

PICTORIAL SKETCH

AND THE

Early History

OF THE

NATIONAL NEGRO BUSINESS LEAGUE

(Now The National Business League)

AND THE

HOUSEWIVES LEAGUE

(Vol. 1 - No. 1)



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DECLARATION OF PURPOSE OF THE NATIONAL NEGRO HOUSEWIVES' LEAGUE

SEVENTEEN MILLION NEGROES live in America. These citizens have been loyal to this country's traditions, speak its language, and obey its laws. These Negroes spend their incomes, the same as other population groups, for merchandise and products manufactured and sold in America.

It is both a custom and sound economics for all groups of consumers to receive certain recognition in the form of employment, proportionately and impartially allocated.

The Negro is not "proportionately and impartially" employed in accordance with purchasing power for the necessities of home and body.

A National Housewives' League, representing the women of the 1,062,500 Negro homes, recognizing and deploring these conditions, organized to conduct an economic crusade in behalf of the employment of their children, and to promote the programs of our races. We believe that these objectives may be obtained by:

1. Affiliating with the National Negro Business League's efforts to organize Negro business in its various classes and groups, to encourage more of our people to enter those business pursuits which deal with the necessities of life and the home, and to gain recognition for the race in all branches of trade and commercial activities of the country.
2. By giving preference in patronage to stores and business enterprises not owned and operated by Negroes, but which employ Negroes in varied capacities according to their fitness and abilities.
3. By patronizing and supporting business enterprises owned and operated by Negroes.
4. By conducting campaigns of education and research to determine our own economic strength as represented in our buying power.
5. By employing every possible method to make America aware of our value as consuming and spending citizens, and to use this power as the basis for a reasonable demand for just and impartial economic recognition for our people.
6. By instilling in our children that business and commerce are noble pursuits which offer lucrative rewards for mastery of small beginnings, sacrifice, ambition, intelligence, grit and determination, and that these attributes when blended with race pride are foundations which must be laid for a permanent economic structure.



National Housewives Convention 1959