

Series of
Sambo Postcards from
Sambo's Restaurant near
Frederick Md.
Manager gave cards to
Mrs. Peggy Doleman
because - unlawful to
sell cards

**Somethin'
good is always
cookin' at**

RESTAURANTS

Sambo's Restaurants

Doleman family
visited
Sambo Restaurant
near Frederick Md.

1976

Proprietor gave cards, etc, because
it was unlawful to sell same.

Restaurants
Camp 2

Dear George
I visited
Doleman - a mile
1979

Nothing Can Soften The Image of 'Sambo'

A caller tells me that some white children at a Fairfax school are starting to call their black schoolmates "Sambo."

The revival of the epithet, dead for more than a generation, is a direct result of the controversy surrounding the proposed opening of a Sambo's restaurant in Reston, the caller said.

It is fear of just that sort of revival—and the assumption that calling a restaurant chain "Sambo's" is evidence of, at least, racial insensitivity—that has led Reston residents, county officials and others throughout the Washington area to protest the proposal to open a Sambo's here.

Reportedly, some 60 of the outlets are planned for the area between Washington and Richmond.

A number of observers, mostly white, have commented that the whole controversy demonstrates that blacks have become supersensitive and are looking for racial insult where none is intended. Why not take offense at Aunt Jemima's pancake mix? one wondered.

An interesting point. If the Quaker Oats Co. were to launch a new pancake mix in 1977, it is a safe bet that they would launch it under a different name. The same could be said for the producers of Uncle Ben's rice. As names for new products, they would be offensive.

There are a couple of reasons why those two brand names, both featuring black caricatures, are not offensive to blacks now. First, they have been around for a long time, giving them the innocuousness that comes with familiarity. Second, they were never particularly obnoxious to begin with. (Hardly any black youngster today will know that "uncle" and "aunt" were devices used by Old South whites to give a modicum of respect to older blacks without going to the unthinkable extreme of actually calling them "Mr." or "Mrs.")

Even so, the companies that package Uncle Ben and Aunt Jemima have been sensitive to changing times. Look at the face on the pancake box and, if you're over 30, try to remember what Aunt Jemima used to look like.

She always did wear a big smile, but in the earlier days she was a big coarse-featured woman in, say, the Hattie McDaniels mode—a black nanny. Today she is younger, slimmer, prettier, and her bandana is closer to the headwraps you're likely to see at cocktail parties.

I remember another brand name that you probably never came across. As a kid in the South, I used to see on the grocery shelves cans of "Nigger Head" brand oysters, packed, I believe, in New Orleans. The label carried the expected caricature of a black man.

I also remember the company's bow to changing times and new images. They changed the name to "Negro Head."

The producers of Nigger Head oysters knew their label included a word that was intrinsically offensive, and they changed it. The producers of Uncle Ben's and Aunt Jemima's had a subtler situation: Their trademarks were potentially offensive, but not intrinsically so. Their solution was to reduce the potential for offense by softening the image—making Ben and Jemima younger and handsomer.

It may be that the owners of Sambo's think they have done the same thing by eliminating the caricature that used to be part of their trademark. What they have left is the name, and they understandably don't want to give that up. After all, they operate 845 Sambo's restaurants in 45 states, and they clearly count on name familiarity to help them with their new outlets.

Members of the Reston Community Association have suggested that the Reston outlet use the Jolly Tiger trademark, which the company also owns. Company officials say the Jolly Tiger shops, partly because they are less familiar, don't do as well financially as Sambo's.

A local businesswoman, understanding the problem exactly, suggested the company might consider changing the name to Samba's. "That way, they could still capitalize on the familiarity," she said, "and nobody could get mad."

'Sambo' restaurant chain under fire to change name

By DANIEL Q. HANEY
Associated Press Writer

BROCKTON, Mass. (AP) — Almost 80 years after "Little Black Sambo" first lulled children to sleep, the tale about a boy who watched tigers turn to butter is tripping up a national restaurant chain.

Pickets, political debates, outraged petition drives and threats of court suits have popped up since the chain decided to branch into the Northeast. And all because of its name — Sambo's.

"Sambo" is offensive, the opponents say, because the word was once an insulting nickname for black people.

When the California-based string of restaurants began putting up Sambo's signs in New England, protests followed. Now, one town is holding up its permit while officials consider banning the name. Another has the town lawyer looking into the same thing.

Because of the opposition, the chain has changed the names of 13 of its restaurants to "Jolly Tiger." But Sambo's does not like to do that because these restaurants cannot take advantage of Sambo's national advertising, says the chain's spokesman, David Severson.

The chain, though aware that some find "Sambo's" insensitive, says it has a legal right to keep its name and plans to do so.

Opponents say the issue is more than a matter of nursery stories. They worry that Sambo's signs will stir up racial trouble.

"What if black people opened a restaurant and put a sign in the window that said 'kike' . . . Wouldn't the Jewish community be upset?" asked Rudy Santos of Brockton, a leader of the opposition.

Severson said Sambo's has

been operating for 21 years, but the name brouhaha is new. "We're expanding all over the country, and the Northeast is where the objections have come from," he said.

Sambo's was started in Santa Barbara, Calif., has restaurants in 47 states and plans to open its 1,000th next month. Severson says the name does not come from the children's story but was a combination of the names of the founders, Sam Battistone and Newell Bohnett.

However, the chain capitalized on the coincidence. Signs at its older restaurants show a little black boy and a tiger. Murals from the book decorate the walls.

Now, however, Severson says that tigers are the only vestige of the story left in the new restaurants' decor.

The anti-Sambo's movement has gained intensity in New York and New England, but it seems to be strongest in southeastern Massachusetts, a mostly white area of mill cities, fishing ports, wealthy suburbs and trendy ocean resorts.

In Brockton, a mill city south of Boston, the License Commission is withholding the restaurant's license while the city solicitor decides whether the commission can order Sambo's to change its name.

"When we issue a license, and we see that the name is going to cause problems, it is our business to look into it," said Matthew A. Vosgerchian, one member of the commission.

At a meeting packed with Sambo's foes, the City Council voted 8-1 to ask the commission to ban the Sambo's name.

If the restaurant eventually wins city approval, Santos says, the opponents will try to get a court order to block it.

On Cape Cod, selectmen in Hyannis also have asked the

town lawyer to see what can legally be done to get the name changed.

In Raynham, a town with four black families, the new Sambo's was picketed when it opened this summer. And nearby in Rockland, people are organizing a petition drive against a Sambo's planned there.

In two other communities, North Dartmouth and Fall River, Sambo's agreed to rename the restaurants "Jolly Tiger."

One Urban League branch requested the state attorney general to prohibit use of the word on restaurant signs. "Using the word 'Sambo' is tantamount to yelling fire in a crowded theater," said Emergy N. Jackson, president of the Urban League of Eastern Massachusetts. "It stirs up such hostilities."

Jorge Loboton of Brockton's Association San Martin de Porres said people of mixed black and Indian blood are called "Sambo" in the Caribbean. "Right now," he said, "that word is unknown to most people. But I assume that if we have Sambo's restaurants, it's going to be a common term to use against black people."

Most of the critics of "Little Black Sambo" said they had not read the story since childhood and could not exactly remember its plot.

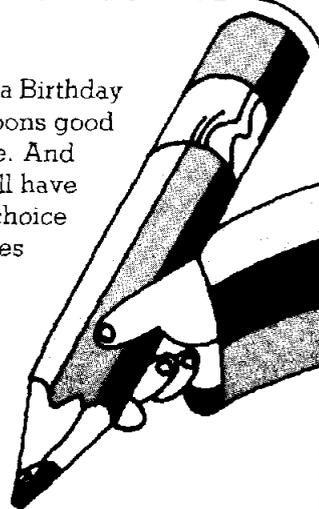
The 1,000-word tale, written by Englishwoman Helen Bannerman in 1899, is about Sambo, a young boy in India. Tigers snatch his new clothes, argue over them, race around a tree and turn into butter. Sambo's mother makes pancakes with the butter, and the lad eats them.

"We want to see that very negative story wiped off the face of the Earth," said the Urban League's Jackson.

Aug 12 '78

As a Tiger Club member you'll receive a Birthday Buck, a membership certificate, and coupons good for four free gifts with any food purchase. And when you come in on your birthday, you'll have your Buck to spend, a free dessert, and a choice of birthday gifts. Bring your gift certificates on the specified dates and your Buck within three months of your birthday to any Sambo's®.

If you're 12 or younger, fill in this card (print clearly and have your folks check it). *Your correct zip-code is a must!* Give it to the cashier (or mail it in).



Join the Tiger Club Today.

**Please Complete
and Give to Cashier**

Please Print

I was born on Month _____ Day _____ Year _____

Name of Tiger Club-er _____

My Address _____

City _____

State _____ ZIP CODE _____

You must include your zip code to become a member.

This program is good at all participating Sambo's® Restaurants for children 12 years old and younger.

You must fill out this card 45 days before birthday to assure receiving your Tiger Buck and package this year.

Sambo's Restaurants reserves the right to discontinue the Tiger Club Program at any time without written notice.

Sambo's Tiger Club/P.O. Box 776, Carpinteria, CA 93013



Sambo's Picture Story Series

Little Sambo wals through the jungle wearing
the new clothes that his parents have given him.



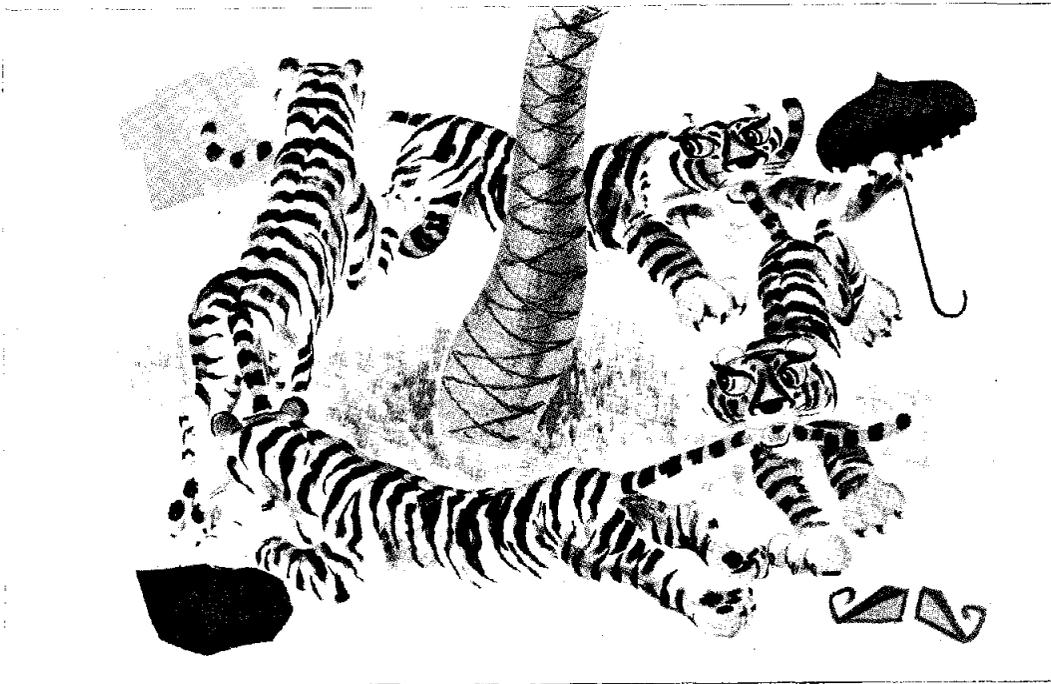
Sambo meets a tiger in the jungle. The tiger
demands Sambo's little red jacket.



3 This tiger smiles as he walks off in Sambo' new
blue pants



5 Sambo gives his beautiful green umbrella to this mean looking tiger.



6 The tigers are jealous of one another and race around the tree as they fight for Sambo's clothes.



7 Sambo got his clothes back and ran home to fill up stacks of pancakes

Sunday, April 2, 1978, Mrs. Esther Kelsh, Charles, Marguerite, Dawn and Tamara Deleman and John Russ had dinner at Sambo's Restaurant in Frederick, Md These cards had been taken of the sale racks because of discrimination, the cards were donated by the manager.

SAMBO'S PICTURE STORY SERIES
 Sambo gives his beautiful green umbrella to this mean looking tiger.



POST
 CARD

NAME	
ADDRESS	
CITY	
STATE	ZIP

Sambo's RESTAURANTS • PLEASANT FAMILY DINING FROM COAST-TO-COAST!