

Green Book Points Way To Travellers

For a number of years, The Negro Travelers' Green Book, formally known as The Negro Motorist Green Book has been the beacon light for the traveler and the vacationist in the United States—the main instrument in making the Negro's travels more pleasant.

Published consistently since 1936, it is the oldest and largest guide in circulation, having a reading public of well over one million people.

With all kinds of job opportunities open to the Negro, not only in the government, but also in the business world. There are thousands of these people who are traveling the year round in the interest of their firms.

Therefore the Green Book is in great demand by these people and by thousands of others to plan their vacations. A whole section is devoted to Vacation Resorts throughout the country.

White people, seeing large numbers of Negroes traveling by auto, bus and train have wondered how they find places of accommodations. But they are not aware of a Negro guide being published from which they may secure the necessary information, the same as they or the Jew.

Guide Revised Yearly

When this guide first became known to the white press, numerous articles appeared as well as in the Negro press.

Each year this guide is revised to bring it up to date and hundreds of new places are added for the benefit of the traveling public.

The 1954 edition has added a new section, the Motel section, which lists only motels that are operated by Colored as well as white, for those who prefer a motel to a hotel while traveling.

This guide being pocket size can be easily carried in one's pocket or pocket book, which makes it handy.

Copies of this popular guide can be secured by ordering direct from the publishers or they are on sale at the National Memorial Book Store, 2107-7th Ave., New York, N. Y. Price \$1.25 per copy post paid.