TWENTIETH ANNIVERSARY EDITION
"Assured Protection for the Negro Traveler"

THE NEGRO TRAVELERS' GREEN BOOK

Published by
VICTOR H. GREEN & COMPANY
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1956 EDITION
VICTOR H. GREEN, Editor and Publisher

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FOREWORD

Millions of people hit the road each year, to get away from their old surroundings, to see and learn how people live, and meet new and old friends.

Modern travel has given millions of people an opportunity to see the wonders of the world. Thousands and thousands of dollars are spent each year on various modes of transportation. Money spent in this manner brings added revenue to tradesmen throughout the country.

The White traveler has had no difficulty in getting accommodations, but with the Negro it has been different. He, before the advent of a Negro travel guide, had to depend on word of mouth, and many times accommodations were not available.

Now things are different. The Negro traveler can depend on the “GREEN BOOK” for all the information he wants, and has a wide selection to choose from. Hence this guide has made traveling more popular, without encountering embarrassing situations.

We appreciate letters from the public telling us about places that are not listed in the “GREEN BOOK.” We also welcome your comments and opinions. We are now and shall always continue to be interested in your welfare. Your cooperation will enable us to reach the summit of our goal and further our efforts in giving “ASSURED PROTECTION FOR THE NEGRO TRAVELER.”

★ Denotes The Negro Travelers' Green Book recommended Hotel, Motels, Tourist Homes, etc.

(Omission of ★ does not necessarily mean inferior accommodations.)

The publishers make every effort to assure the accuracy of the “Green Book” editorial information, and to maintain the high character of its advertising pages. We cannot however, accept responsibility for inaccuracies in editorial or advertising matter. Where rates are quoted, they are subject to change.
MANY HAPPY RETURNS

By Novera C. Dashiell

An anniversary is like a birthday. Both happy occasions tinged with expectant hopes and dreams. After twenty years in circulation there are many things to wax sentimental about in retrospect. The conception, the first stumbling steps, difficulties in adolescence, then the ripening years of maturity; when at long last the realization of fulfilment. On this the threshold of its twentieth year, the editor pledges anew to make each issue of your Green Book better than the one before. Retrospection may be for historians but since anniversaries are celebrated with a certain amount of modest pride, allow me to present to you the story of your travel guide and the man behind the book—the Green Book that is.

Our leaders and educators look forward to the day when as a racial group, we will enjoy the rights and privileges guaranteed us, but as of now withheld in certain areas of these United States. With this in mind, the idea was conceived by Victor H. Green, publisher-owner of the unique Negro Motorist Green Book about 1932. The idea crystallized when, not only himself but several friends and acquaintances complained of the difficulties encountered; oftentimes painful embarrassments suffered which ruined a vacation or business trip.

Subsequently in 1936, along with a friend, George I. Smith, the dream became a reality. The first editions were published. After two years however, Mr. Smith left the organization. William H. Green, brother of the publisher, joined the staff in 1938 and remained as editor until his death in 1945.

The first issues in 1936 of the Green Book were published locally. The demand was so great that by the following year it became a national institution. Endorsed and in use by the United States Travel Bureau, Idlewild Chamber of Commerce of Michigan; in use by the American Automobile Association and its hundreds of affiliated clubs throughout the country, Travel Bureaus, Bus Lines and other organizations. One of their greatest enthusiasts has been James A. Jackson, Special Representative of the Esso Standard Oil Co., who has used these guides, has helped it to prosper and has personally directed an all out campaign to enlighten the traveler about the numerous fine Negro business places throughout the country, at the same time while attending to his duties ... all interested in better service to the traveling public.

A supplementary directory of summer resorts was also issued as the Green Book Vacation Guide. The Green Book which had by now become indispensable to the Negro traveller grew quickly in circulation, due to the growth of the motoring public. Summer and winter resorts which previously depended on the word-of-mouth advertising soon found it highly profitable to have a Green Book listing.
In 1947 the Green Book, originally known as The Negro Motorist Green Book, A Classified Motorist and Tourist Guide, included listings covering the United States and Alaska. In 1949 it expanded its listings to Bermuda, Mexico and Canada. In 1952 it became known as The Negro Travelers Green Book. Today with listings in South America and the West Indies and future plans for European and West African circulation, it has truly become an international travel guide.

In 1947 another valuable service was extended to Green Book readers. This was the Vacation Reservation Service which enabled the public to book in advance reservations to any hotel or resort listed.

Victor H. Green, a native New Yorker, is a man of tremendous drive and energy. Retired in 1952 after 39 years of service as a letter-carrier from the Post Office Department. He is married to the former Alma Duke of Richmond, Virginia. Tall well-built, always impeccably groomed, with an easy affable manner. The Grover Whelan of our group as many visitors to his West 135th Street, New York office will verify.

The integrity with which he has always dealt with subsscribers and advertisers in the past are evident today in view of competition. Certain advertisers who cater directly to the traveling public, had at one time allowed their account to lapse. The demand for the Green Book was so persistent, that they in turn had to yield to the demands to provide the requested copies.

He regrets the shortsightedness of most of our business men to see the urgent need and value of advertising. “If Negro-owned business is good” he says, “it can be better with advertising.” His philosophy is that we can create our OWN “name brands.” We should have the patience to build. Build for ourselves and the future of our children. The Green Book is the symbol of one man’s patience. Today, twenty years later, it is an established business.

He deplores the apparent lack of interest among our young people in the lucrative field of advertising. The need of trained personnel is acute. He urges more youngsters to take advantage of the opportunities offered. This in turn will create greater achievements in our business ventures.

As the editor, he experiences great satisfaction and encouragement in receiving thousands of letters each year in appreciation of the Green Book. Numerous visitors come into his office to offer congratulations and to leave their orders for the following year.

In the earlier years he personally travelled across the United States to check the accuracy and conditions of places listed. Now, due to the press of business, he can no longer make as many trips but must rely on agents in the field. Incidentally, there is still a great need for new agents.

In looking ahead . . . a trip to the moon? Who knows? It may not be so improbable as it sounds. A New York scientist is already offering
for sale pieces of real estate on the moon. When travel of this kind becomes available, you can be sure your Green Book will have the recommended listings! Until then, for 1956 several things are being planned for your pleasure. A vacation contest, the big prize two weeks at a well known resort and other valuable prizes. A Spring and Fall edition to accommodate your vacation needs.

A Travel Bureau is maintained at the Green Book offices, 200 West 135th St., New York, N. Y. Come in or send all requests for information to Victor H. Green and Co.

“Our thanks to you for your generous support, from our first publication in 1936,” says Mr. Green, “in making this effort of mine successful. Through this guide a number of white business places have come to value and desire your patronage. Without your support we could not have remained in business and no doubt would have failed as others did.

“We trust, in the future, your faith will be justified as in the past; and in so doing, you will tell others of your satisfaction.”
Powell
*WINTERS FARM ........................................ Mrs. Virginia Winters
For Reservations Tel. Towanda 233J2

Pottstown
Cedar Haven Motel.......................... Pa. Hwy. 422, Bet. Reading & Pottstown

Reading
Mrs. C. Dawson .................................. 441 Buttonwood Ave.

Scranton
*MRS. ELVIRA R. KING TOURIST HOME ........1312 Linden St.
Comfortable Accommodations — Reasonable Rates

Sellersville
Mrs. Dorothy Scholls Tourist Home ................ Forest Road

Washington
Richardson Tourist Home ..................... 140 E. Chestnut St.

Williamsport
Mrs. Edward Randall Tourist Home ............. 719 Matle St.

Wilkes Barre
Shaw Hotel ........................................... 15 So. State St.

York
Mrs. I. Grayson Tourist Home ................... 32 W. Princess St.

RHODE ISLAND

Hotels — Motels — Tourist Homes — Restaurants

Newport
Mrs. F. Jackson Tourist Home .................. 28 Hall Ave.
Mrs. L. Jackson Tourist Home ................. 35 Bath Rd.

Providence
Hines Tourist Home ............................... 462 North Main St.
Retlaw House Tourist Home ..................... 24 Camp St.

SOUTH CAROLINA

Hotels — Motels — Tourist Homes — Restaurants

Anderson
Mrs. Sallie Galloway Tourist Home ............ 420 Butler St.
Ess-Tee Restaurant ............................... 112 E. Church St.

Aiken
C. F. Holland Tourist Home .................... 1118 Richland Ave.

Charleston
James Hotel ........................................ 238 Spring St.
Mrs. Gladsen Tourist Home ..................... 15 Nassau St.
Mrs. Mayes Tourist Home ...................... 82½ Spring St.
Cheraw
Mrs. M. B. Robinson Tourist Home .......................... 211 Church St.
Mrs. Maggie Green Tourist Home .......................... Church Street
Liveoak Tourist Home ........................................ 328 2nd St.
College Inn Restaurant ...................................... 324 2nd St.
Gate Grill .......................................................... Second St.

Columbia
* MOTEL SIMBETH ........................................ U. S. 1 8 miles North of Columbia
Write to: Rt. 3 Box 988 — Phone: 4-9189
Y.W.C.A. ....................................................... 1429 Park St.
Nylon Hotel ................................................... 918 Senate St.
Mrs. Irene B. Evans Tourist Home .......................... 1106 Pine St.
College Inn Tourist Home ................................... 1609 Harden St.
Mrs. S. H. Smith Tourist Home .............................. 929 Pine St.
Mrs. H. Cornwell Tourist Home .............................. 1713 Wayne
Mrs. W. D. Chappelle Tourist Home ......................... 1301 Pine St.
Beachum Tourist Home ....................................... 2212 Gervais St.
Mrs. J. P. Wakefield Tourist Home ......................... 816 Oak St.
Green Leaf Restaurant ....................................... 1117 Wash. St.
Savoy Restaurant ............................................. Old Winnsboro St.
Cozy Inn Restaurant ......................................... 1509 Harden St.

Darlington
Mable’s Motel .................................................. U. S. 52

Florence
* EBONY GUEST HOUSE ...................................... 712 North Wilson St.
Richmond Tourist Home ...................................... 108 S. Griffin St.
John McDonald Tourist Home ............................... 501 S. Irby St.
Mrs. B. Wright Tourist Home ............................... 1004 E. Cheeeve St.
Ace’s Grill ...................................................... 1109 E. Chenes St.

Georgetown
Mrs. R. Anderson Tourist Home ............................ 424 Broad
Mrs. D. Atkinson Tourist Home ............................. 811 Duke
Jas. Becote Tourist Home ................................... 118 Orange
Mrs. A. A. Smith Tourist Home ............................. 317 Emanuel

Greenville
Dr. Gibbs Tourist Home ...................................... 914 Anderson Rd.
Miss M. J. Grimes Tourist Home ........................... 210 Mean St.
Fowlers Restaurant ........................................... 16 Spring St.

Mullins
E. Calhoun’s Tourist Homes ................................. 535 N. Smith St.

Myrtle Beach
Fitzgerald’s Motel ............................................. Carver St.
Charles Motel .................................................. Myrtle Beach

Orangeburg, S. C.
* JOHNSON’S TOURIST HOME ............................... 1220 Lancaster St.
Rates: Single $2.00; Double $3.00; “A Home Away from Home”
Spartanburg
Mrs. O. Jones Tourist Home .................................. 255 N. Dean St.
Mrs. L. Johnson Tourist Home .................................. 307 N. Dean St.
Mrs. M. Davis Restaurant ........................................... S. Wofford

Sumter
Edmonia Shaw Tourist Home .................................. 206 Manning Ave.
Mrs. Julia E. Byrd Tourist Home ................................. 504 N. Main
C. H. Bracey Tourist Home ........................................ 210 W. Oakland
Johnnie Williams Tourist Home ................................. Highway 15A

Walterboro
Keynote Restaurant .................................................. Gruber St.

Windy Hill Beach
Gordon Motel .......................................................... Highway 17

SOUTH DAKOTA

Hotels — Motels — Tourist Homes — Restaurants

Aberdeen
Alonzo Ward Hotel ................................................ S. Main St.
Virginia Restaurant .................................................. 303 S. Main St.

Custer
Rocket Court ................................................................ 211 Custer Ave. (U. S. 16 & 85)

Phillip
A. B. C. Motel .......................................................... U. S. 212

Sioux Falls
Mrs. J. Moxley Tourist Home ...................................... 915 N. Main

Watertown
5th Ave. & 212 Motel ............................................... U. S. 212

TENNESSEE

Hotels — Motels — Tourist Homes — Restaurants

Bristol
Mrs. M. C. Brown Tourist Home ................................ 225 McDowell
Mrs. A. D. Henderson Tourist Home ......................... 301 McDowell St.

Chattanooga
Y.M.C.A. ................................................................. 793 E. 9th St.
Dallas Hotel ............................................................. 230½ E. 9th St.
Lincoln Hotel ........................................................... 1101 Carter St.
Martin Hotel ............................................................. 204 E. 9th St.
Peoples Hotel ............................................................ 1104 Carter St.
Harris Hotel ............................................................. 110½ Carter St.
Mrs. Etta Brown Tourist Home .................................. 1129 E. 8th St.
Mrs. J. Baker Tourist Home ...................................... 843 E. 8th St.
Y.W.C.A. Tourist Home ............................................. 839 E. 8th St.
J. Carter Tourist Home .............................................. 1022 E. 8th St.
Thomas Chicken Shack Restaurant ......................... 235 E. 9th St.
La Grand Restaurant ............................................... 205 E. 9th St.