

"No Man was ever
Glorious who was not
Laborous."

OMAHA

City, ana Nat'l Life

EDITORIAL

GUIDE

March of Events

The eye of a Master will
do more work than his
hand.

Omaha, Nebraska, Saturday, August 19, 1933

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THE OMAHA GUIDE

Published Every Saturday at 2418-20 Grant Street by THE OMAHA GUIDE PUBL. CO., Incorporated. All News Copy must be in our office not later than Monday at 5 p. m., and all Advertising Copy, or Paid Articles, not later than Wednesday at Noon. Entered as Second class mail matter, March 15, 1927 at the Post office at Omaha, Nebraska, under the act of Congress of March 3, 1879.

SUBSCRIPTION RATES (Strictly in Advance)
One Year \$2.00 Six Months \$1.25
Three Months \$1.00

TERMS OF SUBSCRIPTION—The Omaha Guide is issued weekly and will be sent to any part of the United States for \$2.00 per year in advance. Foreign subscriptions (including postage) \$3.00 in advance. Trial six months' subscriptions, \$1.25. Trial Three Months' subscription \$1.00. Single copy, 5 cents.

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ADVERTISING RATES—Given upon application. REMITTANCES—Send payment by postal or express money order, cash in registered letter, bank check or stamp.

OUR ADDRESS—Send all communications to The Omaha Guide Publishing Company, Incorporated, 2418-20 Grant St., Omaha, Nebr.



EDITORIAL

March Of Events

"Every dog has his day," an old proverb goes. Well, President Machado of Cuba has had his. His regime of corruption and violence has finally come to an end. His example is added to others that teach us that a dictatorship that is not justified by real public service but uses its power for exploitation does not as a rule last long. In the whole matter the attitude of the government of the United States had to be extremely cautious. On the one hand the enormous financial stake that citizens of the United States have in Cuban Tobacco and Sugar interests demanded as much protection as we could give; on the other hand all Latin-American Republics were for their own pride's sake jealous for the independence of the Cuban republic and would resent our officious meddling with the internal affairs of one of their sister states. Ambassador Welles counseled the withdrawal of President Machado. The state-wide enthusiasm that greeted Machado's request for "leave of absence" proved that his advice was in harmony with the wishes of the Cuban people.

The Marines of Uncle Sam have hardly left the shores of Nicaragua when a new attempt at a revolution is made in that country. Some plotters have blown up the arsenal in the Capital and President Sacasa has had to declare martial law.

The economic situation of a large part of Russia must be terrible. I have read recently heartrending letters from a Wolga District where a large German agricultural colony has existed for centuries. In many families two thirds have died of starvation. People will walk a hundred miles to get two pounds of flour. The famine district is as large as four or five American states. The much praised communistic system is still far from running smoothly. It does seem to me that since we have an oversupply of breadstuffs in the United States, it would be a brotherly and at the same time a wise business like act if we would offer the Soviet Russian Republic through our government as much grain as they need to save these millions, accepting as payment notes signed by the Russian government. I believe that there would be a great deal more of a chance that these notes would be paid than that we will ever be repaid the billions which we lent the Allies for the purpose of not saving but destroying life. Russia has utilized the time, strength and skill of over 60,000 common criminals and political prisoners to dig a water highway which connects Leningrad with the Arctic Sea on the shores of which lies the ice free port of Murmansk. We might well copy some of the Russian Methods of handling prisoners. Instead of locking them behind bars and feeding them like animals in a menagerie we could keep them in God's open air, under military discipline, and have them earn their living by carrying out such vast public improvements as are now constructing with Mr. Roosevelt's great Labor Army.

This last weeks Millions of letters have been sent by the government to private consumers asking then to enlist

as supporters of the national N. R. A. movement. The success of this co-operative effort depends after all upon the individual families. If they continue to patronize bootleggers and industrial cut throats and dealers in sweatshopgoods and are indifferent to the fate of fair dealing business firms the whole movement will peter out and things will get from bad to worse. I urge upon all my readers the most wholehearted co-operation with the governments plan.

I most heartily hope that some way may be found by which the Omaha Municipal University may be able to construct their badly needed teaching plant with federal aid. This work must be done sooner or later if the University is to be a permanent institution of which Omaha can be proud, and right now is the time when the work can be done cheapest and will at the same time be a God send to many unemployed Omaha mechanics.

THE NEVER-ENDING WAR

The American public has a war to fight every year. That war is against the accident menace—in industry, the home, on the highways and elsewhere.

This is not an empty parallel. Automobile accidents alone actually cost more lives than war. They create as much suffering. They are even comparable to war in the economic waste they entail.

On a number of fronts this war has been successful. In the industrial field, tremendous progress in accident prevention has been made. The roster of important industries which operate for months at a stretch without a single mishap of importance, is constantly growing. The life and health of workers in every producing field has never been better guarded—because management has been tireless in instilling the doctrine of safety-first into its employees.

That is also true of children of school age. Thousands of young lives have been saved through courses on caution and accident prevention.

The great failure has been in the field of the automobile. Most years have seen decisive advances in the number of deaths and injuries over the last. Reductions, the few times they have occurred, have been small. The reckless and inconsiderate driver has scored victory after victory. The result is that our public streets and highways have become places of carnage.

The never-ending war against accident must be fought with increasing vigor if it is to succeed. The dangerous driver is Public Enemy Number 1. He should be given the treatment he deserves.

THE VALUE OF A DOLLAR

An advertisement for a life insurance company makes the interesting observation that the dollar changes in value in terms of human need, as well as in relation to price structures and purchasing power.

That is a statement not to be dismissed as being merely an example of an advertiser's extravagance of expression. A dollar means more to a widow than to the wife of a husband earning a good living—it means more to an old man who has outlived his earning power, than to a youth whose best years still lie ahead. The more difficult a dollar is to come by, the more we value it.

This fact is illustrative of one of the greatest virtues and services of the institution we call life insurance. Life insurance takes our cheap dollars—the surplus ones we can spare when our earning capacity is good — and returns them to us as extremely valuable dollars —when our earning capacity is small or non-existent. The dollar that a young man with a job pays to a life insurance company, entails minor sacrifices. When he gets that dollar back, as an old man, it very possibly means the difference between want and a decent living. The same thing is true for his dependents, existing or potential.

Putting your spare dollars to work in life insurance now can bring them back when, to you, they have grown many times in value.

AFTER THE SALE

There are two very important factors you consider when buying a motor car. First, the car itself—its appearance, speed, stamina and adaptability to your needs. Second, the reputation of the manufacturer for backing up his product—for providing fast and excellent service when needed.

That second factor, like the first, applies with equal force to your community when it buys a fire engine. That

engine must be fit and ready at all times. If anything goes wrong, it must be fixed in the fewest possible number of hours—and the local garage doesn't carry the highly specialized parts that control the "innards" of a fire fighter.

Recently a standard fire engine of one of the pioneer makes was badly wrecked in an accident. Local mechanics were not equipped to repair it. The maker's office was called long distance. With in a few hours the company's service engineer arrived with the needed parts. And within 8 hours the engine was back in service. The concern's extraordinary service facilities had taken the machine out of the repair shop in less than a day —when otherwise it might have been there a week or so, and thousands of dollars of fire damage might have been the result.

This concern advertises that there is "No quitting time until the parts are on their way." That is a distinguishing characteristic of the standard fire engine makers — that is one of the things that gave them their jealously guarded reputations. No wonder the wise community demands standard apparatus—and nothing else but standard apparatus.

THIS WEEK'S TRAGEDY

During the coming week a ghastly tragedy will occur.

Two hundred or more lives will be destroyed. Property valued at about \$8,000,000 will be reduced to ashes. Because of it, businesses will close, men will lose their jobs, taxes will increase.

You won't hear much about it—because it won't happen all at once. It will be divided among a thousand communities, a thousand different kinds of property. The destruction of a great factory or a portable garage will all contribute to it.

The world remembers the great fires—the Iroquois theatre, the Cleveland hospital, the little school at Collinsville. What the world does not realize is that these fires are no worse than those that take place every week in this so-called civilized world, and which, by cumulative action, even exceed these single disasters in loss of life and property. Many years can pass without the occurrence of a fire as horrible as that in the Iroquois theatre—but each year witnesses the destruction of ten thousand lives and half a billion dollars in property values.

If we look on fire in the mass, we will come close to gaining some idea of the unnecessary menace it is. Billions of dollars have been spent in seeking to prevent it — and while these efforts have borne good fruit, public indifference has prevented the success that should be achieved. It is time for a "Fire Prevention Year."

ECONOMIC HIGHLIGHTS

Happenings That Affect the Dinner Pails, Dividend Checks and Tax Bills of Every Individual, National and International Problems Inseparable From Local Welfare.

Profits! Industry has been going along for three and one-half years practically without them. This month there has been a turn. Companies which have been running constantly in the red are furnishing a market for black ink. Investors who have become used to going without dividends are looking forward to the reappearance of quarterly or semi-annual checks.

Here is how improved business is reflected in the balance sheets of some specific large companies:

Chrysler Corporation—In the June quarter, net equaled \$1.80 a share, totaling \$2,310,000. This is within 23 per cent of the company's record, achieved in the booming third quarter of 1928.

U. S. Steel—Twelve months ago it reported an operating loss of more than \$3,000,000. In the last three months it had a profit of \$4,880,000.

General Motors—Last year it had second-quarter profits of 7c a share; this year it reported a net of 90c per share.

U. S. Industrial Alcohol—Profits in first half of 1932 came to \$32,000; same period in 1933, \$229,000.

All businesses haven't had an equally happy quarter or half-year. But then general trend of profits is definitely upward. Most important of all is sharp improvement in the earnings of small businesses whose fortunes don't constitute headline news. They represent the bulk of American capital investment, and

their position is a great deal more solid than it was even a month or two ago.

There is a black spot in the industrial outlook—retail trade, which is still in an extremely depressed state. Best fact of all is that the upturn has been in progress for four months without a setback. The most stable barometers—car loadings, electric power, steel output—indicate continued improvement. During June there was an 18 per cent increase in man-hours worked in manufacturing plants, as compared with May. Wage totals showed a 10 per cent jump, while cost of living went up less than one per cent. So far, purchasing power is advancing much more rapidly than prices. Welfare agencies in most cities report that requests for relief are well below former levels. A remarkable feature of recovery is that improvement has been largely apparent in heavy industries. According to the Federal Reserve Board, this is the first time that a pick-up has not been almost wholly confined to industries producing nondurable goods.

The Administration has one major worry now—the poor results of the farm bill. The mortgage situation is more tense than it was, and it is apparent that present legislation is either misdirected or inadequate. All observers forecast that the act will be given a thorough overhauling when Congress meets again.

A few months ago the most talked-about subject of them all was inflation. Then it practically dropped out of the day's news. The President had been given the powers he wanted, and nothing drastic happened. It looked as if they wouldn't be used after all.

Now inflation is preparing to take its place in the headlines again. The Administration's desire for a "managed dollar" has not abated; it was simply shelved for a time while other and more pressing matters were being handled. A managed dollar is one which, in terms of buying power, does not deviate in value; it will buy as many eggs, automobiles, suits of clothes and what-not one year as the next. Our present kind of dollar is constantly deviating. Where its buying power, on the basis of a fixed normal, was sixty or seventy cents at the height of the boom, it rose to \$1.50 at the low in commodity prices we reached last summer and fall.

The President has two courses open in inflating the currency. Most obvious course is to lower the gold content of each dollar. Then by varying it from time to time, the dollar will theoretically possess a constant value, and will be immune to important variations. Another course is to order the Federal Reserve to buy large blocks of government securities in the open market, thus expanding the Federal credit. This would not create a stable dollar; it would, however, be tremendously helpful in providing a market for new Treasury securities.

Opponents of inflation say that the managed dollar is a golden dream which is impossible of realization, and point to the disastrous effects of extreme inflation in Germany and elsewhere. Administration spokesmen say that miscarriage of a plan doesn't necessarily mean the plan is wrong. The public, confused by technicalities, is simply in a waiting mood.

OPPORTUNITY IS KNOCKING

The saying that it's never too late to mend, doesn't apply to physical property.

In these days, every community has its share of homes and business buildings which have been allowed to depreciate to the point where they are ready for the wrecking crew. Their degeneration may be laid to the door of false economy. While a dollar was "saved" temporarily, many dollars were lost because of it.

There are hundreds of thousands of properties which can still be put in good condition at a moderate cost, but which will be gone beyond redemption if work is put off much longer. Today we can still get in on bargain prices for most supplies and commodities — tomorrow will tell a different story. The wholesale price level has been skyrocketing, and now the retail level is beginning to follow. You don't have to take anyone's word for it that this is the time to build and repair—the cold and unprejudiced statistical tables tell you that, and they permit of no argument.

Build now, improve now—provide jobs and purchasing power—remember that investment and employment are cheaper than charity, and that they make charity unnecessary.

Editorial

(From the Baltimore Afro-American, August 2, 1933)
Afro Readers Should Write the President

Sunday's dispatches from Washington quote President Roosevelt as saying he will get out of business as soon as the NRA codes are adopted and let the business men shift for themselves.

This is sad news if true. We can understand that President has enough worries from politicians without also taking over the troubles of 1,000,000 business men.

Still as we look at it, F. D. has made only the beginning. He can't afford to let go now after such an auspicious start.

We want shorter hours and minimum pay in industry. That is what the President asked for. Employers in Dixie begrudge any change in the status of black workers.

Virginia is opposing the \$14 a week minimum wage for colored workers now getting \$9 and \$10. Says the Norfolk Ledger Dispatch, in effect, this will hurt the Negro, because employers who must pay \$14 will employ whites.

These incidents tell us that the employers cannot be trusted to shorten hours and raise wages. Except in a few instances the world has never been able to trust them.

We hope President Roosevelt will keep his hand on business and industry for a while to enforce the codes and to punish violators.

We hope he stays in long enough to see that the domestic servant, the bellman, the waiter, and the farm laborer are human workers, who need emancipation from long hours and poor wages.

Afro readers should write President Franklin D. Roosevelt and say: Mr. President, please keep your hand on business and industry until every worker, whether in industry, business, domestic service or laboring on the farm shall feel the result of your maximum hour and minimum wage scales.

JOBS OR TAXES?

American business, as the Manufacturers Record recently observed, cannot continue to supply both wages and taxes in the amounts demanded.

It is becoming a matter of which shall it be—a job or some more dollars for the public treasury? Government has apparently not learned a fact which is of the utmost obviousness to the rest of us — that every dollar taken in taxes, means that business must pare a dollar from other expenses. In a great many business the paring must be done principally in the wage budgets, either through decreased compensation or fewer jobs.

At the moment, the entire resources of the government are being given to providing more jobs at better wages. This is being done through the largest public works program in our history. It is being done through agreements within industries, and through official fiat. It is being done through appeals to patriotism and sentiment. All of this effort will be vain without tax relief. After all, the most willing business in the world can't raise wages when it hasn't the money in the bank.

Both the practical and psychological effects of a decisive policy of governmental economy would be unimaginably great. It would give investors new hope, managements new spirit, it would be once reflected in increased production, higher buying power and jobs. Every branch of government—federal, state, county and city — has been at fault; every branch must do its part if real tax reduction is to be obtained.

THEY AGREED ON SILVER

The World Economic Conference has adjourned temporarily — and to most observers, it will be no surprise if the last word is changed to "permanently."

It disagreed on almost every important issue. It threw out discussion such burning subjects as war debts, tariffs and armaments—and thus made it impossible to achieve any progress whatsoever in solving the problems which caused its creation in the first place.

But it did agree on one important subject—and the fact that it disagreed so much makes that single achievement stand out like Everest over the valleys of Tibet. The subject is silver. The delegates found that depressed silver prices are inescapable a factor in world depression, and that world recovery must be accompanied by a substantial rise in the price of the metal.

That really means something. If we bring silver back—and it is starting back now—many of our problems will grow less tense, and some will disappear entirely. The World Economic Conference has applied the spurs, and focused the attention of the peoples of the world on the issue. It is time for action.