

(1901-1988)

(1909-2006)

Melba & Nathaniel Sweets



Nathaniel Sweets, for more than 50 years publisher of The St. Louis American. His spouse, Melba Sweets, served as editor and columnist. Her gossip column, “We’re Tellin’,” ran for 45 years. Mr. Sweets, a Lincoln University graduate, was hired a year after The American was founded in 1928. He served as advertising manager, business manager, then in 1932 was named publisher. Mrs. Sweets was a mentor to many reporters who later worked for national publications. The Sweetses maintained a standard of news coverage that nurtured careers in journalism for two of their three children. Mr. Sweets established The St. Louis Cab Co., when black residents grew tired of not being able to hail cabs. For more than 50 years, the couple initiated and promoted efforts to improve the lives of all citizens of the community. Their campaigns against discrimination in hiring, promotion and finance are credited with moving St. Louis forward in the struggle for civil rights.