. Unpublished Master of Arts Thesis, on deposit in the Commerce Library of the Graduate School of Business of the University of Alabama. Graduate School of Business, University of Alabama, University, Ala. 35486.

57. FOOD CONSUMPTION AND DIETARY LEVELS OF OLDER HOUSEHOLDS IN ROCHESTER, NEW YORK. Carinne LeBovit and Dorothy A. Baker. February 1965. (Home Economics Research Report No. 25) U. S. Dept. of Agriculture. Consumer and Food Economics Research Division, Agricultural Research Service, Federal Central Building, Hyattsville, Md. 20782. 91 p. Free. (out of print)

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.

58. FOOD CONSUMPTION OF HOUSEHOLDS IN THE UNITED STATES SPRING 1965. 1968 (preliminary report). (ARS 62-17) U. S. Dept. of Agriculture. Agricultural Research, Federal Central Building, Hyattsville, Md. 20782. 212 p. (out of print)

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.

- \* 59. GREY MATTER, Vol. 40, September 1969. Grey Advertising, Inc., 777 Third Avenue, New York, New York 10017. 4 p. First 10 copies free. (Over 10 - 25¢ per copy).

Some thoughts and ideas about advertising to black Americans.

60. A GUIDE TO NEGRO MARKETING INFORMATION. September 1966. U. S. Dept. of Commerce, Business & Defense Services Administration. GPO. 59 p. 40¢. (out of print)

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.

- \* 61. HOW DISTINCT IS THE NEGRO MARKET? Raymond O. Oladipupo. Ogilvy & Mather, Inc., 2 East 48th St., New York, N. Y. 10017.

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.

62. HOW DO YOU SELL TO URBAN NEGRO CONSUMERS? (pamphlet) Ebony Magazine. Johnson Publishing Company, 1820 South Michigan Ave., Chicago, Ill. 60616: Free.

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.

63. HOW TO REACH THE NEGRO MARKET. Grocery Mfr., December 1967, pp. 22-24. Grocery Mfr., 420 Lexington Ave., New York, N. Y. 10017.

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

64. INDIAN POVERTY IN SOUTH DAKOTA. Calvin A. Kent and Jerry W. Johnson. January 1969. Business Research Bureau, University of South Dakota, Vermillion, S. D. 57069. \$1.00.

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.

65. **INSIDE NEGRO BUYING HABITS.** Grocery Mfr., November 1967, pp. 9-11. Grocery Mfr., 420 Lexington Ave., New York, New York 10017.

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.

66. **INTERCITY DIFFERENCES IN FAMILY FOOD BUDGET COSTS.** Jean C. Brackett. Monthly Labor Review, Vol. 86, October 1968, pp. 1189-1194. U. S. Dept. of Labor, Bur. of Labor Statistics.

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.

67. **THE INTERIM CITY WORKER FAMILY BUDGET.** Helen H. Lamale and Margaret S. Stotz. Monthly Labor Review, Vol. 83, August 1960, pp. 785-808. U. S. Dept. of Labor, Bur. of Labor Statistics. (out of print)

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.

68. **THE IPSO-PROP INDEX: AN APPROACH TO THE DETERMINATION OF DIFFERENTIAL POVERTY INCOME THRESHOLDS.** Harold Watts. Journal of Human Resources, Vol. 2, Winter 1967, pp. 3-19. Journal of Human Resources Social Science Building, 1180 Observatory Drive, Madison, Wis. 53706

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

69. **LEVELS OF LIVING AMONG THE POOR.** August 1965. (BLS Report 238-12) U. S. Dept. of Labor, Office of Publications, Washington, D. C. 20212. 28 p. Free. (out of print)

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

\* 70. LIFE STYLES IN THE BLACK GHETTO. William McCord, et. al.  
1969. W. W. Norton & Company, Inc., 55 Fifth Ave., New York, N. Y.  
10003. 334 p.

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. LITTLE RICHER AND BETTER EDUCATED.— Business Week,  
November 6, 1965, pp. 136-138. McGraw-Hill Publishing Co., Inc., 330,  
West 42nd St., New York, N. Y. 10036.

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.

72. THE LOW INCOME CONSUMER: AN EXPLORATORY STUDY.  
Robert J. Holloway and Richard N. Cardozo (with assistance of Richard Allendorf,  
Robert Fiske, and Stephen Margrett). February 1969. School of Business Admin-  
istration, University of Minnesota, Minneapolis, Minn. 55455.

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

73. LOW INCOME LIFE STYLES. Lola M. Irelan, ed. 1966. U. S. Dept.  
of Health, Education, and Welfare, Welfare Administration. GPO. 86 p. 35¢.

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.

\* 74. MAN AGAINST POVERTY; WORLD WAR III. Arthur I. Blaustein and  
Roger R. Wood, (Eds.) 1968, 456 p. Vintage Books, A Division of Random House,  
457 Madison Avenue, New York, N. Y. 10022. \$2.45.

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.

75. **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.

76. **THE MARKETING DILEMMA OF NEGROES.** Raymond A. Bauer, Scott M. Cunningham, and Lawrence H. Wortzel. Journal of Marketing, Vol. 29, July 1965, pp. 1-6. Journal of Marketing, 230 North Michigan Ave., Chicago, 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.

77. **MARKETING TO THE NEGRO CONSUMER.** Sales Management Magazine, Vol. 90, March 4, 1963, p. 36. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

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

78. **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.

79. **MORE ABOUT THE POOR IN 1964.** Mollie Orshansky. Social Security Bulletin, Vol. 29, May 1966, pp. 3-38. Reprint available from the 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 geography 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.

81. **THE NEED FOR COMPARATIVE STUDIES OF MARKET BEHAVIOR OF LOW-INCOME NEGRO AND WHITE FAMILIES - A CASE IN POINT: THE MARKET FOR PRIVATE BRANDED FOOD PRODUCTS.** Robert L. King. Proceedings of the Southern Marketing Association 1969 Conference, Southern Journal of Business, 1970. College of Business Administration, University of Georgia, Athens, Georgia 30601.

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.

82. **NEEDS, MOTIVATIONS, AND ASPIRATIONS OF THE LOW-INCOME CONSUMER.** Richard K. Allendorf. Master of Science Thesis (unpublished), December 1968. University of Minnesota Libraries, University of Minnesota, Minneapolis, Minn. 55455. 168 p.

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)

83. **NEGRO MARKET DATA HANDBOOK** - Metropolitan Baltimore. The Chamber of Commerce of Metropolitan Baltimore. November 1968, 79 p. The Chamber of Commerce of Metropolitan Baltimore, 22 Light Street, Baltimore, Md. 21202. Members - \$2.00, Non-members \$4.00.

In-depth data measuring all segments of the market.

84. **THE NEGRO AMERICAN.** Talcott Parsons, ed. 1966. pp. 555-592. Houghton Mifflin Co., 2 Park St., Boston, Mass. 02107. \$9.50.

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

85. **NEGRO AND WHITE AUTOMOBILE-BUYING BEHAVIOR: NEW EVIDENCE.** Fred C. Akers. Journal of Marketing Research, Vol. 5, August, 1968, pp. 283-289. Journal of Marketing Research, American Marketing Association, 230 North Michigan Avenue, Chicago, Ill. 60601. \$3.50.

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.

86. THE NEGRO AS A CONSUMER - WHAT WE KNOW AND WHAT WE NEED TO KNOW. Charles E. Vantassel. pp. 166-168. Marketing for Tomorrow... Today, M. S. Moyer and R. E. Vosburgh, eds., 1967 June Conference Proceedings, Series No. 25. American Marketing Association, 230 North Michigan Ave., Chicago, Ill. 60601. \$5.00 (\$7.50 non-members).

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

87. THE NEGRO AS A CONSUMER. New York Herald Tribune, September 2, 1962. New York Herald Tribune, 280 West 41st St., New York, N. Y. 10036.

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

88. THE NEGRO CONSUMER. The Wall Street Journal, June 30, 1961. The Wall Street Journal, 30 Broad Street, New York, N. Y. 10004.

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

89. THE NEGRO CONSUMER. Electrical Merchandising Week, Vol. 96, April 27, 1964. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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.

90. THE NEGRO CONSUMER - WHAT BROADCASTERS HAVE LEARNED. Sponsor Magazine, Vol. 18, September 14, 1964, pp. 36-40. Sponsor Magazine, 25 West 45th St., New York, N. Y. 10036.

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.

91. THE NEGRO IN THE WEST. 1966. Bureau of Labor Statistics, U. S. Dept. of Labor, 450 Golden Gate Ave., Box 36017, San Francisco, Calif. 94102. 17 p.

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

92. THE NEGRO MARKET. Raymond A. Bauer and Scott Cunningham. Journal of Advertising Research, Vol. 10, April, 1970, pp. 3-13. Journal of Advertising Research, 3 East 54th St., New York, N. Y. 10022. \$2.50.

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.

93. THE NEGRO MARKET. Time, Vol. 79, February 9, 1962. Time, Rockefeller Center, New York, N. Y. 10017.

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

94. THE NEGRO MARKET: BUYING POWER CHANGES MARKET PLACE: Printer's Ink, Vol. 284, August 30, 1963, pp. 47-49. Decker Communications, Inc., 501 Madison Ave., New York, N. Y. 10022.

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

95. THE NEGRO MARKET - GROWING, CHANGING, CHALLENGING. Lawrence E. Black. Sales Management Magazine, Vol. 91. October 4, 1963, pp. 42-47. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

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

96. NEGRO MARKET - SPECIAL REPORT. Printer's Ink, Guide to Marketing 1962, Vol. 276, September 1, 1961, pp. 282-285. Decker Communications, Inc., 501 Madison Ave., New York, N. Y. 10022. \$2.00.

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.** Marketing Insights, January 29, 1968, pp. 9 - 17. Marketing Insights, 740 Rush St., Chicago, Ill. 60611.

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.

99. **NEGRO POPULATION: MARCH 1967.** October 23, 1968. (Series P-20, No. 175) U. S. Dept. of Commerce, Bur. of the Census. GPO 30¢.

\* 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.

101. **THE NEGRO REVOLUTION IN AMERICA.** William Brink. 1964. Simon & Schuster, Inc., 630 Fifth Avenue, New York, N. Y. 10020. 249 p. \$4.50.

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.** U. S. Dept. of Commerce, Area Redevelopment Administration. 24 p. Available from Clearinghouse, Springfield, Va., 22151 - \$3.00 paper; 65¢ microfiche.

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

103. THE NEGROES IN THE UNITED STATES: THEIR ECONOMIC AND SOCIAL SITUATION. June 1966. (Bulletin No. 1511) U. S. Dept. of Labor, Bur. of Labor Statistics. GPO. 241 p. \$1. 25.

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.

104. THE NORTHERN URBAN NEGRO: A UNIQUE SET OF CONSUMPTION MOTIVATIONS? Issac S. Goldman. Master of Business Administration, Thesis (unpublished), 1965. Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, Pa. 19104.

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

105. THE OTHER AMERICA: POVERTY IN THE UNITED STATES. Michael Harrington. 1962. The Macmillan Co., 60 Fifth Ave., New York, N. Y. 10011. 191 p. \$4.00.

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

106. PATHWAYS TO THE NEGRO MARKET. Marcus Alexis. Journal of Negro Education, Spring 1959, pp. 114-127. Howard University, Washington, D. C. 20001.

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

\* 107. PATRONAGE DECISIONS OF COLLEGE-AGE NEGROES. James C. Carroll. Southern Journal of Business, Vol. 4, No. 2, April 1969, pp. 291-297. Southern Journal of Business, University of Georgia, Graduate School of Business Administration, Athens, Georgia 30601.

\* 108. PATRONAGE DECISIONS OF COLLEGE-AGE NEGROES: THE INFLUENCES OF CERTAIN OPERATING CHARACTERISTICS OF SELECTED KINDS OF RETAIL STORES. James C. Carroll, 1968, Unpublished Ph. D. Dissertation. University of Alabama, Department of Marketing, University, Alabama 35486.

109. **THE PEOPLE LEFT BEHIND.** September 1967. President's National Advisory Commission on Rural Poverty. GPO. 160 p. \$1.00.

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

\* 110. **PERSPECTIVE ON POVERTY: 1 - CHANGING ATTITUDES ABOUT THE POOR.** Dorothy K. Newman. Monthly Labor Review, February 1969, pp. 32-36. GPO. 75¢. (single copy)

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.

\* 111. **PERSPECTIVE ON POVERTY: 2 - HOW POVERTY IS MEASURED.** Mollie Orshansky. Monthly Labor Review, February 1969, pp. 37-41. GPO. 75¢. (single copy)

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.

\* 112. **PERSPECTIVE ON POVERTY: 3 - FACTS AND FICTIONS ABOUT THE POOR.** Elizabeth Herzog. Monthly Labor Review, February 1969, pp. 42-49. GPO. 75¢. (single copy)

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.

113. **POVERTY: AMERICAN STYLE.** Herman P. Miller, ed. 1966. Wadsworth Publishing Co., Inc., 10 Davis Drive, Belmont, Calif. 94002. \$4.50.

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

114. **POVERTY IN MINNEAPOLIS... LIKE IT IS BABY.** The Minneapolis Star, May 13-17, 1968. The Minneapolis Star and Tribune, 425 Portland Ave., So., Minneapolis, Minn. 55415. 20 p.

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

115. THE POVERTY SYNDROME: A CRITICAL REVIEW. Robert F. Lanzillotti. Business Topics, Vol. 14, Spring 1966, pp. 39-49. Graduate School of Business Administration, Michigan State University, East Lansing, Mich. 48823.

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

116. PROFILE OF THE BANKRUPT. Suzanne Matsen. Journal of Home Economics, Vol. 60, January 1968, pp. 33-36. American Home Economics Association, 1600 Twentieth St., N. W., Washington, D. C. 20009.

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.

117. A PROFILE OF THE NEGRO AMERICAN: Thomas F. Pettigrew. 1964. D. Van Nostrand Co., Inc., 120 Alexander St., Princeton, N. J. 08540. 250 p. \$5. 95.

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

118. PROUTY SURVEY REPORT: EXTENSION OF REMARKS. Winston L. Prouty. Congressional Record, 90th Congress, Second Session, Vol. 114, October 4, 1968, pp. E8527-E8599. Reprint, WASHINGTON INNER CITY POVERTY SURVEY, available from GPO. 274 p. \$1. 25.

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.

119. RACIAL BRAND USAGE AND MEDIA EXPOSURE DIFFERENTIALS. Carl M. Larson. Summer 1968 Proceedings of the American Marketing Association. American Marketing Association, 230 North Michigan Ave., Chicago, Ill, 60601. (to be published)

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.

120. 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.

121. RACIAL FACTORS IN SHOPPING BEHAVIOR. Laurence P. Feldman and Alvin D. Star. Summer 1968 Proceedings of the American Marketing Association. American Marketing Association, 230 N. Michigan Ave., Chicago, Ill. 60601. (to be published)

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.

\* 122. RACIAL PREJUDICE AND INTEGRATED ADVERTISING: AN EXPERIMENTAL STUDY. James W. Cagley and Richard N. Cardozo. Fall 1969. Marketing's Involvement in Society and the Economy, Philip R. McDonald, ed., American Marketing Association, 230 N. Michigan Ave., Chicago, Ill. 60601. \$7.50.

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

\* 123. RATIONAL INCOME DECISIONS BY NEGROES AND EVERYBODY ELSE. Stephen Michelson. Industrial and Labor Relations Review, Vol. 23, October 1969, pp. 15-28. Industrial and Labor Relations Review, Cornell University, Ithaca, New York, N. Y. 14850. \$1.75.

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.

124. REACHING THE NEGRO MARKET: A SEGREGATED vs. A GENERAL NEWSPAPER. John V. Petrof. Journal of Advertising Research, Vol. 8, June 1968, pp. 40-43. Advertising Research Foundation, 3 East 54th St., New York, N. Y. 10022.

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.

125. RECENT TRENDS IN SOCIAL AND ECONOMIC CONDITIONS OF NEGROES. 1968. (Series P-23, No. 26) U. S. Dept. of Commerce, Bur. of the Census. GPO. 35¢.

Updates previous publications on social and economic conditions of Negroes.

\* 126. THE RELATION OF THE INNER CITY MARKET TO LAW. George Gordin, Jr. Working Paper - Consumer Education and Protection. National Consumer Law Center, Boston College Law School, St. Thomas More, Boston, Mass. 02135.

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

127. REMEDIES, ENFORCEMENT PROCEDURES, AND THE DUALITY OF CONSUMER TRANSACTION PROBLEMS. David O. Rice. Boston University Law Review, Vol. 48, December 1968. Boston University Law Review, Boston University, 765 Commonwealth Ave., Boston, Mass. 02215.

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

128. REPORT OF THE NATIONAL ADVISORY COMMISSION ON CIVIL DISORDERS. March 1968. GPO. 425 p. \$2.00.

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

129. REPORT OF THE NATIONAL ADVISORY COMMISSION ON CIVIL DISORDERS (Supplemental Studies). July 1968. GPO. 248 p. \$1.50.

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

130. RICH MAN, POOR MAN. Herman P. Miller. 1964. Thomas Y. Crowell Company, 201 Park Ave., New York, N. Y. 10003. 260 p. \$4.95.

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.  
August 1967. Bantam Books, Inc., 271 Madison Ave., New York, N. Y. 10016.  
497 p. 95¢.

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

132. RURAL POVERTY - A SUMMARY OF THE REPORT OF THE NATIONAL ADVISORY COMMISSION ON RURAL POVERTY. Keith W. Bryant. Minnesota Farm Business Notes, No. 508, February 1968, pp. 1-3. Agricultural Extension Service, Institute of Agriculture, University of Minnesota, St. Paul, Minn. 55101.

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

133. SOCIAL AND ECONOMIC CONDITIONS OF NEGROES IN THE UNITED STATES. October 1967. (BLS Report 332) U. S. Dept. of Labor. GPO. 97 p. 55¢.

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

134. SOCIAL ISSUES AND POVERTY RESEARCH: A COMMENTARY. Berton H. Kaplan. Journal of Social Issues, Vol. 21, January 1965, pp. 1-10. Society for Psychological Study of Social Issues, P. O. Box 1248, Ann Arbor, Michigan 48106.

135. SOCIOLOGICAL THEORY: INQUIRIES AND PARADIGMS. Llewellyn Gross. 1967. pp. 294-314. Harper & Row Publishers, 49 East 33rd St., New York, N. Y. 10016. \$8.00.

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.

- \* 136. **SOME CONSUMPTION PATTERN DIFFERENCES BETWEEN URBAN WHITES AND NEGROES.** James E. Stafford, Keith K. Cox, and James B. Higginbotham. Social Science Quarterly, Vol. 49, No. 3, December 1968, pp. 619-630. Social Science Quarterly, The Southwestern Social Science Association at the University of Texas at Austin, Austin, Texas 78712. \$1.75. (single issue).

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.

137. **SOME NEGRO-WHITE DIFFERENCES IN CONSUMPTION.** Marcus Alexis. The American Journal of Economics and Sociology, Vol. 21, January 1962, pp. 11-28. The American Journal of Economics and Sociology, 50 East 69th St., New York, N. Y. 10021.

Points out necessity of considering race as a consumption variable.

138. **A SPECIAL ISSUE ON BUSINESS AND THE URBAN CRISIS.** Fortune, Vol. 77, January 1968. Time Inc., 540 North Michigan Avenue, Chicago, Ill. 60611. 236 p.

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.

- \* 140. **STILL HUNGRY IN AMERICA.** Robert Coles. 1969. World Publishing Company, 110 East 59th Street. New York, N. Y. 10022. \$2.95.

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



141. A STUDY OF GHETTO RIOTERS. Nathan S. Caplan and Jeffery M. Paige. Scientific American, Vol. 219, August 1968, pp. 15-21. Scientific American, 415 Madison Ave., New York, N. Y. 10017.

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

142. A STUDY OF SLUM CULTURE. Oscar Lewis. Random House, 201 East 50th Street, New York, N. Y. 10022. \$7.00.

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.

143. A SURVEY OF ATTITUDES OF DETROIT NEGROES AFTER THE RIOT OF 1967. 1967. Sponsored by the Detroit Urban League, coordinated by the Detroit Free Press. Detroit Urban League, 208 Mack Ave., Detroit, Mich. 48201 15 p. 25¢.

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.

144. A SURVEY OF BRAND PREFERENCES AMONG CHICAGO NEGRO AND WHITE FAMILIES. John S. Wright and Carl M. Larson, 1967. College of Business Administration, University of Illinois, Chicago Circle, Chicago, Ill. 60680.

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

145. THE \$ 30 BILLION NEGRO. D. Parke Gibson. May 1969. Macmillan Company, 60-5th Ave., New York, New York 10011. \$5.95.

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

146. TODAY'S NEGRO MARKET FOR LIFE INSURANCE. (pamphlet) Ebony Magazine. Johnson Publishing Company, 1820 South Michigan Ave.; Chicago, Ill. 60616.

Sales promotion for Ebony Magazine.

147. TREAT NEGRO EQUALLY TO GET HIS BUSINESS. L. W. Jeffries. Advertising Age, Vol. 37, October 7, 1963, p. 62. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

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.

148. TWO YEARS LATER: WATTS AN ECONOMIC WASTELAND. Los Angeles Times, October 8, 1967, pp. 1, 8, and 9. Los Angeles Times, Times Mirror Square, Los Angeles, Calif. 90053.

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.

149. U.S. NEGRO CONSUMER REFERENCE GUIDE (now U.S. Negro World). 1960. World Mutual Exchange. 79 Wall Street, New York, N. Y. 10005. \$2.00.

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

150. WHITE AND NEGRO RESPONSES TO PACKAGE DESIGNS. Herbert E. Krugman. Journal of Marketing Research, Vol. 3, May 1966, pp. 199-200. Journal of Marketing Research, 230 N. Michigan Ave., Chicago, Ill. 60601.

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

151. WHO ARE THE URBAN POOR. Anthony Downs. Committee for Economic Development Supplementary Paper No. 26, October 1968. Committee for Economic Development, 477 Madison Ave., New York, N. Y. 10022. 57 p. \$1.00.

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

152. WHO SAVES? Irwin Friend and Stanley Schor. Review of Economics and Statistics, Vol. 41, May 1959, pp. 213-248. Review of Economics and Statistics, 232 Littauer Center, Cambridge, Mass. 02138.

Empirical study to determine adequacy of various theories of saving behavior.

153. **WORKER'S BUDGETS IN THE U.S.: CITY FAMILIES AND SINGLE PERSONS, 1946 and 1947. 1948.** Task Force on Economic Growth and Opportunity. (Bulletin No. 927) U.S. Dept. of Labor, Bur. of Labor Statistics. (out of print)

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

- \* 153a. **SOCIAL EFFECTS OF INTEGRATED ADVERTISING.** Keith K. Cox. Journal of Advertising Research, Vol. 10, No. 2, April 1970, pp. 41-44. Journal of Advertising Research, Advertising Research Foundation, 3 East 54th St., New York, N. Y. 10022.

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

154. AFTER THE RIOTS - A POSITION PAPER FOR RETAILING. Richard Rosenthal. Stores (National Retail Merchants Association Magazine), December 1967, pp. 11-20. Stores, 100 West 31st St., New York, N. Y. 10001.

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.

- \* 155. ALTERNATIVE OWNERSHIP FORMS FOR INNER CITY BUSINESSES. Robert W. Little. Preliminary Working Paper. Not for publication in present form. School and Graduate School of Business Administration, University of Washington, Seattle, Washington 98105.

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

156. AN ANALYSIS OF RESEARCH IN THE NEGRO RETAIL FOOD MARKET. William Lincoln Hafner. 1965. Joint University Libraries, 419 21st Ave., So., Nashville, Tenn. 37203. 64 p.

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.

157. THE ANATOMY OF A RIOT: BUFFALO, 1967. Frank Besag. 1967. University Press at Buffalo, University of Buffalo, Buffalo, N. Y. 14214.

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.

- \* 158. BLACK BUSINESS DEVELOPMENT. Fred C. Allvine. Journal of Marketing, Vol. 34, April 1970, pp. 1-7. Journal of Marketing, American Marketing Association, 230 North Michigan Avenue, Chicago, Ill. 60601. \$3.50.

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

159. BUSINESS MUST ACT TO KEEP GHETTO'S DISTRUST OF CROOKS FROM HURTING ALL. Stanley E. Cohen. Advertising Age, Vol. 39, April 15, 1968, p. 16. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

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

\* 160. CHANGES IN STEREOTYPING OF NEGROES AND WHITES IN MAGAZINE ADVERTISEMENTS. Keith K. Cox. Public Opinion Quarterly, Winter 1969-70, pp. 603-606. Public Opinion Quarterly, Advertising Research Foundation, Inc., 3 East 54th Street, New York, N. Y. 10022.

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.

\* 161. 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.

\* 162. COMPARATIVE PRICES OF A MARKET BASKET IN PHOENIX. Louis H. Grossman. Arizona Business Bulletin, Vol. 15, No. 10, December 1968, pp. 267-277. Arizona Business Bulletin, Bureau of Business & Economic Research, College of Business Administration, Arizona State University, Tempe, Arizona 85281.

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.

163. THE CRISIS IN AMERICA'S CITIES, A REPORT ON CIVIL DISORDERS IN, 1967. American Retail Federation, September 6, 1967. American Retail Federation, 1616 H. St., N. W., Washington, D. C. 20006. 41 p.

A critique of past riots, their causes and effects, and an enumeration of possible retailer response.

164. **CUSTOMER STRATEGY FOR NEGRO RETAILERS.** John V. Petrof. Journal of Retailing, Vol. 43, Fall 1967, pp. 30-38. Journal of Retailing, School of Retailing, New York University, New York, N. Y. 10003.

Findings indicate that at present Negro retailers possess a comparative advantage in serving the Negro market.

165. **DO THE INNER CITY POOR PAY MORE FOR FOOD?** Donald F. Dixon and Daniel J. McLaughlin, Jr. The Economic and Business Bulletin, Vol. 20, Spring 1968, pp. 6-12. The Economic and Business Bulletin, School of Business Administration, Temple University, Philadelphia, Pa. 19122.

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.

166. **DO THE POOR PAY MORE?** Charles S. Goodman. Journal of Marketing, Vol. 32, January 1968, pp. 18-24. Journal of Marketing, 230 North Michigan Ave., Chicago, Ill. 60601

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

\* 167. **ECONOMIC REPORT ON FOOD CHAIN SELLING PRACTICES IN THE DISTRICT OF COLUMBIA AND SAN FRANCISCO.** Federal Trade Commission, July 1969, 47 p. GPO. 35¢.

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.

\* 168. **FOOD MARKETING IN LOW-INCOME AREAS: A REVIEW OF PAST FINDINGS AND A CASE ANALYSIS IN COLUMBUS, OHIO.** B. W. Marion, L. A. Simonds and Dan E. Moore. 79 p. Cooperative Extension Service, The Ohio State University, Columbus, Ohio 43210.

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

169. GHETTO MARKETING: WHAT NOW? Robert J. Lavidge, W. Leonard Evans, Jr., H. Naylor Fitzhugh, Walter A. Hamilton, and Frederick D. Sturdivant, Fall 1968 Proceedings of the American Marketing Association. American Marketing Association, 230 North Michigan Ave., Chicago, Ill. 60601. (to be published)

Speeches given at the American Marketing Association 1968 Denver Conference.

170. GHETTO NEEDS 'MARSHALL PLAN' GROCERS TOLD. Food Mart News, Vol. 31, April 1968, pp. 1 and 14. Food Mart News, 35 East Wacker Drive, Chicago, Ill. 60601.

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.

\* 171. THE GREAT WASTE: IGNORING BLACKS. Kelvin J. Wall. Marketing/Communications, Vol. 298, February 1970, pp. 42-50. Marketing/Communications, 501 Madison Avenue, New York, N. Y. 10022. \$1.00.

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.

172. GROCERY SHOPPING IN WASHINGTON, D. C. Margaret M. Morris. March 1966. United Planning Organization, 1100 Vermont Ave., N. W. Washington, D. C. 20005. 11 p.

Study of Consumer Action Program of the United Planning Organization. Information on prices, merchandise, choices, and shopping behavior.

173. GUESS WHO'S COMING TO MARKET. D. Parke Gibson. Sales Management Magazine, Vol. 100, May 1, 1968, pp. 44-46. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

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. Journal of Advertising Research, Vol. 10, April 1970, pp. 29-33. Journal of 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 and Charles E. Van Tassel. Journal of Advertising Research, Vol. 10, April 1970, 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. Sales Management, Vol. 104, January 15, 1970. Sales Management, 530 Third Ave., New York, N. Y. 10017. 75¢.

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. Kelvin A. Wall. University of Washington Business Review, Vol. 24, Autumn 1961, 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. Supermarket News, November 16, 1964, p. 6. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

\* 180. THE NEGRO AND AMERICAN ADVERTISING. Harold H. Kassarian. Journal of Marketing Research, Vol. 6, February 1969. Journal of Marketing Research, American Marketing Association, 230 N. Michigan Avenue, Chicago, Ill. 60601. \$3.50.

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.

181. NEGRO BUSINESS FEELS STRESSES OF SUCCESS. Business Week, April 9, 1966, pp. 70-74. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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

182. NEGRO CONSUMERS ARE WAITING. Grocery Mfr., November 1967, pp. 4-8. Grocery Mfr., 420 Lexington Ave., New York, N. Y. 10017.

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.

183. THE NEGRO IN BUSINESS. Ebony Magazine, Vol. 18, September 1963, pp. 211-218. Johnson Publishing Company, 1820 South Michigan Ave., Chicago, Ill. 60616.

Article discusses how successful Negro businesses have been historically.

184. A NEGRO INTEGRATES HIS MARKETS. Business Week, May 18, 1968, pp. 90-95. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

The story of one Negro businessman who first created a market in the ghetto, and then expanded it to the urban white areas.

185. **NEGROES ON THE SALES FORCE: THE QUIET INTEGRATION.** Sales Management Magazine, Vol. 93, October 14, 1964, pp. 25-28. Sales Management Magazine, 630 Third Ave., New York, N. Y. 10017.

Progress report of equal opportunity employment policies. Negroes used as sales personnel and public relations specialists.

186. **NEGRO'S FORCE IN THE MARKET PLACE.** Business Week, May 26, 1962, pp. 76-84. McGraw-Hill Publishing Co., Inc. 330 West 42nd St., New York, N. Y. 10036.

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

187. **NEWSPAPER ADVERTISING AND THE NEGRO MARKET.** John V. Petrof. Journal of Retailing, Vol. 46, Spring 1970, pp. 20-31. Journal of Retailing, New York University, 432 Commerce Building, Washington Square, New York, N. Y. 10003. \$2.00

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.

188. **ORGANIZATION AND COMPETITION IN FOOD RETAILING.** See chapter "Prices and Margins in Different Income Areas." National Commission on Food Marketing. June 1966. pp. 335-342. U.S. Dept. of Labor, Bur. of Labor Statistics. GPO. \$1.50.

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).

189. **THE OTHER SIDE OF THE POVERTY PROBLEM.** David Caplovitz. Challenge Magazine, Vol. 14, September-October 1965, pp. 12-15. Challenge Magazine, 475 Fifth Avenue, New York, N. Y. 10017.

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.

190. THE POOR PAY MORE. David Caplovitz. 1967. The Free Press, 866 Third Avenue, New York, N. Y. 10022. \$1.95.

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.

191. POVERTY, MINORITIES, AND CONSUMER EXPLOITATION. Frederick D. Sturdivant and Walter T. Wilhelm. Social Science Quarterly, Vol. 49, No. 3, December 1968, pp. 643-650. Social Science Quarterly, The Southwestern Social Science Association at the University of Texas at Austin, Austin, Texas 78712. \$1.75.

The research question of the study was, "Is exploitation in the market place 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.

192. PRICES IN POOR NEIGHBORHOODS. Phyllis Groöm. Monthly Labor Review, Vol. 89, October 1966, pp. 1085-1090. U. S. Dept. of Labor, Bur. of Labor Statistics.

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.

193. RETAILING IN LOW-INCOME AREAS. Real Estate Research Corporation. August 1967. Chicago Small Business Opportunities Corporation, 343 South Dearborn St., Chicago, Ill. 60604. 107 p. \$5.00.

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.

194. RIOT PERIL. The Journal of Insurance, Vol. 28, November-December 1967, pp. 13-36. The Journal of Insurance, 112 East Washington, Bloomington, Ill. 61701.

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.

- \* 196. **SIMILARITY OF GHETTO AND NONGHETTO FOOD COSTS.** Burton H. Marcus, Journal of Marketing Research, Vol. 6, August 1969, pp. 365-368. Journal of Marketing Research, American Marketing Association, 230 North Michigan Avenue, Chicago, Ill. 60601.

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.

197. **SOFT DRINKS EARN ETHNIC MARKET SALES.** Grocery Mfr., December 1967, pp. 25-28. Grocery Mfr., 420 Lexington Ave., New York, N. Y. 10017.

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.

198. **SOME EXPANSION POLICIES FAVOR LOW INCOME AREA.** Supermarket News, February 7, 1966, p. 1. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

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

199. **A STUDY OF PRICES CHARGED IN FOOD STORES LOCATED IN LOW AND HIGH INCOME AREAS OF SIX LARGE CITIES.** February 1960. U. S. Dept. of Labor, Bureau of Labor Statistics. Office of Publications, Washington, D. C. 20212. 28 p. Free. (out of print)

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.

200. A STUDY OF PRICES CHARGED IN FOOD STORES LOCATED IN LOW AND HIGH INCOME AREAS OF SIX LARGE CITIES FOR NON-FOOD ITEMS. February 1966. U. S. Department of Labor; Bur. of Labor Statistics. Office of Publications, Washington, D. C. 20212. 11 p. Free. (out of print)

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.

\* 201. SUPERMARKET PRICING PRACTICES IN VARIOUS AREAS OF A LARGE CITY. Richard Teach. Working Papers Series No. 53. 19 p. State University of New York at Buffalo, School of Management, Buffalo, New York 14214.

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

202. TENSE WATTS REMAINS NO-MAN'S LAND OF RETAILING. Women's Wear Daily Magazine, July 6, 1966. Women's Wear Daily Magazine, 7 East 12th St., New York, N. Y. 10013.

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.

\* 203. THREE SEASONS OF BLACKS ON TELEVISION. Joseph R. Dominick, and Bradley S. Greenberg. Journal of Advertising Research, Vol. 10, April 1970, pp. 21-27. Journal of Advertising Research, 3 East 54th Street, New York, N. Y. 10022. \$2.50.

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.

\* 204. TWO SUPPLY COOPERATIVES SERVING LOW-INCOME FARMERS. Farmer Cooperative Service, U. S. Dept. of Agriculture, Washington; D. C., 20205. (out of print)

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.

\* 205. **WHITE RESPONSE TO INTEGRATED ADVERTISING.** James W. Cagley and Richard N. Cardozo. Journal of Advertising Research, Vol. 10, April 1970, pp. 35-39. Journal of Advertising Research, 3 East 54th St., New York, N. Y. 10022. \$2.50.

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.

206. **WHITE WITHDRAWAL: GHETTO MERCHANTS STAY AWAY FROM TIES IN AREAS.** The Wall Street Journal, Vol. 168, August 16, 1966, pp. 1 and 8. The Wall Street Journal, 30 Broad St., New York, N. Y. 10004.

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:

13	221	260	294
32	230	263	298
89	236	271	302
112	240	275	311
142	244	283	323
145	245	285	326
217	251	286	
218	258	291	

#### Late Item

\* 206a. **BLACK CAPITALISM IN GHETTO SUPERMARKETS: PROBLEMS AND PROSPECTS.** Gordon F. Bloom. Industrial Management Review, Vol. 11, No. 3, Spring 1970. Industrial Management Review, Massachusetts Institute of Technology, Cambridge, Mass. 02139. pp. 37 - 48.

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

207. **BUSINESS AND THE MEXICAN-AMERICAN COMMUNITY.** Frederick D. Sturdivant. California Management Review, Spring 1969. California Management Review, University of California, Los Angeles, Calif. 90024.

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.

208. **THE COMMERCIAL STRUCTURE OF DEPRESSED NEIGHBORHOOD: I.** William E. Cox, Jr. 1968. Bureau of Business Research, Case Western Reserve University, Cleveland, Ohio 44106. 146 p.

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

209. **COMPARATIVE STUDY.** Better Business Bureau of Greater St. Louis. March 1968. Better Business Bureau of Greater St. Louis, 901 Washington Ave., St. Louis, Mo. 64101.

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

210. **CONSUMER PROBLEMS OF THE POOR: SUPERMARKET OPERATIONS IN LOW-INCOME AREAS AND THE FEDERAL RESPONSE.** Hearings before a Subcommittee On Government Operations, House of Representatives. October 12, November 24 and 25, 1967. Committee on Government Operations, House of Representatives, Room 2157, Rayburn Building, Washington, D.C. 20515. 352 p.

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.

212. **DISTRICT OF COLUMBIA CONSUMER PROTECTION PROGRAM.** June 1968. Federal Trade Commission, Legal and Public Records Division, Room 130, 6th Pennsylvania Aves., N. W., Washington, D.C. 20580. 30 p. Free.

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

213. **ECONOMIC REPORT ON INSTALLMENT CREDIT AND RETAIL SALES PRACTICES OF DISTRICT OF COLUMBIA RETAILERS.** March 1968. Federal Trade Commission, Bureau of Economics. Room 232, 6th and Pennsylvania Aves., N. W. Washington, D.C. 20580. 52 p. Free.

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.

214. **THE GHETTO CHALLENGE.** Robert J. Lavidge. Presented to the 14th Annual American Marketing Association Public Utilities Seminar in Detroit, Michigan, May 3, 1968. Elrick and Lavidge, Inc., 10 South Riverside Plaza, Chicago, Ill, 60606. 20 p.

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

\* 215. **THE GHETTO MARKETPLACE.** Frederick D. Sturdivant, ed., 1969. The Free Press, 866 Third Avenue, New York, N. Y. 10022. 316 p. \$3.95.

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.

216. **THE HIGH PRICE OF BEING POOR.** Changing Times; The Kiplinger Magazine, August 1968, pp. 39-44. Kiplinger Washington Editors, Inc., 1729 H. St., N. W., Washington, D. C. 20006.

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

217. **THE INNER CITY.** Food Topics, October 1967, pp. 17-30. Food Topics, 205 East 42nd St., New York, N. Y. 10017.

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



- \* 218. **INTERNAL COLONIALISM AND GHETTO REVOLT.** Robert Blauner. Social Problems, Spring 1969, pp. 393-408. Social Problems, Business Office, P. O. Box 190, Kalamazoo, Michigan 49005.

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 contro policies--are analyzed in the light of this thesis.

219. **LOW INCOME CONSUMERS PAY MORE BECAUSE OF IGNORANCE, NOT CHICANERY.** Advertising Age, Vol. 36, May 31, 1965. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

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.

- \* 220. **LOS ANGELES RIOT STUDY - IDEOLOGICAL FOUNDATIONS FOR NEGRO ACTION: A COMPARATIVE ANALYSIS OF MILITANT AND NON-MILITANT VIEWS OF THE LOS ANGELES RIOT.** R. M. Tomlinson. Institute of Government and Public Affairs, Vol. MR-116, June 1, 1967, 56 p. University of California, Los Angeles, California 90024. \$4.00.

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.

Description of the Los Angeles riot of August, 1965. Analysis of causes, events happened, actions taken, results. Survey of the area merchants involved.

- \* 222. **LOS ANGELES RIOT STUDY - THE POLITICS OF DISCONTENT: BLOCKED MECHANISMS OF GRIEVANCE REDRESS AND THE PSYCHOLOGY OF THE NEW URBAN BLACK MAN.** David O. Sears and John B. McConahay. Institute of Government and Public Affairs, Vol. MR-117, June 1, 1967, University of California, Los Angeles California 90024. \$4.00.

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

223. **MARKETING IN LOW-INCOME NEIGHBORHOODS.** Charles S. Goodman, pp. 402-403. Changing Marketing Systems... Consumer, Corporate and Government Interfaces, Reed Moyer, ed., 1967 Winter Conference Proceedings Series, No. 26. 1968. American Marketing Association, 230 North Michigan Ave., Chicago, Ill. 60601. \$5.00 (\$7.50 non-members).

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.

224. **MERCHANTS COUNT UP THE LOSSES.** Business Week, August 5, 1967, p. 28. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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.

225. **NEGRO AND JEW: ENCOUNTER IN AMERICA.** Shlomo Katz, ed. 1967. The Macmillan Co., 60 Fifth Ave., New York, N. Y. 10011. \$4.95.

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.

226. **THE NEGRO ENTREPRENEUR.** Wilford L. White. Occupational Outlook Quarterly, Vol. 10, February 1966, pp. 19-22. U. S. Dept. of Labor, Bur. of Labor Statistics. Reprint available from Office of Publications, Washington, D. C. 20212. Free. (out of print)

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

227. **NEGRO MARKET: EXECUTIVE GUIDE TO MARKETING - 1965.** Printer's Ink, Vol. 288, August 28-September 4, 1964, pp. 39-40. Decker Communications, Inc., 501 Madison Ave., New York, N. Y. 10022.

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.

228. **THE NEGRO MERCHANT, A STUDY OF NEGRO ANTI-SEMITISM.** Harold J. Sheppard. American Journal of Sociology, Vol. 53, September 1947, pp. 96-99. University of Chicago Press, 5750 Ellis Ave., Chicago, Ill. 60637.

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

229. **OUR MOST URGENT TASK: TO PROTECT THE CONSUMER NEEDS.** Mary Gardiner Jones. April 22, 1966. Federal Trade Commission, Legal and Publications Office, Room 130, 6th and Pennsylvania Aves., N. W. Washington, D. C. 20580. 31 p. Free.

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

\* 230. **THE POLITICAL ECONOMY OF BLACK POWER.** Raymond D. Franklin. Social Problems, Winter 1969, pp. 286-301. Social Problems, Business Office, P. O. Box 190, Kalamazoo, Michigan 49005.

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.

231. **THE PROBLEMS AND OPPORTUNITIES CONFRONTING NEGROES IN THE FIELD OF BUSINESS.** H. Naylor Fitzhugh, ed. 1962. U. S. Dept. of Commerce. GPO. 35¢.

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.

232. **RIOT REPORT.** Bruce Weber. Merchandising Week, August 14, 1967, p. 12. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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.

\* 233. **RIOTS AND REBELLION.** Louis H. Masotti, ed. Sage Publications, 275 South Beverly Drive, Beverly Hills, California 90212. \$8.50.

Concentrates on the nature and causes of riots in American cities using the behavioral methodology of social scientists.

234. **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.

235. **- TIME FOR ADVOCACY.** Newsweek, Vol. 70, November 20, 1967, pp. 22-65. Newsweek, 444 Madison Ave., New York, N. Y. 10022.

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.

236. **VIOLENCE IN THE CITY—AN END OR A BEGINNING.** The Governor's Commission on the Los Angeles Riots, December 1965. Governor's Office, Sacramento, California. 95814.

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.

\* 237. **WHITHER THE MARKETING SYSTEM IN LOW-INCOME AREAS?** Charles S. Goodman. Wharton Quarterly, Vol. 3, Spring 1969, pp. 2-10. Wharton Quarterly, 3541 Walnut St., 517 Franklin Building, Philadelphia, Penn. 19104.

\* 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.

\* 238. **WINNERS AND LOSERS IN THE RACE FOR THE GOOD LIFE.** David Gottlieb and Jay Campbell, Jr. Social Science Quarterly, Vol. 49, December, 1968, pp. 591-602. Social Science Quarterly, Southwestern Social Science Association, Baton Rouge, Louisiana 70803. \$1.75.

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:

4	126	232
13	128	246
39	129	268
55	140	279
70	168	285
84	175	286
95	176	287
101	177	293
110	181	294
115	191	303
117	194	326

D. Solving the Problems - Programs and Potential Solutions

239. ADS ALONE WON'T WIN NEGRO MARKET. H. S. Russell. Advertising Age, Vol. 34, October 21, 1963, pp. 3 and 130. Advertising Age, 740 Rush St., Chicago, Ill. 60611.

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.

240. AIDING THE POOR. The Wall Street Journal, Vol. 176, January 4, 1968, pp. 1 and 18. The Wall Street Journal, 30 Broad Street, New York, N. Y. 10004.

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.

241. AMERICA'S RACIAL CRISIS. Current Magazine, September 1967, pp. 6-12. Current Magazine, 905 Madison Ave., New York, N. Y. 10021.

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.

\* 242. ARE WE REALLY FACING UP TO THE POVERTY ISSUE. John B. Parrish. Social Science, Vol. 43, No. 2, April 1968, pp. 74-80. Social Science, The Social Science Publishing Company, Inc., Winfield, Kansas 67156.

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.

243. BETTER BUSINESS BUREAU ALTERS APPROACH. New York Times, October 10, 1967, p. 67. New York Times, 229 West 43rd St., New York, N. Y. 10036.

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.

244. BETTER DEAL FOR GHETTO SHOPPERS. Frederick D. Sturdivant. Harvard Business Review, Vol. 46, March-April 1968, pp. 130-139. Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass. 02162.

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.

245. BLACK CAPITALISM AT WORK. Leon H. Sullivan. U.S. News and World Report, February 17, 1968, pp. 60-67. U.S. News and World Report, United States News Building, 2300 N. St., N. W., Washington, D. C. 20037. 50¢.

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.

246. BLACK CAPITALISM: PROSPECTS AND PROBLEMS. Whitney Young, Nathan Glazer, Howard Samuels and Charlayne Hunter. Saturday Review, August 23, 1969, pp. 15 - 29+. Saturday Review, Saturday Review, Inc., 380 Madison Ave., New York, N. Y. 10017. 50¢.

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.

247. IS BLACK CAPITALISM THE ANSWER? Business Week, August 3, 1968, pp. 60 - 61. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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.

248. BUSINESS AMID URBAN CRISIS. The National Industrial Conference Board, Studies in Public Affairs, No. 3, October 1968. The National Industrial Conference Board, 845 Third Ave., New York, N. Y. 10022. 80 p.

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

249. **A BUSINESS DEVELOPMENT PROGRAM FOR OUR POVERTY AREAS.** Robert F. Kennedy. Congressional Record, 90th Congress, Second Session, May 29, 1968, pp. 1-4. (out of print)

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

250. **BUSINESS MUST PUT-UP.** Leland Hazard. Harvard Business Review, Vol. 46, January-February 1968, p. 2. Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass. 02163.

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.

251. **BUSINESS SUPPORT OF EDUCATION FOR THE DISADVANTAGED.** John Watson and Grace Inley. The Conference Board Record. National Industrial Conference Board, 845 Third Ave., New York, N. Y. 10022.

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.

252. **BUSINESS AND THE URBAN CRISIS.** Gerald L. Phillippe. National Association of Manufacturers 72nd Annual Congress of American Industry, December 6, 1967. National Association of Manufacturers, 277 Park Ave., New York, N. Y. 10017.

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

253. **THE BUSINESSMAN AND THE CITY.** David L. Birch. 1967. Harvard University, Graduate School of Business Administration, Soldiers Field, Boston, Mass. 02163. 220 p. \$3.50.

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.



254. THE BUSINESSMAN AND THE NEGRO. Fortune, Vol. 68, September 1963, pp. 97-99 and 184-194. Time, Inc., 540 North Michigan Ave., Chicago, Ill. 60611.

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

\* 255. CATALOG OF FEDERAL DOMESTIC ASSISTANCE. January 1969, Information Center, Economic Opportunity Office, Executive Office of the President, Washington, D.C. 20506. 610 p.

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.

\* 258. A COMMERCIAL STRUCTURE MODEL FOR DEPRESSED NEIGHBORHOODS. William E. Cox, Jr. Journal of Marketing, Vol. 33, July 1969, pp. 1 - 9. Journal of Marketing, American Marketing Association, 230 North Michigan Avenue, Chicago, Ill. 60601. \$2.00.

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)

\* 260. CONSUMER CREDIT AND THE LOW-INCOME CONSUMER. William G. Kaye, et. al. November 1969, pp. 1-105. The Urban Coalition, William G. Kaye and Associates, 11717 Magruder Lane, Rockville, Maryland 20052.

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.

262. DECEPTION IN THE MARKET PLACE OF THE POOR: THE ROLE OF THE FEDERAL TRADE COMMISSION. Mary Gardiner Jones. An address before the Zonta Club of Washington, June 22, 1966, pp. 1-27. Federal Trade Commission, Legal and Publications Office, Room 130, Washington, D.C. 20580. Free.

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

263. DOES YOUR SALES FORCE KNOW HOW TO SELL THE NEGRO TRADE? John H. Johnson. Management Review, Vol. 41, July 1952, pp. 449-450. Management Review, 1515 Broadway, Times Square, New York, N. Y. 10036.

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.

264. DRIVE TO SET NEGROES UP IN BUSINESS. U. S. News and World Report, Vol. 57, August 31, 1964, p. 82. U. S. News and World Report, 2300 N. St., N. W., Washington, D. C. 20037.

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

265. EDITORIAL ON MARSHALL PLAN FOR CITY SLUMS WITH STRONG EMPHASIS ON ROLE OF PRIVATE ENTERPRISE. The Wall Street Journal, Vol. 170, August 10, 1967, p. 12. The Wall Street Journal, 30 Broad St., New York, N. Y. 10004.

266. EFFECT OF THE PILOT FOOD STAMP PROGRAM ON THE RETAIL FOOD STORE SALES. U.S. Dept. of Agriculture, Marketing Economics Division, Agricultural Economic Report No. 8. U.S. Dept. of Agriculture, Washington, D. C. 20505. 13 p. Free. (out of print)

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.

267. EMPLOYMENT OF THE DISADVANTAGED (SUPER MARKETS). 1968. Super Market Institute, 200 East Ontario St., Chicago, Ill. 60611. 12 p.

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

268. THE FEDERAL TRADE COMMISSION AND CONSUMER CREDIT. Mary Gardiner Jones. April 4, 1968. Federal Trade Commission, Legal and Publications Office, Room 130, Washington, D. C. 20580. 14 p. Free.

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

269. A FEDERAL TRADE COMMISSIONER LOOKS AT FRANCHISING. Mary Gardiner Jones. September 7, 1968. Federal Trade Commission, Legal and Publications Office, Room 130, Washington, D. C. 20580. 24 p. Free.

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. 60-88. 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.

\* 271. **FOOD RETAILING IN URBAN RENEWAL AREAS.** Earl H. Brown and Byron D. Oliver. Agricultural Economics Research, Vol. 256, July 1968, 16 p. Agricultural Economics Research, Department of Agricultural Economics, Cornell University Agricultural Experiment Station, New York State College of Agriculture, Cornell University, Ithaca, New York 14850.

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.

272. **FRANCHISE COMPANY DATA, FOR EQUAL OPPORTUNITY IN BUSINESS.** February 1968. U. S. Dept. of Commerce, Business and Defense Services Administration, Washington, D. C. 20230. 124 p.

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

\* 273. **FRANCHISE COMPANY DATA FOR EQUAL OPPORTUNITY IN BUSINESS.** U. S. Dept. of Commerce, Business & Defense Services Administration. July 1969, U. S. Dept. of Commerce, Office of Marketing, Washington, D. C. 20230. 147 p.

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.

274. **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.

275. **HARLEM'S FIRST CO-OP SUPERMARKET GETS FINANCIAL BACKING FROM BIG BUSINESS.** Business Week, December 30, 1967, p. 65. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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

276. HOW RALPHS ANSWERS LOS ANGELES MARKETING CHALLENGE. Progressive Grocer, May 1967, pp. 172-192. Progressive Grocer. 420 Lexington Ave., New York, N. Y. 10017.

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

277. HOW STUDENTS ARE HELPING GHETTO BUSINESSMEN. (Condensed from Stanford Graduate School of Business Bulletin.) Management Review, Vol. 58, July 1969, pp. 59-62. Management Review, American Management Association, 135 West 50th St., New York, N. Y. 10020. \$1.50.

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

278. THE IMPACT OF URBAN RENEWAL ON SMALL BUSINESS. The Hyde Park-Kenwood Case. Brian J. L. Berry, Sandra J. Parsons, and Rutherford H. Platt. 1968. Center for Urban Studies, The University of Chicago, Chicago, Ill. 60637. 264 p.

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

279. THE KERNER REPORT AND THE FEDERAL TRADE COMMISSION. Mary Gardiner Jones. April 26, 1968. Federal Trade Commission. Legal and Publications Office, Room 130, Washington, D.C. 20580. Free.

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.

280. THE LIMITS OF BLACK CAPITALISM. Frederick D. Sturdivant. Harvard Business Review, January-February 1969, p. 23. Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass 02163.

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.

281. THE LOWER INCOME NEGRO FAMILY IN SAINT PAUL. Robert E. Staples. 1967. St. Paul Urban League, 65 East Kellogg Blvd., St. Paul, Minn. 55101. 48 p.

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.

\* 282. **MAKING CAPITALISM WORK IN THE GHETTOS.** Louis L. Allen. Harvard Business Review, Vol. 47, No. 3, May-June, 1969, pp. 83-92. Harvard Business Review, School of Business Administration, Harvard University, Soldiers Field, Boston, Mass. 02163.

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.

\* 284. **THE MARKETER IN THE GHETTO.** Roy Alexander. Industrial Marketing, Vol. 54, No. 10, October 1969, pp. 69 - 72. Industrial Marketing, Advertising Publications, Inc., 740 North Rush Street, Chicago, Ill. 60611.

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.

\* 285. **MARKETING RESEARCH IN THE INNER CITY.** Fred C. Allvine, Alan R. Andreasen and Frederick D. Sturdivant. Marketing's Involvement in Society and the Economy, Philip R. McDonald, ed. American Marketing Association, 230 North Michigan Ave., Chicago, Ill. 60601.

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.

286. **MERCHANDISING.** Supermarket News, June 5, 1967. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

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

287. **NATIONAL CHAIN PLANNED BY NEW ALL-NEGRO FIRM.** Supermarket News, February 13, 1967, p. 35. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

Information concerning all-Negro super market chain -- Jet Food Corporation. Includes some reference to training store personnel through anti-poverty programs.

288. THE NEGRO AND THE CITY. 1968. Time-Life Books (Division of Time, Inc.), Time and Life Building, New York, N. Y. 10020. \$1.50.

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.

289. NEGRO-OWNED SHOPPING CENTER SET TO OPEN WITH SIX WHITE COMPANIES. Peter H. Binzen. The Sunday Bulletin, September 15, 1968. p. 1. The Sunday Bulletin, 30th & Market St., Philadelphia, Pa. 19101.

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

290. NEW APPROACHES CLICK IN GHETTOS. Supermarket News, August 1, 1966, p. 31. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

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

291. NEW CHAIN FOR GHETTO SHOPPERS. Chain Store Age, March 1968, pp. 78-83. Chain Store Age, 2 Park Ave., New York, N. Y. 10016.

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

292. THE NEW MOOD OF THE NEGRO: SOME IMPLICATIONS FOR MARKET DEVELOPERS. H. Naylor Fitzhugh. September 23, 1963. Howard University, P. O. Box 2826, Washington, D. C. 20001.

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."

293. NEW PERSPECTIVES ON POVERTY. Arthur B. Shostak and William Gomberg, eds. 1965. Prentice-Hall, Inc., Englewood Cliffs, N. J. 17631. 184 p. \$1.95.

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

294. OWNERSHIP BRINGS DIGNITY. Herman T. Smith. 1967. Jet Food Corporation, 1114 Mondawmin Concourse, Baltimore, Md. 21215.

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. Andrew F. Brimmer. Nation's Business, May 1969, pp. 78 - 79. Nation's Business, Chamber of Commerce of the United States, 1615 H. St., North West, Washington, D.C. 20006. (out of print)

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

296. A PHOENIX TO RISE IN WATTS. Les Gilbert. Supermarket News, August 19, 1968. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

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

297. PROGRAMS IN AID OF THE POOR. Sar A. Levitan. 1965. W. E. Upjohn Institute for Employment Research, 300 Westnedge Ave., Kalamazoo, Mich. 49007.

298. PROPERTY PRIDE NEED SPURS DRIVE FOR NEGRO-OWNED STORES. Supermarket News, October 17, 1966, p. 23. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

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

299. THE RETAILERS, THE GHETTO, AND THE GOVERNMENT. Merchandising Week, December 11, 1967, pp. 6 - 7. McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York, N. Y. 10036.

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.

300. SECOND PROGRESS REPORT. Chicago Economic Development Corporation, 1968. Chicago Economic Development Corporation, 343 South Dearborn St., Chicago, Ill. 60604. 60 p.

A report of the efforts of this group in improving the urban low-income situation, dwelling primarily on business operations such as franchise operations.



301. SHOULD SUPERMARKETS TAKE A NEW LOOK AT URBAN AREAS? Food Topics, Vol. 22, February 1967, pp. 10-22. Food Topics, 205 East 42nd St., New York, N. Y. 10017.

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.

302. SOCIAL CHANGE AND THE MAINSTREAM OF AMERICAN SOCIETY. Summary of address by Dr. Herbert Streiner, January 14, 1966. W. E. Upjohn Institute for Employment Research, 300 Westnedge Ave., Kalamazoo, Mich. 49007.

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.

\* 303. SOURCES OF CAPITAL FOR INNER CITY BUSINESS. Thomas A. Klein, Prepared for American Marketing Symposium On Inner City Marketing, Buffalo, New York, June 5, 1970. American Marketing Association, 230 N. Michigan Ave., Chicago, Ill. 60601.

Emphasis on financial aspects of inner city business. Cost and benefit considerations. Framework of a policy model dealing with supply of capital.

\* 304. 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.

\* 305. 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.

\* 306. SUPER JET FOOD STORE - An Experiment in Marketing Improvement in the Inner City. Joseph Arendt (under supervision of Robert Buzzel). August 1969, 17 p. (Appendix, 6 p.) Graduate School of Business Administration, Harvard University, Soldiers Field, Boston, Mass. 02163.

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

307. TENSION IN THE CITIES. James A. Bayton. Chilton Book Company, 401 Walnut Street, Philadelphia, Penn. 19106 \$5.95.

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

308. THERE IS NO EVIDENCE THAT POOR PAY HIGHER PRICES FOR DRUGS. American Druggist Magazine, Vol. 154, August 1, 1966, p. 18. American Druggist Magazine, 1790 Broadway, New York, N. Y. 10019.

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.

309. THREE DIVERSE GROUPS BACK NEW HARLEM RETAIL CO-OP. Supermarket News, December 25, 1967, p. 14. Supermarket News, 7 East 12th St., New York, N. Y. 10003.

310. THE URGENT NEED FOR CONSUMER PROTECTION FOR OUR INNER CITIES. Mary Gardiner Jones. An address at the Ambassador Motor Hotel, Minneapolis, Minn., May 24, 1968. Federal Trade Commission, Legal and Publications Office, Room 130, Washington, D.C. 20580. Free.

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

311. VITALIZE BLACK ENTERPRISE. Robert B. McKerzie. Harvard Business Review, Vol. 46, September-October 1968, pp. 88-99. Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass. 02163.

Condition of Negro-owned business. Responses to the problem: role of Negro groups, white business, federal government. Strategies for development.

312. THE WAR ON POVERTY. Current Magazine, September 1967, pp. 13-21. Current Magazine, 905 Madison Ave., New York, N. Y. 10021.

The articles included review what is needed to succeed in helping our poor.

313. IS WAR ON POVERTY BECOMING WAR ON BUSINESS? D. Hencke. Nation's Business, Vol. 54, March 1966, pp. 40-41 and 58-61. Nation's Business, 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 Advertising Agencies, 200 Park Ave., New York, N. Y. 10017.

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 Little. Harvard Business Review, Vol. 48, May-June, 1970, pp. 4-16, 163-164. 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.

\* 316. WHOSE BLACK CAPITALISM? The Economist, March 1, 1969, pp. 39-40. 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:

32	129	167
39	141	170
48	143	179
49	145	192
62	147	207
63	154	212
124	155	215
127	158	230
128	159	235

E. Miscellaneous Entries

317. COMMUNITY DEVELOPMENT FOUNDATION, INC. Community Development Foundation, Inc., International Office, 345 E. 48th 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.

318. A DIRECTORY OF URBAN RESEARCH STUDY CENTERS. 1967. Joint Economic Committee, Subcommittee on Urban Affairs. 77 p. (out of print)

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.

319. EQUIVALENT LEVELS OF LIVING: A NEW APPROACH TO SCALING THE POVERTY LINE TO DIFFERENT FAMILY CHARACTERISTICS AND PLACE OF RESIDENCE. Chap. 29. Rural Poverty in the United States: Report by the President's National Advisory Commission on Rural Poverty, May 1968: pp. 545-552. GPO. \$5.75.

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.

320. A FRAMEWORK FOR THE ANALYSIS OF INTER-URBAN NEGRO-WHITE ECONOMIC DIFFERENTIALS. (Raymond S. Franklin. Industrial and Labor Relations Review, Vol. 21, April 1968, pp. 367-374. Industrial and Labor Relations Review, Cornell University, Ithaca, N. Y. 14850.

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.

321. HOUSEHOLD RESEARCH IN URBAN CORE. George Sternlieb. Journal of Marketing, Vol. 32, January 1968, pp. 25-28. Journal of Marketing, 230 North Michigan Ave., Chicago, Ill. 60601.

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.

322. THE NEGRO IN AMERICA - A BIBLIOGRAPHY. Elizabeth W. Miller. 1966. Harvard University Press, 79 Garden St., Cambridge, Mass., 02138. 170 p. \$2.95.

A lengthy and detailed bibliography classified by problem area.

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

324. THE NEGRO IN THE FIELD OF BUSINESS. (An annotated Bibliography) Thelma Y. Halliday. June 1970. Institute for Minority Business Education, P. O. Box 662, Howard University, Washington, D. C. 20001. \$2.00.

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.

325. A QUARTERLY BIBLIOGRAPHY ON CULTURAL DIFFERENCES. Prepared by California State Library, Sacramento. List No. 16, April 1968, p. 15. Training Division, State Personnel Board, 801 Capitol Mall, Sacramento, Calif. 95814.

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

326. THORNS ON THE YELLOW ROSE OF TEXAS. Robert Coles and Harry Hoge. The New Republic, April 19, 1969, pp. 13-17. The New Republic, Harrison-Blaine of New Jersey, Inc., 1244 19th Street, North West, Washington, D. C. 20036. 40¢.

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

Late Items

326a. **MARKETING INSTITUTIONS AND THEIR ROLE IN THE GHETTO.** Robert W. Little. Spring 1969. Graduate School of Business Administration and School of Business Administration, Department of Marketing, Transportation, and International Business, University of Washington, Seattle, Washington 98105.

Working Bibliography.

326b. **THE POOR: A SELECTED BIBLIOGRAPHY.** Peter R. Maida and John L. McCoy. GPO. 56 p.

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