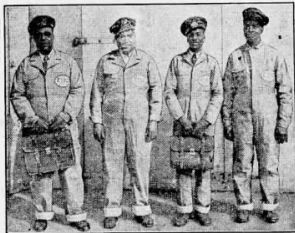


Amateur Salesmen Make Good



Woodson Williams, Clarence La Prade, John McLaughlin and Milton Robertson, warehouse employees who demonstrated that they can sell goods, as well as handle boxes and barrels.

Negro Bulk Plant Employees Demonstrate Their Selling Ability for Firm and Uncover Negro Purchasing Power

THE above quartette of Negro employees with long time records in the service of the Standard Oil Company of Louisiana at the Nashville plant availed themselves of a non-selling force contest among employees of the company to demonstrate that they, too, could sell merchandise. They entered the contest under the title of "The Ifalle Selasie Brigade," and did so well as to warrant publication of their pictures in the *Esso Marketer*, the official organ of their company and its affiliates, the Standard Oil Co. of New Jersey, the Standard Oil Co. of Pa. and the Colonial Beacon Oil Co., Inc.

The contest took place during the Christmas holiday period, and John McLaughlin won with a sales record of \$42.83, which was less than one dollar below the average of all of the 23 white participants, in spite of the smaller and less affluent Negro market. Woodson Williams was the runner-up, whose close finish in second place served to give him salesman ambitions.

The Nashville district sales manager, Mr. J. N. Foster, was so well pleased with the zeal displayed that he tendered the boys a banquet at the Bryant House, the new hotel erected by Dr. Ira Byrant, head of the A.M.E. Publishing house and managed by Miss Tommy Jones, formerly of the Pythian Hotel of Hot Springs. Mrs. Murphy,

culinary superintendent, personally supervised the preparation of a splendid menu.

Co-guests of the company were a group of local dealers, including the owner of the University station, Drs. Floyd and J. W. Jones, officials of the two Ever Ready Service stations, and Mr. Walter Allimono, who is the pioneer Negro certified accountant of the United States and manager of the Baptist Publishing house. He and Rev. Isaacs of the Baptist Board are preparing to open a new Esso Marketers outlet in the city as an investment proposition.

Three annuitants of the company were also invited, and James A. Jackson of the New York office of the company was the guest speaker.

The hard selling fellows who were honored have employment records with the Standard Oil Co. of Louisiana ranging from 11 to 30 years. Mr. LaPrade is the senior with 30 years. Mr. Williams has 19 years' service, Mr. Robertson 13 and Mr. McLaughlin 11. They have effectively demonstrated that Negroes can sell merchandise and that there is a market for them to exploit. Nashville has more than 1,500 Negro car owners and about as many Colored chauffeurs and truck drivers actively employed. The Brigade proved that they were favorably known to many of those potential customers for motor fuel and accessories.

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