FORD HIRES 20 NEGROES: Twenty Employed By Ford

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Twenty Employed By Ford

The Ford Long Beach plant this week reversed its traditional all-white policy in the hiring of employees. With the resumption of production, almost 200 new workers were taken on. Of these, approximately 20 were Negroes, according to Arthur Othman, personnel manager for the company.

The colored workers were not placed on the usual assembly and other manual jobs, Othman stated, but were assigned to practically all departments. He stated that the company will follow a strictly nondiscriminatory policy in all future hiring.

Sentinel Launches Drive

In adopting this action, Ford is breaking through the all-white pattern that has existed for decades in the Los Angeles area. In a recent survey conducted by the Sentinel, it was found that in all of the large plants, only few Negroes were employed in production. Two of these were at Ford, one at General Motors, none at Hudson.

At that time, the Sentinel, in view of the vital importance of jobs to the Negro community, launched a campaign to try to combat this prejudiced and harmful situation. It was a determined effort to prove the worth of Negroes in the all-white policy, the Sentinel reported.

The Negroes, it said, were employed in the heart of the automobile industry.

A survey conducted there showed that on October 1, 1939, the same date for which the company had similar figures, the Ford plant in the area employed 1,402 Negroes out of a total employment of 16,418, or approximately 8.7 per cent.

Ford representatives, according to the Sentinel, were not able to state how many Negroes were employed in the various plants, but it was said that they were working satisfactorily and that there was no difference between colored and white employees.

The reversal in policy at Long Beach is a breaking of the color bars. The Sentinel is more than confident that the performance of the Negro workers will adequately justify their continued employment.