

Pepsi-Cola Company Makes Gift of Teen-age Club to Negro Youngsters Living In New York's Harlem

Company Has Always Maintained A Strong Policy of Opportunity For Negroes In Its Business Practice

Negro children living in New York's Harlem have been given a gay, airy, thoroughly equipped recreation center, to be enjoyed and run by themselves, as a gift by Pepsi-Cola Company, through its President, Walter S. Mack, Jr.

Pepsi-Cola Company is well known for the strong policy it has always maintained of opportunity for Negroes in its business practice. It includes in its personnel a Negro Sales Director, Herman Smith. The Company has always insisted that its community projects be for the benefit of all, without regard to race, creed or color; these projects have included Job Awards for young people finishing school; Service Centers for Service men and women; open air concerts; a new scholarship program now operating in High schools throughout the country, including special scholarships for Negro students in those states with separate educational systems; and many other generous community activities.

The Pepsi-Cola Junior Club of Harlem, located at 121 Lenox Avenue (165 W. 116th Street), is the third teen-age center to be established by the Company to the people of New York City this year the other two operating in communities in northern New York and Long Island respectively.

All centers are run on a system of self-government by the youngsters themselves, ranging in age from 15 to 19, through their own House Council. An adult Club Director and a local Advisory Board of adult neighbors assist in guiding the young people, as problems arise.

Each center also has the interest and guidance of a Neighborhood Committee. The Advisory Board of the Pepsi-Cola Junior Club of Harlem consists of the following: prominent in the City's activities: Captain Walter Sullivan of the 28th Precinct; Lt. Louis Chisholm of the 32nd Precinct; Father Rollins Dodson of All Souls Church; Mr. Fred E. DeMendez of the Hopkins Employment Agency; Ptl. Clifton Elnhorn, of the 28th Precinct; Mr. Elmer Carter, of the New York State Unemployment Insurance; Dr. Clarence W. Hogan; Miss Cecilia Saunders of the YMCA; Judge Hubert T. DeLaney, of the Domestic Relations Court; Mr. Horatio S. Hill of the Baptist Educational Center; Rev. Father Fleming, of St. Thomas the Apostle Church; Mr. Matthew Eder, of the Harlem Board of Commerce; Col. Leopold Phillips, of the Harlem Board of Commerce; Mr. Frank Alexander of the Liberty Branch YMCA; Mrs. Regina Anderson and Mr. Alvin Wilkes of the West Harlem Social Agencies.

All three Centers were presented by the Pepsi-Cola Company to the people of New York, on the theory that clubs of this type, operating as they do from 4:00 in the afternoon to 10 o'clock at night on weekdays,

A SWIFT GAME OF PING PONG



TWO youngsters have great fun at the Ping Pong tables in the new recreation center presented as a gift to Negro youngsters in the Harlem community by Pepsi-Cola Company, through its President, Walter S. Mack, Jr. The Club, located at 121 Lenox Avenue, New York, is run on a system of self-government by the teen-age youngsters themselves; an adult Director and Neighborhood Committee of adults give guidance. The center, which operates late afternoons and evenings, was presented by the Company so that Harlem's youngsters could have a place of their own, with games, dancing, refreshments, and activities they would enjoy in wholesome surroundings.

and from 7:00 to 10:00 on Saturdays would give young people a place of their own where they could meet and enjoy themselves in a wholesome atmosphere during their after-school recreation hours.

The plan is approved by The Greater New York Federation of Churches, an organization of most of the large churches in the City of New York, and also by New York's Welfare Council, which comprises in its membership about 600 social, health and welfare organizations operating in that city.

Commenting on the program and plan of the Centers, Mr. Mack says, "All civic-minded people are aware of the fact that with so many mothers in war work, and so many fathers in service, young people have had an intensified problem these last few years—which will be a continuing one in the postwar period...of finding some way of spending their recreation hours after school with their own friends in a healthy and enjoyable atmosphere and in suitable activities. I am sure that we all have sufficient faith in our young people—the future of America—to feel that if they are given a place they can call their own, with games, dancing, refreshments, and activities they enjoy, the so-called 'youth problem' can be simply and effectively met through this practical answer to their wishes and requirements, and that is what we are trying to do through the Pepsi-Cola Junior Clubs. We have built three, and maintain them at our own expense, as a demonstration to the community of a constructive program in this direction. The enthusiasm with which the young people are filling these centers, and the practical lessons of good citizenship which they are learning through their experience in democracy and self-government at the centers, have been tremendously gratifying to all of us who have had a hand in helping to build this program."

The only requirement for membership is registration by youngsters in the neighborhood of a Junior Club, such application being approved by a parent or guardian; age range of 15 to 19; and abiding by the rules set by the House Council of young people themselves.

Youngsters pay dues of ten cents a month, which go into the Club Treasury funds and which are expended for club parties and functions or similar use voted by the young members.

The Harlem Center boasts mirrored walls, and fluorescent and neon lighting. It is in gay red, white and blue colors, and is equipped

Exterior View of the Pepsi-Cola Junior Club of Harlem



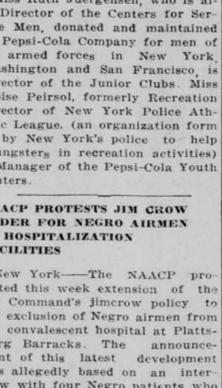
LOCATED in New York City's Harlem at 121 Lenox Avenue, this Recreation Center has been presented as a gift to Negro youngsters in that community by Pepsi-Cola Company, through its President, Walter S. Mack, Jr. The Club is run on a system of self-government by the teen-age youngsters themselves; an adult Director and Neighborhood Committee of adults give guidance. The center, which operates late afternoons and evenings, was presented by the Company so that Harlem's youngsters could have a place of their own, with games, dancing, refreshments, and activities they would enjoy in wholesome surroundings.

MUSIC SWEET AND HOT



TWEEN-AGE boys and girls in New York's Harlem crowd around the juke box, one of the features in the new Pepsi-Cola Junior Club of Harlem. The Recreation Center at 121 Lenox Avenue, New York, has been presented as a gift to Negro youngsters in that community by Pepsi-Cola Company, through its President, Walter S. Mack, Jr. The Club is run on a system of self-government by the teen-age youngsters themselves; an adult Director and Neighborhood Committee of adults give guidance. The center, which operates late afternoons and evenings, was presented by the Company so that Harlem's youngsters could have a place of their own, with games, dancing, refreshments, and activities they would enjoy in wholesome surroundings.

RHYTHM AND GRACE



THE Harlem youngsters in their very own Recreation Center, located in the heart of New York City's Harlem at 121 Lenox Avenue, the Pepsi-Cola Junior Club of Harlem has been presented as a gift to Negro youngsters in that community by Pepsi-Cola Company, through its President, Walter S. Mack, Jr. The Club is run on a

THE NAACP PROTESTS JIM CROW ORDER FOR NEGRO AIRMEN IN HOSPITALIZATION FACILITIES

New York—The NAACP protested this week extension of the Air Command's Jim Crow policy to the exclusion of Negro airmen from the convalescent hospital at Plattsbury Barracks. The announcement of this latest development was allegedly based on an interview with four Negro patients who claimed unhappiness because of climate and inadequate social conditions. The memorandum of May 12th from Brigadier General Ray L. Owens, Deputy Chief of Air Staff to Truman K. Gibson, Civilian Aide to the Secretary of War, pointed out that:

"During the early part of February, this year, four (4) of the Negro patients were interviewed and it was found that the Negro personnel assigned there were very unhappy in their situation due largely to the severe winter climate and to the fact that there is a negligible Negro population in that vicinity. The total civilian Negro population in the vicinity consisted of one family.

"As a result of the above findings, the Plattsbury Convalescent Hospital recommended to the Personnel Distribution Command on 10 February 1945 that no more Negro patients be sent to that hospital. This recommendation was accepted and adopted as policy by the Personnel

Distribution Command and put into practice."

In his letter to Secretary of War Stimson, NAACP special Counsel Thurgood Marshall hit the fallacious reasoning of the Air Corps in setting policy to be adhered to in the handling of all Negro personnel, on the basis of race or color. He declared, "The explanation for this policy is another example of the fallacious reasoning of the Air Corps. All Negroes in the Air Corps eligible for convalescent treatment are excluded because of the alleged opinions of four Negroes to the effect that they are 'unhappy' in the northern climate.

"It is believable that the Air Command in charge of air bases with Negro personnel in northern sections of the United States as well as in areas of other countries with

New Canteen Lends a Hand to Harlem Youth in New York City



WHEN the Pepsi-Cola Junior Club of Harlem opened in that community recently adults were "allowed in" on opening day only. Located in the heart of New York City's Harlem at 121 Lenox Avenue, the Recreation Center has been presented as a gift to Negro youngsters in that community by Pepsi-Cola Company, through its President, Walter S. Mack, Jr., shown here extreme left. The Club is run on a system of self-government by the teen-age youngsters themselves, two of whom appear in the picture. An Adult Director and Neighborhood Committee of adults give guidance. The Rt. Rev. Msgr. Edward Roberts

Secretary of War to issue an order countermanding the action of the Air Staff in excluding Negroes from Plattsbury and other convalescent hospitals solely on the ground of race."

NAACP VOTES AGAINST LEADERSHIP OF GIBSON
New York—Following failure to receive a categorical answer to inquiries made by the NAACP to Truman K. Gibson, Jr., concerning the exact wording of remarks attributed to him by the press on the performance of the 32nd Division, the Association's Board of Directors passed a resolution expressing lack of confidence in the leadership of the Civilian Aide to the Secretary

of War. The resolution as passed read: "In view of Mr. Gibson's failure to answer categorically the questions asked as to the accuracy of the articles in the New York Times and the New York Herald-Tribune; and in view of his statements as to the reports in the Norfolk Journal and Guide, and the Baltimore Afro-American; also, in view of his lack of cooperation with the Washington Bureau of the NAACP; the National Association for the Advancement of Colored People expresses its lack of confidence in the leadership of Mr. Gibson."

Mr. Gibson was asked if his remarks at a March 14th press conference in Rome were correctly presented in the following paragraph from the New York Herald-Tribune: "Mr. Gibson said he had tried to find out why Negro troops so often 'melt away' in the face of the enemy."

Complicated Economy
Casein prices offer an example of the complications sometimes traceable in trade and industry, according to a recent report on the dairy situation, issued by the U. S. department of agriculture.

In order to increase steel production recently, more coke was needed. To produce more coke, the coke ovens had to be operated at higher temperatures. This resulted in the production of less phenol. Phenol is used in glues which compete with casein glue. The restricted production of phenol glue caused prices of both phenol and casein glues to rise. As a result casein prices increased.

Wall Plugs
If you have a switch at the outlet—turn the switch to "off" before you connect or disconnect the plugs. This prevents sparking between metal prongs and outlet. Sparking eats away metal and will in time cause poor connections. If there is no switch, disconnect the plug from the wall outlet first. It is much less expensive to buy a new outlet plug than to replace the appliance plug and the appliance terminals. To disconnect either plug, grasp the plug, not the cord. Pull straight. If the plug sticks, rock it gently from side to side as you pull, to loosen one connection at a time. It's the safest policy to disconnect the cord from the outlet each time you finish using a heating or cooking appliance.

Rat Poisoning
The most popular method of rat control is poisoning, and if performed properly is very effective. The most successful poisons are barium carbonate and red squill, which are used by mixing one part poison in 10 parts of hamburger, oatmeal, cheese, fresh grain or other bait. The baits are most attractive to the rat when about a teaspoonful is wrapped in paper enabling him to carry it to his hole. Pre-baiting is frequently desirable, for it makes the rat familiar with the places where he will find food, and also removes his suspicion concerning the material. Pre-baiting for about one week before the poison is to be added is considered desirable.

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If we don't like our union, we should, I believe, have a choice of other unions—or no union.
If we don't like an employee, we should have the right to get a better one.
There has been a gradual disappearance in America in recent years of our freedom to WALK OUT.

where a few stragglers will fall by the wayside in other units, a whole Negro platoon will sometimes get panicky."

Mr. Gibson was also asked if he was correctly reported in the following paragraph, also from the Herald Tribune: "Mr. Gibson said most of the 32nd Division officers killed in combat have been Negro officers, which he said reflected more credit on their courage than their judgment."

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