



Smithsonian

Anacostia Community Museum

New Negro Opinion Newspaper

ACMA.10-012.3

ACMA Staff

Anacostia Community Museum Archives
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Collection Overview

Repository:	Anacostia Community Museum Archives
Title:	New Negro Opinion newspaper
Date:	1933-1935
Identifier:	ACMA.10-012.3
Extent:	1.67 Linear feet (1 oversize box)
Language:	English .
Summary:	This collection of <i>New Negro Opinion</i> newspapers spans from December 16, 1933 to April 18, 1935, and measures 1.67 linear feet. The Washington, DC-based paper was published weekly by the New Negro Alliance, which was established in 1933 by John Aubrey Davis, Belford V. Lawson, and M. Franklin Thorne to protest discrimination in employment practices in stores doing business in black neighborhoods. William H. Hastie, the first African American federal judge served as the assistant editor and a columnist for the weekly.

Administrative Information

Processing Information

Inventory by Olubunmi Bakare, August 2017.

Machine-readable finding aid completed by Jennifer Morris September 2018.

Preferred Citation

Anacostia Community Museum Archives, Smithsonian Institution.

Restrictions

Use of the materials requires an appointment. Please contact the archivist at ACMarchives@si.edu

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Biographical / Historical

John Aubrey Davis, Belford V. Lawson, and M. Franklin Thorne established the New Negro Alliance in 1933 to protest discrimination in employment practices in stores doing business in black neighborhoods. On August 28th of that year, the manager of the Hamburger Grill on U Street in the District of Columbia fired his all black staff and replaced them with whites. Black customers, led by Washingtonian John Aubrey Davis maintain a boycott and picketed until the manager relented and brought the black workers back—with an increase in pay and a reduction in hours.

After the Hamburger Grill, their campaigns targeted the A&P grocery stores, the High Ice Cream Company, Peoples Drug Store, Kaufman's Department Store, and finally, the Sanitary Grocery Company (later Safeway grocery stores)—which led them all the way to the Supreme Court. Mary Church Terrell, Mary McLeod Bethune, and many other prominent black Washingtonians joined the picket lines. Walter E. Washington, later the first black mayor of the city, Eugene Davidson (later head of the D.C. NAACP), Howard University professor N. Naylor Fitzhugh, John Aubrey Davis, attorney Belford V. Lawson, Jr., M. Franklin Thorne (later manager of Langston Terrace housing project), R. Grayson McGuire (owner of the McGuire family funeral homes), and Robert C. Weaver were among the leaders of the New Negro Alliance.

The organization's tactics were unique. The Alliance conducted survey research in the neighborhoods surrounding a retail store that did not hire black employees. They then shared their research findings with the store managers, and requested that hiring policies be changed to hire the same percentage of black employees as there were customers. If the store refused, the Alliance would begin a community education campaign, distributing literature that explained their demands. Finally, if the store still refused to meet their demands they would organize a picket line and a boycott of the store by all those who supported an end to the exclusion of black employees.

Arrangement

The collection is arranged into two series.

Series 1: December 1933 - December 1934

Series 2: January 1935-April 1935

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- African American newspapers
- African Americans -- Employment
- Civil rights -- United States

Names:

- Hastie, William, 1904-1976

Places:

- Washington (D.C.)

Container Listing

Series 1: December 1933- December 1934

Box 1 [First Year No.1, December 16, 1933](#)
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 [Second Year No.2, January 6, 1934](#)
 Creator: New Negro Alliance (Washington, D.C.)
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 [Second Year No.2, January 11, 1934](#)
 Creator: New Negro Alliance (Washington, D.C.)
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 [Second Year No.3, January 18, 1934](#)
 Creator: New Negro Alliance (Washington, D.C.)
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 [Second Year No.4, January 25, 1934](#)
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)

Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.5, February 3, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.6, February 10, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.7, February 17, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.8, February 24, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.9, March 3, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.10, March 10, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.11, March 17, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.13, March 31, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.14, April 7, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.22, August 11, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.23, August 18, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers

Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.24, August 25, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.25, September 1, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.26, September 8, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.27, September 15, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.28, September 22, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises

Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.29, September 29, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.30, October 6, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.31, October 13, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.32, October 20, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1

[Second Year No.33, October 27, 1934](#)

Creator: New Negro Alliance (Washington, D.C.)
Names: Hastie, William, 1904-1976
Topic: African American newspapers
Activism
Discrimination in employment
Business enterprises
Place: Washington (D.C.)
Genre/Form: Advertisements -- 20th century

Box 1 Second Year No.34, November 3, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 35, November 10, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 36, November 17, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 37, November 24, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 38, December 1, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 39, December 8, 1934
 Creator: New Negro Alliance (Washington, D.C.)

Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 40, December 15, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 41, December 22, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Second Year No. 42, December 29, 1934
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

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Series 2: January 1935 - April 1935

Box 1 Third Year No. 1, January 5, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 2, January 12, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 3, January 19, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 4, January 26, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 5, February 2, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)

Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 6, February 9, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 7, February 16, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 8, February 23, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 9, March 2, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 10, March 9, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 11, March 16, 1935

Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 12, March 23, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 13, March 30, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 14, April 6, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

Box 1 Third Year No. 15, April 18, 1935
 Creator: New Negro Alliance (Washington, D.C.)
 Names: Hastie, William, 1904-1976
 Topic: African American newspapers
 Activism
 Discrimination in employment
 Business enterprises
 Place: Washington (D.C.)
 Genre/Form: Advertisements -- 20th century

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