Article Title: Mildred Brown and the De Porres Club: Collective Activism in Omaha, Nebraska’s, Near North Side, 1947-1960

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Article Summary: Mildred Brown was the owner, publisher, and editor of the *Omaha Star*, which she cofounded in 1938. A member of the De Porres Club, a pioneering civil rights organization in Omaha, Brown used the newspaper to publicize the club’s boycotts in support of equal opportunity employment in the late 1940s and early 1950s.

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Photographs / Images: Mildred Brown at a luncheon with ministers and businessmen; inset upper half of front page of first issue of the *Omaha Star* (July 9, 1938) with picture of co-founder Mildred Gilbert (Brown); Brown with Rev John Markoe S J; Marvin Kellogg Sr; inset *Omaha Star* photos: “De Porres Club Presented $50 by Midwest Athletic Club” (June 8, 1951), De Porres Club-sponsored bus boycott (September 28, 1951), De Porres Club-sponsored boycott of Reed’s Ice Cream (July 28, 1953); second view of Reed’s Ice Cream boycott (*Omaha Star*, September 4, 1953); Brown with President Lyndon Johnson in the 1960s; bust of Brown in the Mildred Brown Strolling Park near the *Omaha Star* offices
Precisely at 10 a.m. on June 20, 1952, a stylishly dressed middle-aged black woman named Mildred Brown urged the Omaha City Council to “do all in their power to see that Negroes were hired as bus drivers and therefore end the lily-white hiring practices of the Omaha & Council Bluffs Streetcar Company.” Speaking slowly, enunciating each word and standing at her tallest, five feet, five inches, the publisher of the Omaha Star newspaper and representative of the De Porres Club directed her comments to the council chairman: “I say to you, your honor, the mayor, if the tram company will not hire Negroes as drivers we prevail on you to remove the franchise of the bus company.” Straightening the corsage fastened to her fuchsia colored suit jacket, she abruptly turned on her matching colored high heels. Approaching her chair, Brown looked over her shoulder at the row of white men in ties, and said, “If our boys can drive jeeps, tanks and jet planes in Korea in the fight to save democracy, make democracy work at home.”
Born in Alabama in 1905, Mildred Brown was the owner, publisher, and editor of the Omaha Star, which she cofounded in 1938. An iconoclastic leader, Brown nurtured, encouraged, and spoke for her black readership until her death in 1989. But the years of her most intense civil rights activity coincide with the existence of the De Porres Club, a pioneering civil rights organization in Omaha that was active between 1947 and 1960. Brown "was one of those individuals who became involved in the civil rights struggle long before it was fashionable."2

As one of the nation's few black newspaper women and the only black woman to publish a newspaper in Nebraska, Brown occupied a unique historic position. During the 1940s and 1950s, she and other De Porres Club members successfully created equal employment opportunities through boycotts and through the auspices of the Star. Brown's weekly not only provided a voice for Near North Side residents, but also provided the necessary communication for collective neighborhood activism. For her, it was more than a moral campaign; she felt it was her civic responsibility as a middle-class businesswoman living in the black community.
In February 1947, the Omaha Star printed a request for a community meeting. Brown wanted Near North Side residents to meet her downtown at the Young Women’s Christian Association (YWCA) building. She chose the location not only because she was a member of the YWCA, but also because of the organization’s interracial goals of anti-lynching laws, race relations, and female empowerment. Brown wished “to acquaint the people of the community with the facts of the lack of employment in the business places of this community.” She wanted “freedom from fear, want, and the right to equal opportunity.”

At the meeting, an interracial group of approximately thirty-five people listened to Brown expound on the unfairness of white business owners accepting the black community as customers but refusing them as employees. Brown’s staffers researched 534 available occupations listed in the 1940 census. They discovered that Omaha’s “Negroes have no employment in as many as 96 occupations.” Skilled black men and women applied for these positions, but their applications were rejected. Approximately a thousand black Near North Side citizens seeking work remained unemployed, while the few who found employment were “working for a livelihood at jobs far below their status, both in rank and pay.”

Brown told her audience they “must approach industry, commerce and big business with our problem and seek the opportunity to work and grow.” She demanded that those present act quickly: “Let us resolve to be a people, and subsequently act in a way to show we appreciate employment of members of our group by patronizing all business where there can be found Negroes working.” The interracial assembly agreed to convene again and elected Brown as their chairperson.

Brown’s newspaper campaign for equal opportunity employment gained momentum from the De Porres Club. The Rev. John Markoe, S. J., and six white Creighton University students founded the activist organization on November 3, 1947; additional branches appeared in Kansas City, Missouri, and Denver, Colorado, by the mid 1950s. The non-university-sanctioned club demonstrated a nationwide trend between the Catholic Church and impoverished black communities. Patrick Jones’s book The Selma of the North examines Father Groppi and his Milwaukee, Wisconsin, congregation joining black urban residents in a church-approved fight against racism and discrimination, while John McGreevy’s Parish Boundaries: The Catholic Encounter with Race in the Twentieth-Century Urban North includes an exploration of Father Markoe and his brother William’s commitment “to give and dedicate our whole lives and all our energies, as far as we are able for the work of the salvation of the Negroes in the United States.”

The De Porres Club’s first meeting in Omaha attracted an interracial crowd of forty-seven people. Markoe, an eccentric, tall, silver-haired former West Point graduate recently banished from St. Louis University’s Jesuit community for his civil rights advocacy, delivered the opening prayer. Afterwards, he explained to those gathered that the organization borrowed its name from black Dominican Friar Martin de Porres, the seventeenth-century biracial monk best known for his slave ship ministry. (The Catholic Church canonized him in 1962.) Markoe informed his audience that although the club’s goals were “better racial relations through constructive actions, to banish every form of compulsory segregation and abolish any and all forms of discrimination against individuals because of race, color or creed,” its real purpose was “to kick Jim Crow’s ass out of Omaha.” At the end of the initial meeting, members elected twenty-one-year-old Denny Holland as club president, and Omaha Star reporter Harold Tibbs as vice-president.
The De Porres Club taught its members to challenge discriminatory behaviors in the city of Omaha. Bertha Calloway and her husband James joined the club “because Omaha was a racist town; you couldn’t eat downtown.” She recalled the Jesuit priest encouraging members to fight against racial superiority. “Father Markoe tried to keep quiet, but he talked about white people like you wouldn’t believe, and then after he’d do his little talk, we would get together and have little meetings.” De Porres member Dorothy Eure remembered these original breakout sessions. “Not only did we discuss the evils of racism, but we developed plans and strategy, maneuvering our small force to correcting the vicious acts.”

The city of Omaha, similar to other urban Midwestern cities, reinforced Southern de jure laws as accepted de facto segregation. A 1943 editorial in a mainstream Iowa newspaper, the Des Moines Tribune, indicated a common feeling among several pro-segregation citizens living in one of Brown’s former cities of residence. “Conditions are getting to be rather rotten in Des Moines, when Negroes are given the right by our damnable state law to enter the first class restaurants and be served food in the booths with white customers.”

The De Porres Club first joined forces with Brown when Marvin Kellogg, Sr., her adopted son-in-law, filed a discrimination suit against the downtown Greyhound Bus Station’s Harkert Café. The eatery refused service to Kellogg and his interracial party of six, one of whom was Brown. The club hosted a “Marvin Kellogg Rally” to pay his legal fees while the Star publicized the event. The response from Near North Side residents was overwhelming. Possibly intimidated, the Harkert Café owner failed to appear on his court date. Specifics of Kellogg’s discrimination case might offer a better assessment of the city’s latent racism, but records of Kellogg’s suit and all other northern Omaha grievances filed at Omaha’s Police Court, remain unavailable to the public. The author was first denied access to these records by the Omaha Police Department, and upon further inquiry was told that these records no longer exist. Research at Omaha’s Roman L. Hruska United States Courthouse revealed no documentation of federal discrimination suits filed by either Mildred D. Brown or Marvin Kellogg, Sr.

Because of possible public backlash against the university, Creighton administrators insisted that the De Porres Club convene elsewhere. According to Dennis Mihelich’s, The History of Creighton University, 1878-2003, the club “moved its meetings off campus due to controversy.” As the organization’s sponsor, Markoe was aware of “a few college professors and citizens [finding] fault with the program.” Outsiders viewed the club as “radical, a group of crack-pots, disturbers of the peace. Because it was interracial in character, it was accused of fostering interracial ‘dating’ designed to culminate in interracial marriage.”

Several Creighton priests ostracized Markoe after he organized the club. It began in the dining hall. Markoe, a veteran of the Spanish-American War, somehow always ended up eating alone. He heard the not-so-quiet mumblings; his colleagues labeled him “the nigger lover.” Undaunted by the lack of support from his fellow professors and the university, Markoe temporarily moved the club to a storefront office on Twenty-fourth Street, but the rent money proved difficult to sustain. Brown invited the De Porres Club into the Star’s office building, which was also her home. She told Markoe, “You don’t need money to operate out of my place.” The De Porres Club planned to meet at the Star on Friday nights. Brown announced the organization’s new arrangement in the newspaper’s October 27, 1950, edition: “Through the courtesy of Miss Mildred Brown,” the De Porres Club would be meeting at the newspaper office “for the foreseeable future.”

Father Markoe and Mildred Brown thus became the parents of the De Porres Club. The Rev. Kenneth Vavrina of St. Benedict the Moor saw Markoe as “the father of the civil rights movement in Omaha. Markoe led demonstrations on Twenty-fourth Street when no one knew what was going on.” Vavrina, the leader of northern Omaha’s largest black Catholic congregation, understood Markoe’s dual role in the northern community and the De Porres Club. Serving as a priest, Markoe had neither wife nor child, but he mentored club president Denny Holland. Because the activist liberal arts student lost his father at a young age, he regularly asked Markoe for fatherly advice, especially when Holland received hate mail threatening to kill him because of his involvement in the club.

Brown was the mother figure in the De Porres family equation. The Star’s owner became the organization’s staunchest ally. When club members invited activist organizations, such as the Friendship Houses of America, to Omaha, Brown provided rooms for their meetings at her Carnation Hall Ballroom. Interacting with the De Porres organization became a shining part of the publisher’s life. Brown hired Holland as a Star reporter, photogra-
pher, advertising salesman, and driver. Employing the club president as her chauffeur allowed Brown to teach him salesmanship while acting as a surrogate mother. When Holland married De Porres Club reporter Jean Waite, the *Omaha Star* not only ran a long article on the nuptials, but also accompanied it with a large wedding photograph of the happy couple.

Father Markoe, who had a history of using the press to make change happen, "used the *Omaha Star* to his advantage." The paper printed summaries of weekly club minutes, featured articles charting the organization’s actions and published members’ editorials critical of racism. Brown supported club activities by printing letters sent to business owners refusing service to black Omahans. In return, the club provided exclusive pictures and sensational news stories every time it picketed a discriminating business.

Brown was well aware that "editorializing for social causes was not always acceptable to white business enterprises that might be chief advertisers." Challenging mainstream Omaha proved costly for her business. Denny Holland’s son Matt remembered Brown “had the constant worry about money and was nervous about the *Omaha Star* going out of business.” Jean Waite Holland recalled Brown “running out of the Star to stop workers as they were about to shut off the electricity.” Brown persevered despite her financial difficulties.

**The De Porres Club jumpstarted** northern Omaha’s equality campaign when it discovered an old but valuable Nebraska legal precedent. The 1893 Nebraska Civil Rights Statute supplied necessary legal leverage against discrimination:

> All persons within this state shall be entitled to a full and equal enjoyment of the
accommodations, advantages, facilities and privileges of inns, restaurants, public amuse-
ments, conveyances, barber shops, theaters and other places of amusements; subject only
to the conditions and limitations established by law and applicable alike to every person.
If the Equal privileges were denied, a penalty ensued. Any person who shall violate the fore-
going section by denying to any person, except for reason by law applicable to all persons, the
full enjoyment of any of the accommodations, advantages, facilities, or privileges enumer-
ated in the foregoing section, or by aiding or inciting such denials, shall for each offense be
deemed guilty of a misdemeanor and be fined in any sum not less than twenty-five dollars nor
more than one hundred dollars and to pay the costs of the prosecution.26

The judge turned to Calloway and said, “Now that DePorres Club, what are you guys up to? Are you all Communist or something?”

Although the statute explained how Nebraska’s civil rights applied to all residents of the state, the current issue depended on convincing the city of Omaha to prosecute violators. Club members distributed hundreds of handbills document-
ing the civil rights statute. Brown supported the organization’s activism. “I believe in economic measures, like boycotts, to achieve goals. A busi-
ness man who won’t hire you, but wants to rip you off, shouldn’t be patronized.” She encouraged De Porres members to file discrimination suits against
local venues, such as Harry’s Tea Club, Pignotti’s Donut Shop, the Paxton Hotel, Eppley Airfield, and the Greyhound Bus Station; sometimes the De Por-
res organization “had 8 or 10 different suits going.”27

Bertha Calloway recalled visiting Pignotti’s Donut Shop with a white girlfriend named Peggy. The
waitress refused to serve them. The two women asked the owner, Mr. Pignotti, to come to their
table. The following conversation ensued. Peggy said, “Don’t you know me Mr. Pignotti, [we] go
to the same church?” Mr. Pignotti replied, “Yes, I know you but I’m not serving them, you’re gonna
have to leave.” Peggy said, “In the name of Christ, how can you do this?” He replied, “Hey, if I serve
them I’ll lose business, I’m not gonna start serving colored people in here.” Calloway let him know
she had the right to file charges. Pignotti replied, “I don’t give a damn whether you file charges against
me or not, I’m not serving you.” Calloway filed charges at Omaha’s Police Court.28

The following day, an officer served Pignotti with a warrant during his lunch break. At the
court proceedings, Pignotti pointed to Calloway and said, “That’s the one that had me arrested
like I was a common criminal. All I did, [was say] I’m not serving colored in my place.” Judge
Palmer replied, “Well, I don’t blame you but you’re gonna have to pay [the] $25 fine.” The
judge turned to Calloway and said, “Now that DePorres Club, what are you guys up to? Are you all
Communist or something?”29

Club members assured northern Omaha and the city of Omaha that it was a patriotic American
organization. Members refused to react to the prac-
tice of red-baiting, accusing someone of being a
Communist. Their strategy was common for those
harassed during the Cold War years. The fear of interracial organizations dabbling in Communism
was not so farfetched. During the 1930s, “the preva-
ience of blacks in the Communist Party earned it
the epithet ‘nigger party’ throughout the South,”
especially in Brown’s home state of Alabama. The
De Porres Club weighed the benefits of becoming
members of the American Communist Party (ACP),
but Father Markoe dissuaded members by stating,
“I’d do business with the devil himself to stop rac-
ism,” but Communism would not change Omaha’s
discriminatory practices. Besides, he disclosed, the
club was already under investigation by the Federal
Bureau of Investigation (FBI).30

Federal agents kept surveillance logbooks and questioned club president Holland. He informed
the FBI there were several members, whom
he called “confused individuals,” such as vice-
president and Star reporter Harold Tibbs, who did
not know if they were Communist or not, but just
because the interracial organization supported
civil rights did not mean its members were more
apt to join the ACP. Thomas Borstelmann’s The
Cold War and the Color Line explores how several
self-righteous Americans, such as Georgia’s Gover-
nor Herman Talmadge, claimed Communism as a
rationale for supporting segregation of the races:
“If Communists supported racial integration, could
there be any clearer sign of its immorality?”31

In March 1950, the De Porres Club explained
its moral stance by staging the play Trial by Fire.
Members of the cast placed an article in the Star
summarizing the production’s script. Written by Father George Dunn, a friend of Father Markoe, the play focused on the true story of a black family moving into an all-white neighborhood in California. A mob burned down their home and several family members died.32

The dramatic presentation proved timely because an incident, albeit less severe, had recently occurred in Omaha. Woodrow Morgan, a World War II black fighter pilot and prisoner of war, bought a home in one of the city’s covenanted white neighborhoods. According to Jack Angus’s text, *Black and Catholic in Omaha: A Case of Double Jeopardy*, prior to the Morgan family moving into their new home, “someone broke some of the windows.” Markoe and the club arrived the morning of the Morgans’ intended relocation and seated themselves on the front porch. Looking imposing in his clerical collar, the priest told inquiring neighbors, “We’re here to welcome the new family.” The Morgan family moved into their home without any trouble. A review of the play appeared not only in the *Star*, but also in the establishment newspaper, the *Omaha World-Herald*. Holland clarified the two-review situation by explaining that the mainstream newspaper viewed a theatrical production as an innocuous activity. If the media “publicized [desegregation actions] it might lead to riots, therefore, they would never give us publicity on our more militant kinds of activities.”33

The *Star* printed details of the discriminatory employment practices in the northern Omaha community. In tandem with club minutes, newspaper articles focused on “sensitive positions, entry jobs that were visible to the public, such as counter clerks and drivers.”34 The Near North Side’s Edholm-Sherman Laundry refused to hire black employees. Brown published Mrs. Edholm’s conversation with a club member. The laundry owner disclosed that even though 70 percent of her clientele were black, her policy was not to hire black men and women. “The white people might object to a Negro waiting on them.” Although the club member was flabbergasted with the proprietor’s logic, Brown validated the laundry owner’s right to hire whomever she chose, but noted that if Mrs. Edholm did not change her beliefs soon, it would be a great loss to the community. After another week of Mrs. Edholm continuing her unfair hiring policy, the *Star* supported the club’s “Do Not Patronize Campaign,” since it “has no alternative but to ask the Negroes of the city for a boycott against this business.” By October, the club’s campaign resulted in a surprising result: the owners of the Edholm-Sherman Laundry put it up for sale.35

Excited by their success, Brown and the De Porres Club attempted collective activism against Omaha’s Central High School. The secondary institution was the alma mater of the publisher’s foster daughter, Ruth Harris Kellogg. As a club member, Brown paid for the printing of four thousand handbills which described why the activist organization needed to protest the high school’s production.

This is discrimination. Negroes at Central are not allowed full and equal participation in some activities at this school. How is it that the opera tonight, put on by the student body, has no Negro students in the cast? The last road show here humiliated the Negro students by presenting a degrading black face in the show. Isn’t it about time for public school officials to catch up with public opinion on this matter? With democracy on trial all over the world is it not time to eliminate on the local scene that which is against the spirit of democracy and thus weakens her at home and abroad?36

Before police officers halted the leaflet protest, members managed to hand out approximately three hundred missives to opera attendees. The police warned the club protestors that they were not allowed to distribute the flyers on school property.
President Holland keenly remembered what happened next. A man strode up to him and accused him of being a Communist. Holland replied, “May God have mercy on your soul.” The club’s administrator had “never seen anybody so full of hate. Now that was the closest I ever came to violence.”

Refusing to be intimidated by false accusations, the club and the Star next targeted the Coca-Cola Bottling Company. Brown met with General Manager Mac L. Gothard on May 7, 1951, and informed Gothard that the club was launching a “Don’t Buy Coke Campaign.” Brown said that she “agreed with their activities completely.” In fact, she told Gothard, “every thinking person in Omaha should support the De Porres Club.” But not everyone in northern Omaha agreed with her assessment. Peter C. Doss, advertising manager of the black Omaha Guide newspaper, the Omaha Star’s competition, met with Gothard and informed the bottling company’s manager that “most blacks in North Omaha do not support the boycott.” Shortly after this conversation, C. C. Galloway, the Guide’s publisher and Brown’s former boss, met with De Porres Club members. Galloway stressed the importance of the black press and how it molded public opinion.

Brown ignored Galloway’s veiled judgment of her paper. However, after Doss paid photographer Erwin Miller to take pictures of Coca-Cola’s two token black hires, Brown accused Doss of being an Uncle Tom. A concerned Miller gave his photographs to Holland, who later handed the images to Brown, whose instincts proved correct. According to FBI records, Doss visited their Omaha office seeking incriminating evidence against the De Porres Club. Doss informed FBI Agent John Barnes that the club caused “discontent and disunity among the Negroes . . . and hate between the white [sic] and Negroes.”

Brown and her staff stayed up most of the night printing an extra edition of the Star. The June 8, 1951, special issue displayed an image of a smiling Gothard shaking hands with his two new permanent black assembly line employees. The Star quoted the Coca-Cola manager insisting that “the De Porres Club didn’t have anything to do with our hiring Negroes.”

Brown devised this progressive strategy nearly four years before the famous Montgomery, Alabama, bus boycott of 1955-56. As a De Porres Club
Street Railway committee member, Brown instructed her readers, “Don’t ride Omaha’s buses or streetcars. If you must ride, protest by using 18 pennies.” De Porres Club leaflets repeated her words; the club’s FBI file still contains a copy of the flyer. The club advised local merchants to stockpile pennies to aid the protestors. As the boycott—or what ministerial activists in Philadelphia later dubbed “selective patronage”—stretched into its second year, Brown asked her subscribers to donate money to the cause. “It is obvious that we are gauged for a long campaign. A campaign of which can be won only through much hard work, planning, and finance of which must come from the Near North Side Citizenry.”

Brown’s first assignment as a CORE representative consisted of presenting the club’s arguments to the Omaha City Council. Brown asked the council to encourage the O&CB to hire black bus drivers, especially since black men served as drivers during the current Korean War. She noted that President Truman had ordered the desegregation of the military in 1948, but this failed to impress Omaha’s administrators. The council recommended the Star’s publisher investigate the O&CB situation by speaking with the newly formed Mayor’s Human Relations Committee. The chair of the city committee, who was none other than De Porres Club sponsor Father Markoe, commended Brown “for the fearless presentation of facts dealing with racial discrimination,” but he was unable to increase pressure on the streetcar company to hire black drivers. By November 1952, De Porres Club picketers were marching in front of the railway company headquarters, carrying signs reading, “Negro G.I.’s drive tanks, jeeps and trucks. Why not buses and...”

Located in north Omaha, Reed’s Ice Cream served black customers, but refused to hire black employees. The De Porres Club led a successful boycott of Reed’s in 1953-54. Omaha Star, July 28, 1953.
street cars in Omaha? The protests and boycotting against the transportation company continued for another two years.

Finally, the city council threatened to attach an antidiscrimination amendment onto the streetcar’s franchise agreement. The company soon hired three African American men as drivers. Omaha administrators trusted the O&CB’s new hiring policy. Mayor Johnny Rosenblatt said, “They have had a change of mind. I think we have got the thing licked.” Public Property Commissioner Warren Swiggart agreed to leave out the policy amendment since now “the clause would be discriminatory against the streetcar firm.”

O&CB President James P. Lee insisted their final decision to hire the three black employees “was merely coincidence.” Lee denied that the O&CB had refused to hire applicants because of their race. Apparently, previous applicants were either unqualified or failed to pass the required tests. Enraged, Brown asked her readers, “How gullible and naïve do they think people are!! For lo, these many years they have with utter disregard refused to hire Negro applicants. Suddenly they hire three and want you to believe they have never refused bus and train operator employment to anyone solely because of the applicant’s race or color.” A Star reporter interviewed Lee. When asked if he would let them go after the risk of his losing his franchise passed, he patronizingly responded, “These drivers can stay with the company as long as they want it if they do their job right and behave themselves.”

The O&CB even attempted to hire De Porres Club member and International Sweethearts of Rhythm trombonist Helen Jones Woods as a driver. Not knowing how to drive, she turned down the offer.

One of the last protests spearheaded by the club and the Star concerned the discriminatory employment practices of Reed’s Ice Cream Company. Initially, Bell Griffin, a representative of the De Porres Club, spoke with Reed’s personnel manager, a Mr. Becker, who assured Bell that he would think about hiring black employees. Two years of noncompliance later, Holland wrote a letter to Reed’s management. The Omaha Star printed his missive:

This unfair policy of denying equal job opportunities to Negros, especially because of your large number of Negro customers has for too long stood in complete violation of the American ideal of equal opportunity. It is becoming ever more urgent that we live up to this ideal as Americans in Korea, regardless of color, fight and die to preserve democracy. Beginning Monday, January 19, unless we hear from you before then, we will stop supporting your unfair policy by not buying Reed’s ice cream. We shall ask all our friends who believe in equal opportunity, regardless of color, to do the same until you open employment at all levels to qualified Negros. We remain anxious to discuss a change of policy with you.
Mildred Brown (right) and an unidentified woman with President Lyndon Johnson in an undated 1960s photo. NSHS RG5503-3
The club and the *Star* insisted that Near North Side residents boycott the ice cream shop at Twenty-fourth and Wirt streets. Protestors distributed handbills in front of the store. After one potential white customer read the De Porres flyer, he stated, “My boy’s life was saved by a Negro in Korea. As a small token of thanks to him, I’ll tell my friends not to buy Reed’s Ice Cream.” The store’s manager responded through the *Star*. “We don’t care if they buy our ice cream or not.” Near North Side resident Richard Artison remembered watching the Reed’s demonstration when he was a young child. He witnessed Brown marching with the picketers. The *Star* owner stopped to talk with him. She explained why he should not purchase ice cream from Reed’s. He did not buy his customary treat.58

Later on, the *Star*’s publisher witnessed a woman asking a child to buy her an ice cream cone. The child asked the woman, “What’s wrong with you lady? Don’t you know they don’t hire our people at Reed’s? I wouldn’t go in there for no money.” Max Brownell, Mildred Brown’s common-law second husband and De Porres Club member, kept track of noncompliant residents. He noted the names of four young black men who read the club’s handbill but still purchased ice cream; they knew about the racist hiring policy but they liked the frozen dessert better. The *Star* not only printed Brownell’s list of “Uncle Toms supporting white supremacy,” but also promised to print photographs of anyone seen buying ice cream. The paper threatened to include the patron’s “name, license plate, and the amount of time they were in the store.”59

By September 1954, the *Star* reported there were very few blacks visiting Reed’s, and that hundreds of whites turned away as well when they learned of the store’s “un-American employment policy.” Occasionally, club protestors needed the protection of the law when white citizens “would go by and throw things” at them. Reed loudly told the picketers to leave the premises, but the police “watched the entire affair from a block away and did not interfere.”60

After nine months of protests and picketing, Reed’s capitulated in January 1954 by hiring Virginia Dixon. The black saleswoman worked the 5 p.m. to midnight shift. The De Porres Club and the *Star* proclaimed a victory. Insisting in print that they “bore no grudges,” organization members joined Brown in a celebration. The *Star* publisher treated them to an ice cream cone at Reed’s.61

Although Brown and the De Porres Club’s fair employment campaign raised residents’ hopes of attaining more rights, the black community showed signs of class factionalism. Brown scolded her readers in an editorial:

Today we are deeply concerned with the role of the colored man in the advancement of democracy. Specifically, we refer to those colored citizens of Omaha who by good fortune in some cases and hard work in others are looked upon as leaders. We know there are those among the leadership who for some petty and selfish reasons are leaders in name only. Traitors and do-nothings are dangerous not only to the cause of non-whites but also the cause of the nation.59

*A bust of Mildred Brown (1915-1989) stands in the Mildred Brown Strolling Park next to the offices of the Omaha Star. Author’s photo.*
Omaha's black class system was causing a schism among civil rights leadership. Former resident Joan McCaw Lincoln explained northern Omaha's hierarchy. Status depended upon an individual's employment and his place of worship. For instance, Christian congregants at St. Philip's Episcopal Church and St. John's African Methodist Episcopal tended to be the professional and elite blacks. Their children went to museums and attended the opera. St. Philip's showcased their wealthy members by sponsoring the Coronation Ball; St. John's held a comparable event, the King Solomon Wedding. The two black high society events were the equivalent of Omaha's Ak-Sar-Ben Ball, a lavish annual affair since 1895 which had a "whites only" policy for many years.63

Although Brown belonged to St. John's A.M.E. Church, she was not originally on black Omaha's social "A" list. Despite being crowned the reigning church queen for 1952-53 at the annual King Solomon Wedding, several of the black elite derogatorily nicknamed her "Miss Carnation" because of her over-sized carnation corsages. She was not accepted in the higher echelon of northern Omaha's society because she had slighted black elite C. C. Galloway, publisher of the Omaha Guide, when she and her first husband, Dr. S. E. Gilbert, took five Guide staffers with them when they founded the Star in 1938.64 Dorothy Glenn, co-owner of the short-lived American Record newspaper, explained that since the people of the Near North Side accepted the Star as an alternative to the Guide, eventually they accepted Brown as well. But she was "not a part of the crème de la crème until she was older."65

Several weeks after Brown's printed outburst, Holland wrote a follow-up article entitled, "Those who don't make mistakes." Addressing his remarks to readers disgruntled with the club and the Star, he said, "Spending all our time criticizing those who are in a position of leadership is like rocking a rocking chair, it keeps you busy but doesn't get you anywhere." He challenged readers, some of whom he knew to be biased against Brown and the club, to "throw aside all pettiness and unite to work for common cause . . . it is only those who do nothing who make no mistakes."66

Part of the class issue stemmed from a misunderstanding. Several middle-class northern Omaha citizens incorrectly assumed the De Porres Club's employment discrimination interests only helped the black Catholic community. Residents interviewed for this article still believed this to be true. "They were Catholics. That was St. Benedict's" department. However, the black church's jurisdiction in Omaha's Second Ward connected it to the city's thirty-three other houses of Catholic worship. After Omaha's Archbishop Gerald Bergan committed Omaha parishioners to fighting against racial discrimination, northern Omaha gained significant support for its next round of protests in the 1960s.67

**Between the late 1940s and early 1950s**, Brown and the De Porres Club successfully enacted a minority employment campaign through collective activism. The Star publisher, Father Markoe, and Denny Holland reformed the discriminatory hiring practices of the Edholm-Sherman Laundry, Coca-Cola Bottling Company, the O&CB Corporation, and Reed's Ice Cream Company. Decades later, Brown's close friend Paul Bryant recalled that she and the De Porres Club were simply practicing what she regularly preached to him: "Do right because it is the right thing to do. Don't do right in search of reward or in fear of retribution."68

In October 1954, a special meeting took place at the back of the Omaha Star office. The eight remaining members of the De Porres club voted to disband after seven years of protesting. Brown's days of collective activism were over. "She had to walk a narrow line, wooing white advertisers while informing black readers. And she paid the price in lost revenues and broken windows."69

Although the club reconvened in May 1955, Holland was no longer president and activities dwindled. Father Markoe remained the club's sponsor throughout its thirteen years of activity. It was time for another organization to take over black northern Omaha's fight. The Citizens Coordinating Committee for Civil Liberties, better known as the 4CL, replaced the De Porres Club in 1960.70 By now Markoe was an elderly man, and Brown only a decade and a half younger. They served as members of the new activist organization but followed its black clergy leadership. Brown no longer picketed businesses and the De Porres Club members no longer convened at the Star on Friday nights, but their years of boycotting together laid the foundation for Omaha's national civil rights movement. It would be the next chapter in Brown's commitment to the Near North Side's struggle for equality.
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