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Motorist GREEN BOOK

An International Travel Guide



Carry Your
Green Book
With You
You May
Need It.

1950 Edition

Price
\$1.00

NAME:

Class PD:

Section Summary/Questions	My Thoughts
What Text Features are being used on the Front cover of the Book?	
What phrase is used that might seem <u>ominous?</u> & <u>WHY?</u>	
What Graphic features are used on the front cover of the book?	
Was there anything that surprised you about the Cover of the Book?	
What do you predict the book will include?	

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FOR EXTRA SERVICE - - - MENTION "THE GREEN BOOK"

THE
NEGRO MOTORIST
GREEN BOOK

VICTOR H. GREEN
GEORGE I. SMITH

1937 EDITION

INTRODUCTION

The idea of "The Green Book" is to compile facts and information connected with motoring, which the Negro Motorist can use and depend upon.

We are appealing to the Motorist and Business places for their whole-hearted co-operation to help us in our endeavor, by contributing ideas, suggestions, Travel information and articles of interest.

Every medium and resource is being used to contact Reliable Business Places and Resorts that will serve your motoring needs. All advertisements contained in this book has been carefully selected and we feel sure that your patronage will be appreciated by the advertisers.

In the event that you are dissatisfied with the service rendered by an advertiser, we would appreciate you writing us the complaint, stating all the facts and conditions and we will immediately investigate your case and help to adjust same.

Let's all get together and make Motoring better.

Published yearly in the month of May by GREEN & SMITH—Executive and Advertising office at 2370—7th Ave., New York City, N. Y.—Tel. EDgeombe 4-0053. Manuscripts submitted for publication should be sent to 2370—7th Avenue, New York, and must be accompanied by return postage. No liability can be assumed for loss or damage to manuscript, although every possible precaution will be taken.

Subscription: Twenty-five cents per copy.

Advertising:—For rates write to the publishers and the same will be sent.

Last forms close on April 15th. We reserve the right to reject any advertising which in our opinion does not conform to our standards.

Published by
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2370 SEVENTH AVENUE
NEW YORK, N. Y

Section Summary/Questions	My Thoughts
Identify the header used at the top of the 1937 edition. Why might the placement of this simple statement be an effective tool for the author? Explain.	
According to the introduction to the 1937 Edition, what is the purpose of <i>The Negro Motorist Green Book</i> ?	Use evidence from the text to support your response:
What kind of information can the reader expect the guide to offer?	Use evidence from the text to support your response:

ESTABLISHED 1936

The Negro Motorist Green Book

INTRODUCTION

With the introduction of this travel guide in 1936, it has been our idea to give the Negro traveler information that will keep him from running into difficulties, embarrassments and to make his trips more enjoyable.

The Jewish press has long published information about places that are restricted and there are numerous publications that give the gentile whites all kinds of information. But during these long years of discrimination, before 1936 other guides have been published for the Negro, some are still published, but the majority have gone out of business for various reasons.

In 1936 the Green Book was only a local publication for Metropolitan New York, the response for copies was so great it was turned into a national issue in 1937 to cover the United States. This guide while lacking in many respects was accepted by thousands of travelers. Through the courtesy of the United States Travel Bureau of which Mr. Chas. A. R. McDowell was the collaborator on Negro Affairs, more valuable information was secured. With the two working together, this guide contained the best ideas for the Negro traveler. Year after year it grew until 1941 "PM" one of New York's great white newspapers found out about it. Wrote an article about the guide and praised it highly. At the present time the guide contains 80 pages and lists nu-

merous business places, including whites which cater to the Negro trade.

There are thousands of first class business places that we don't know about and can't list, which would be glad to serve the traveler, but it is hard to secure listings of these places since we can't secure enough agents to send us the information. Each year before we go to press the new information is included in the new edition.

When you are traveling please mention the Green Book, in order that they might know how you found their place of business, as they can see that you are strangers. If they haven't heard about this guide, ask them to get in touch with us so that we might list their place.

If this guide has proved useful to you on your trips, let us know. If not, tell us also as we appreciate your criticisms and ideas in the improvement of this guide from which you benefit.

There will be a day sometime in the near future when this guide will not have to be published. That is when we as a race will have equal opportunities and privileges in the United States. It will be a great day for us to suspend this publication for then we can go wherever we please, and without embarrassment. But until that time comes we shall continue to publish this information for your convenience each year.

Section Summary/Questions	My Thoughts
<p>What is most closely the meaning of <u>issue</u> as it used in paragraph 3rd of <i>The Negro Travelers' Green Book</i>? (Starting with "In 1936")</p> <p>Answer choices for the above question</p> <p>A. publication B. an important area or concern C. emerge or flow from D. to supply</p>	<p>What is the <i>Double Entendre</i> with this word/subject matter?</p>
<p>Why do you think that there was a need for various groups to have specific travel guides?</p>	
<p>What other group was identified showing the need for their own travel guide?</p>	
<p>Which of the following best describes the tone of the introduction to the 1950 Edition?</p> <p>Answer choices for the above question</p> <p>A. Somber and retaliatory B. Passionate and eager C. Informal and arrogant D. Earnest and humble</p>	<p>Why did you select the answer on the left? What did you see in the text?</p>

The Green Book is the Guide to Every Traveler's Dream

Sometime in everyone's life, there are dreams of traveling either to distant lands, or to see their own land. Some dream of travel by air, some by boat, railway or motor.

Today beautiful highways with conveniently situated stations, bus lines, air-lines and fast trains, make it possible to realize these dreams.

There is much to be seen and more to learn, of this our land which offers everything of beauty, wonder and history.

"MAKE TRAVELLING A REAL PLEASURE"

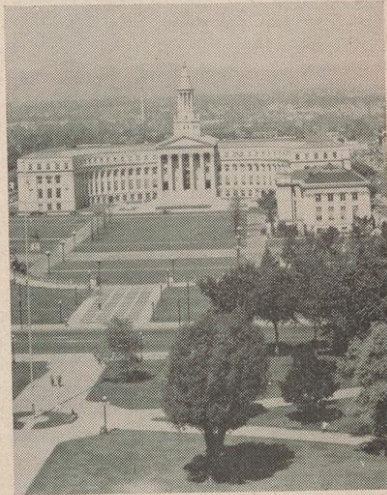
SEE —

Denver, Colorado — the scenic "City of Churches". Partially encircled by the beautiful and dramatic Rocky Mountains, Mt. Evans to the west; Longs Peak and Rocky Mountain National Park to the north; while to the south, Pikes Peak holds its snow-capped crest above the clouds. The Capitol Building dominates the city and the Valley of Platte. From the tower, beneath a golden dome, visitors may view the panorama of a great city whose parks stretch into the distance for miles. Mesa Verde National Park, Denver's state museum, facing the state house, has one of the most complete collections of artifacts of Pueblo culture in the nation. The Indian collection is exhibited mainly in the Central room, depicting Indian life in minute detail. The Park of the Red Rocks, an amphitheatre, seating 10,000, is one of Denver's most outstanding mountain parks. Another interesting and picturesque spot is the old Mining

Camp of Central City, famous for its annual Play Festival, held three weeks each summer in its historic old opera house. (Central City was the center of what was once declared the "richest square mile on earth.")

Visitors from everywhere make use of the scenic trails and highways leading from Denver into the surrounding regions of unsurpassed scenery and recreation.

Colorado's "mile-high city" extends the "Arms of Welcome" to all visitors.

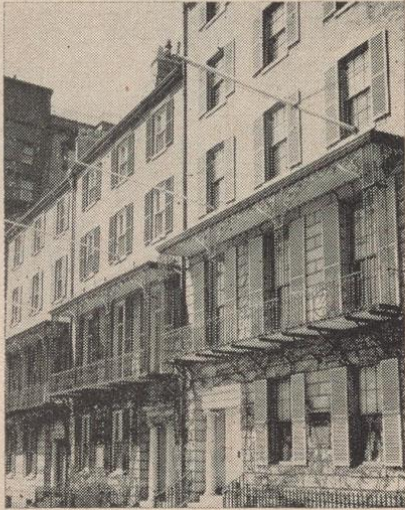


LOOKING ACROSS DENVER'S FAMOUS CIVIC CENTER, WITH THE CITY HALL IN THE BACKGROUND. IN THE DISTANCE IS THE CONTINENTAL DIVIDE OF THE ROCKY MOUNTAINS, WITH MT. EVANS, 14,260 FEET, THE SUMMIT OF WHICH IS REACHED BY THE HIGHEST AUTOMOBILE ROAD ON THE CONTINENT, DOMINATING THE SCENE

Section Summary/Questions	My Thoughts
<p>How did <i>The Negro Motorist Green Book</i> change the experience of traveling for African Americans? Cite evidence to support your answer.</p>	
<p>Change:</p>	<p>Evidence</p>
	<p>Evidence</p>

statue dedicated to "those who go down to the sea in ships."

These little villages and towns can be reached conveniently by bus or motor. A few days spent covering these areas should be time well spent and most enlightening.



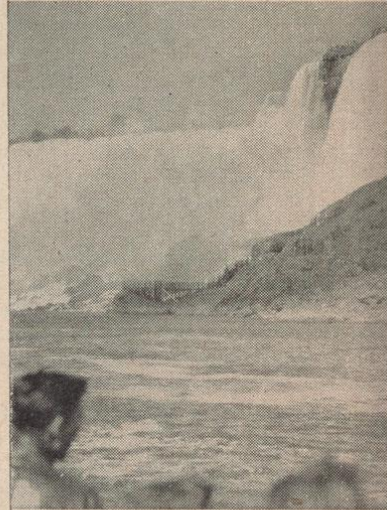
GRILL WORK ON BEACON STREET COR. OF JOY, OPP. BOSTON COMMON, FORMER HOME OF FRANCIS PARKMAN WHO FINANCED BUILDING OF COMMON.

NIAGARA FALLS —

New York State's greatest natural attraction for honeymooning couples and other visitors, offers also the great American and Horseshoe Falls, the upper and lower Rapids, the Whirlpool, the Great Gorge and Honeymoon Bridge.

Fort Niagara, built by the French to prevent the control of the "gateway to the west" by the English, is open to visitors. Adjacent to the great Falls is the city of Niagara Falls, center of the world's electro-chemical and electro-metallurgical industries. The city has fine recreational facilities. Nearest cities

—Buffalo and Chautauqa, which famous for its symphony concerts and cultural movements and summer school



NIAGARA FALLS AS VIEWED FROM BOAT



NIAGARA FALLS

Section Summary/Questions	My Thoughts
Look at the photographs and caption in the text. Evaluate how effectively these text features support the author's message and engage the reader's interest.	
Niagara Falls...	
Grill Work...	
Create a Caption for the 3 rd Picture:	Explain the Significance of your caption:

Studebaker Cars

Studebaker, the car that set the post-war styling pace for the automobile industry, has done it again.

Details of the company's line of 1950 model passenger cars were disclosed today by H. S. Vance, chairman of the board and president, with a prediction that this latest Studebaker will be acclaimed the most distinctive looking car on the road.

In these new cars the company's designers, Raymond Loewy Associates, have achieved an automotive style pattern as revolutionary today as were the first Studebakers of postwar design three years ago. A complete change in frontal appearance and fender treatment gives the 1950 models sleek, new lines which make them appear in motion even when they're standing still.

Both ride and handling ease have been considerably bettered by engineering innovations complementing the use of an improved self-stabilizing coil spring front suspension.

The front of the 1950 Studebaker is particularly striking. It embodies an airplane fuselage-type hood, flanked by air-foil front fenders and set off by a chrome "spinner." In addition to providing an ornamental touch, the "spinner" augments four frontal openings which direct air to the engine for maximum cooling. The largest of these air passages consists of two oval-shaped honeycomb grille scoops located below the two smaller air channels which flank the "spinner." Chrome moldings over these small twin channels contribute to the unusual decorative effect.



FRONT END DESIGN OF THE NEW 1950 STUDEBAKER MODELS IS PARTICULARLY STRIKING. THE "SPINNER," IN ADDITION TO PROVIDING A HANDSOME ORNAMENTAL TOUCH, AUGMENTS FOUR FRONTAL OPENINGS WHICH DIRECT AIR TO THE ENGINE. THE LARGEST OF THESE AIR PASSAGES CONSISTS OF TWO OVAL-SHAPED HONEYCOMB GRILLE SCOOPS LOCATED BELOW TWO SMALLER AIR CHANNELS WHICH FLANK THE "SPINNER."

In harmony with a styling that expresses power, speed and sleekness are the heavy wrap-around bumpers. In front they are held by supports enclosed within tubular housings which are painted to match the automobile.

Section Summary/Questions	My Thoughts
<p>Why might the information provided about Studebaker automobiles have been important to readers? Cite evidence from the text that supports your response.</p>	
<p>Which statement about <i>The Negro Travelers' Green Book</i> would the author most likely agree with?</p> <p>A. The success of <i>The Negro Travelers' Green Book</i> is dissatisfying, as the guide itself will be irrelevant in a few years.</p> <p>B. The success of <i>The Negro Motorist Green Book</i> depends just as much on the publishing team as it does on the cooperation and feedback of its readers.</p> <p>C. The success of <i>The Negro Travelers' Green Book</i> depends on the willingness of businesses to be included in the guide.</p> <p>D. The success of <i>The Negro Travelers' Green Book</i> is due to pure luck and setting within its time period.</p>	
<p>Which line from the text best support the correct answer to Question 7?</p> <p>A. "Because people want to buy our guides. Never has there been a greater demand than now. — People don't know where to purchase them — We make it possible for you to make the sale."</p> <p>B. "Therefore, at this point may we emphasize that these listings are printed just as they are presented to us and we would like your cooperation and understanding, that the publishers are not responsible for miscalculations or errors after this check has been made."</p> <p>C. "There will be a day sometime in the near future when this guide will not have to be published."</p> <p>D. "We are appealing to the Motorist and Business places for their whole hearted co-operation to help us in our endeavor, by contributing ideas, suggestions, Travel information and articles of interest...Let's all get together and make Motoring better."</p>	

A Chat With The Editor

TRAVELING is one of the large industries of this era. Millions of people hit the road as soon as the warm weather sets in. They want to get away from their old surroundings: to see—to learn how people live—to meet old and new friends.

In this era of the automobile, trains, buses, boats and fast flying air liners, we have an assortment of transportation which will take one to any place that they might wish to go. With all of these transportation facilities at hand, modern travel has brought thousands of people out of their homes to view the wonders of the world.

Thousands and thousands of dollars are spent each year in the various modes of transportation. Money spent like this brings added revenue to trades people throughout the country.

The white traveler for years has had no difficulty in getting accommodations, but with the Negro it has been different. He before the advent of Negro Travel Guides has had to depend on word of mouth and then sometimes accommodations weren't available. But now a days things are different—he has his own travel guide, that he can depend on for all the information that he wants and with a

selection. Hence these guides have made traveling more popular and without running into embarrassing situations.

Since 1936, THE GREEN BOOK has been published yearly. A few years after its publication, THE GREEN BOOK was recognized as the official Negro Travel Guide by the United States Travel Bureau, a part of the Department of Commerce, which bureau has been closed, due to the lack of funds. By being such an important piece of literature, white business has also recognized its value and it is now in use by the Esso Standard Oil Co., The American Automobile Assn. and its affiliate automobile clubs throughout the country, other automobile clubs, air lines, travel bureaus, travelers aid, libraries and thousands of subscribers.

Hence we have filled one of our life's ambitions, to give the Negro a travel guide that will be of service to him, by this method we have established ourselves in the minds of the traveling public. THE GREEN BOOK is known from coast to coast as the source of information for travel and vacations.

VICTOR H. GREEN,
Editor & Publisher

Section Summary/Questions	My Thoughts
<p>What does this guide book tell you about the people that put it together? Explain, citing evidence from the text to support your inferences.</p>	
<p>Which of the following inferences is best supported by the following paragraph starting with <i>"The white traveler for years..."</i></p> <p>A. The author believes that all businesses will eagerly serve African American patrons. B. The author thinks it wise to dwell on injustices encountered while traveling. C. The author is pessimistic about the amount of businesses listed that are willing to serve African-American patrons. D. The author believes that the guidebook will enable African-Americans to travel without issue.</p>	
<p>Which sentences from the text best support the correct answer to the previous Question ? <i>"But now a days things are different—...embarrassing situations."</i></p> <p>Answer choices for the above question</p> <p>A. "The white traveler for years has had no difficulty in getting accommodations [sic], but with the Negro it has been different." B. "He before the advent of Negro Travel Guides has had to depend on word of mouth and then sometimes accommodations weren't available." C. "Hence these guides have made traveling more popular and without running into embarrassing situations." D. "Since 1936, THE GREEN BOOK has been published yearly. A few years after its publication, THE GREEN BOOK was recognized as the official Negro Travel Guide by the United States Travel Bureau, a part of the Department of Commerce, which bureau has been closed, due to the lack of funds."</p>	
<p>Which of the following best states the central purpose of the text?</p> <p>A. To inform African American travelers about the safe businesses and accommodations available to them while traveling the country, while also providing crucial information about vehicle mechanics. B. To inform African American travelers about the policies and potential dangers presented by Jim Crow era segregation laws and how these laws might impact their travel. C. To inform African American motorists of the dangers of traveling around the United States due to racism and segregation laws and to ultimately discourage them from doing so. D. To inform African American motorists about how advantageous it is to travel the country by car rather than by plane or train, and offer details about how to properly maintain their vehicles.</p>	

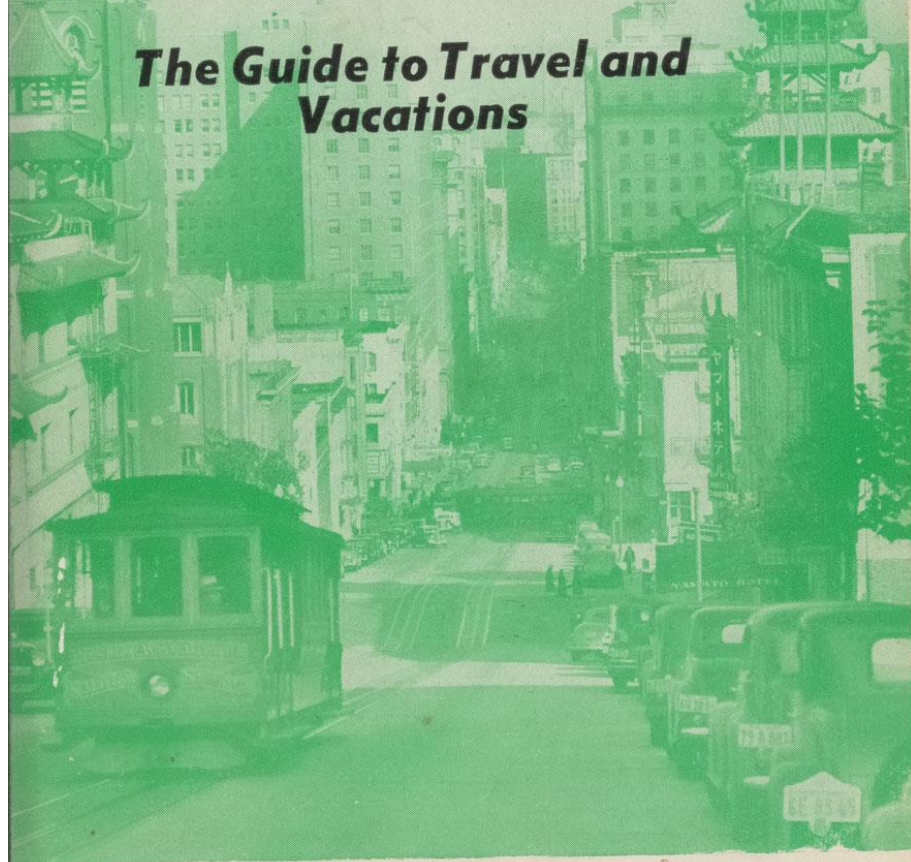
1954 EDITION

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The Negro Travelers'

Green Book

The Guide to Travel and Vacations



Travel-Wise People Travel by
THE GREEN BOOK

For 16 years the guide used by experienced travelers.

Carry your GREEN Book with you — you may need it.

Section Summary/Questions	My Thoughts
<p><i>The Negro Motorist Green Book</i> took advantage of a lot of text features that were available for a printed publication of that time period. Today, of course, we live in an age of dynamic web sites and social media content that still utilize some of these old features but also make use of new ones. Go to the website www.visitjacksonville.com, the official tourism web site for the city of Jacksonville. This site has some of the same text features as <i>The Negro Motorist Green Book</i>, but also utilizes additional text features. What text features utilized in the Visit Jacksonville web site do you think are most effective at attracting the reader's attention and enticing the reader to learn more about what the city has to offer? Explain.</p>	
<p>. This site has some of the same text features as <i>The Negro Motorist Green Book</i>:</p>	
<p>but also utilizes additional text features.</p>	
<p>What text features utilized in the Visit Jacksonville web site do you think are most effective at attracting the reader's attention and enticing the reader to learn more about what the city has to offer?</p>	