

A Xmas Message for the Boys



Chicago, Ill. (For PPNS) Vivian Marie Easton the voluptuous 17 year old beauty who was crowned Miss Bronze Chicago of 1944 was recently selected "Miss Santa Claus" for a base hospital unit in South Pacific. Members of the unit insisted upon the Windy City Beauty to send them and other fighting men on the many fronts, her photograph with a Christmas message inscribed thereon. Miss Easton has complied with their wishes, and the message was as follows: "War or peace a brave new world

DID YOU MAIL THOSE XMAS PACKAGES TO THOSE BOYS AND GIRLS OVERSEAS?— YOU HAVE ONLY TO OCTOBER 15TH!

Ridley Returns To Saint John A.M.E.

Adams Back as Presiding Elder

At the Nebraska Annual Conference which closed Sunday, September 24, at Leavenworth, Kansas, the Rev. E. F. Ridley was reappointed to St. John A.M.E. Church 22nd and Willis Avenue, in this city. He begins his fourth year at St. John. The reports and achievements of this church were received with cheers at the conference, where Rev. Ridley served as chairman of the Finance Committee. Dr. John Adams was appointed to serve his 4th consecutive year as Presiding Elder of the Omaha District.

Mrs. E. F. Ridley was elected Nebraska Conference Branch President of the Woman's Missionary Society of the A.M.E. Church.

The next Nebraska Conference will be held in 1945, with St. John Church as host.

Sunday morning, October 1, the pastor delivers his first sermon on the conference year. And at night, the Senior Choir, directed by Mrs. Pearl Gibson, will render the All-Request Program which attracts large crowds each month.

URBAN LEAGUE PLANS MEN'S FITNESS CLASS

The City Recreation department will sponsor a physical fitness class for men at the Urban League center,

it was announced Monday. Interested men have been asked to contact Duward Crooms, WE, 5020 or Charles Washington, AT-5881.

4,000 Volunteer Workers To Start Drive for Funds

Along with other communities of the nation, Omaha is marshalling an army of four thousand volunteers who will start early in October on a drive for funds with which to support war and home front agencies.

It is Omaha's annual United War and Community Fund drive to which these volunteers will lend their assistance, undertaking the job of raising an all time high quota of \$994,290 for the three-front job, service on the home-front, the allied front, the war front.

Linn P. Campbell, general chairman of the campaign, has a campaign organization well underway, completing final preparations before the start of the drive which is scheduled on October 9. It will continue thru October 25, when drive leaders hope to be able to announce that the quota has been reached.

Clergymen of the community will lend spiritual emphasis to the campaign by designating Sunday, October 8, the day preceding the opening of the campaign as United War and Community Fund Sunday. Rabbi David Goldstein of the Bethel Synagogue heads a special committee making plans for its observance and other members of the committee are Rev. Floyd Fischer, Dr. A. A. Brooks, Rev. W. James Niven, Rabbi Israel Moshowitz, Charles R. Docherty is War Fund church chairman.

Fifty-two agencies which will share in allocations from the United War and Community Fund are: Member Agencies of the National War Fund, USO, United Seaman's Relief, War Prisoner's Aid, Belgian War Relief, British War Relief, United China Relief, American Relief for Czechoslovakia, American Denmark Relief, American Relief for France, Greek War Relief, American Relief for Italy, Polish War Relief, United Lithuania Relief, Friends of Luxembourg, American Relief for Norway, Philippine War Relief, Queen Wilhelmina Fund, Russian War Relief, United Yugoslav Relief, American Field Service, Refugee Relief Trustees for Care of European Children.

Women's Home, Boy Scouts, Christ Child Society, Girl Scouts, Camp Fire Girls, Salvation Army City Fund, Salfation Army Corps, Social Settlement, Urban League community center, Woodson center, YMCA, YWCA, Omaha Youth Center, Family Welfare association, Family Welfare Transfer's Aid department, Community Welfare Council.

ES WESTBROOK PEGLER SINGS PRAISE OF TWO NEGRO REPORTERS ON DEWEY'S TRAIN

RECOMMENDS SAME PERSONAL CONTACT FOR ALL (Taken from Pegler's Daily Column)

We have two Negro reporters among us, Julius Adams of the *American News*, a New York weekly published up in Harlem, and Ralph Matthews, of the *Afro-American*, of Washington, DC., which is really a chain of Negro papers operating in five cities. Matthews was out with Willie part of the way but I am told that this is the first time two Negro reporters have gone all the way with a candidate.

These are two very nice fellows, and although I haven't seen their copy, they talk in the manner of real professionals and, of course, you aren't conversing two minutes before you are on topic A, meaning race relations, and there you stay. But the nature of these talks is the first encouragement that I have found in a long time to hope that we might get by without that gory brawl between white men and Negroes which the Communists are constantly trying to promote for just after the war.

These men realize that they have a power to take some of the heat off the issue and probably save lives and still accomplish the result of opening up jobs for Negro workers, and in all seems reasonable and feasible when you just sit down and meet men and colleagues in a business and begin to understand each other, instead of beating one another over the head with meat-axe editorials as to total strangers on opposite sides of town.

This sounds so much like something from my old friend, Mrs. R., that some editors are likely to think the Western Union got the copy balled up, but just the same this acquaintance and understanding is new experience to me and I recommend it.

ELECTION ONLY FIVE WEEKS OFF

FATE OF WORLD, U. S., EVERY MAN, WOMAN, CHILD IN IT, MAY BE DECIDED.....

BY EARL BROWN (On the Staff of Life Magazine —for Continental Features)

The United States is the only important country in the world today in which an election of any kind is about to take place. This is, indeed, something all of us should be proud of, for it proves beyond doubt that human beings of all races, religions, and classes can choose their leaders at the polls, even during the most trying times.

The right of citizens to go to the polls and vote for men and women of all parties to represent them—to represent the entire nation... as their President or dogcatcher is a right that no citizen can afford to take lightly. For the right of free men and women to vote is the cornerstone of U S Democracy. Without it, there would be no democracy, even the defective kind that we have in this country. What has transpired in Germany, Italy, and Japan, however, proves that even the worst kind of Democracy is far better than the best kind of any other form of Government. Therefore, our defective Democracy is infinitely better than any other form of government elsewhere.

The strength of American Democracy lies solely in the intelligence, courage and honesty of the American people. All of the American people. If the best off or worst off American is indifferent to the future of his country and fails to register and vote, he commits an act almost comparable to stamping the American flag in the dirt. For he not only fails to exercise his own sovereign right, but he actually weakens the sovereignty of all other Americans. The one place where every citizen is equal... every one from President to pauper... is in the polling booth; and every time any citizen fails to go to the polling booth and cast his vote as he sees fit to do, he is prostituting the equality and sovereignty of citizenship. He is making it infinitely more difficult to improve our defective Democracy so that he, his wife and children can live more securely and comfortably.

The election is only about five weeks off. It will last one day. But on this day, election day... the fate of the world, the U. S., and every man, woman and child in it may be decided. That's how super-important this election will be. It may determine if we shall have to fight another war in our life time, or our children's. It may determine if colored people the world over will, at long last, obtain the freedom and opportunities they have been denied so cruelly for centuries. It may determine if we in America are to keep all of the social-economic gains that have come to us in the past decade or be compelled to relinquish them. It may determine if 15 million colored American citizens will be granted their full constitutional rights and enjoy all of the benefits of citizenship.

Indeed, the election next November 7, will determine a lot of things which are vital to each and every one of us. When I say that the election will determine a lot of things, it is obvious that I mean you, the voter, will determine them. Consequently, if you are at all interested in the successful conclusion of this war, the fate of colored people around the globe, protection of social gains we have won in recent years, and mere security for all of us in future years, you will most certainly register and vote.

It takes only a few minutes to register and later to vote. But it may take even less time than that for the enemies of world peace, national security and racial justice to wreck our Democratic form of government and plunge all of us into despair and slavery. It did happen in Germany, Italy and many other countries. Though some of us are smug about it, it still can happen here. Especially to 15 million colored Americans.

There is only one sure way to preserve what we have, be in a position to fight for more of what we need, and to insure ourselves against insecurity: register and vote. No American citizen, regardless of color or religion or national origin, could do anything better to preserve America and pave the way for a better America for everybody than to register and vote. REGISTER NOW AND VOTE ON NOVEMBER 7!

THREE NEGROES DECORATED FOR HEROISM IN BOUGAINVILLE

Bougainville, Northern Solomons... (PPNS) For heroism above and beyond the call of duty, three Negroes, who distinguished themselves in the battle for Bougainville, have been awarded the Bronze Star Medal.

All of the medals were presented to Carolinians: Technician 5th Grade Mos-s Davis of Macon, North Carolina; Pvt. Deorny Ray of St. Paul, North Carolina; and Pfc. Wade Foggie of Anderson, South Carolina. The awards to Davis and Ray were made posthumously. Both Davis and Private Ray were killed when they voluntarily exposed themselves to enemy



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A. B. McCaw Lays Mistreatment of Negro in Armed Forces Squarely at Whitehouse..

CORPORAL BILLY LOVE DIES IN LOUISIANA

Cpl. Billy Love, age 34, a well known and liked boy to all Omahans, and a former Omaha welterweight pro-boxer, was accidentally killed in Claiborne, La., it was learned here Sunday. He was a member of the Military police. He entered the service in March 1941. He came home in July last on a furlough. Billy is survived by his mother, Mrs. Mexie Love, of 2035 Maple; five brothers and three sisters Mrs. Lois Murrell, Mrs. Phyllis Abrams and Mrs. Laura Wagner; two brothers, S-Sgt. Norman and Pvt. Phillip and one brother-in-law are overseas, one brother, Duke of St. Paul, Minn., Maxwell of Los Angeles, Calif., and Preston.

Myers Funeral Home is in charge. Funeral arrangements have not been completed as we go to press.

Fire to aid wounded comrades.

Foggie successfully carried out an assignment to destroy three enemy pill boxes, whose fire was holding up his unit. Crawling forward under heavy enemy fire, he secured a firing position in a shallow and exposed foxhole and destroyed his target with accurate and effective rocket fire.

PLAIN TALK..

BY DAN GARDNER in 1942 Negroes Spent \$294,000,000 for Whiskey.....

METROPOLITAN LIFE, NEGRO HOUSING AND THE MONEY NEGROES THROW AWAY

One of the many trying situations and problems facing the Negro is apparent in New York City in the housing situation in which the vastly wealthy Metropolitan Life Insurance Company proposes a huge-post war six million dollar housing community, exclusively for Negroes in Harlem. The new project to be named River-ton which will be built for middle-class families, will be erected on a 12-acre section of Harlem now occupied by aged industrial structures and a few dingy old law tenements. River-ton will embrace 1250 apartments to house 3400 persons "at an average basic rental of approximately \$12.50 a room a month".

Meanwhile, in the outworn section of New York—a lily white section—the Metropolitan Life Insurance Company, a large portion of whose funds have come from policies on the lives of Negroes throughout the country, is pushing its original plans for a lily white "walled city" named Stuyvesant Town where a black person, minus overalls, uniform, maid's cap or bucket and mop, will be an oddity deserving of a place in the modern museum of unheard-of things.

The proposal to establish what, in effect, is a jim-crow housing project to help meet the oppressive conditions confronting Negroes in the busy metropolis of New York City as to decent living quarters, healthful and wholesome surroundings in which to rear their children, can be viewed from two points: (1), a remedy for a present and pressing need and (2), a monument to the incapacity of the Negro to do things for himself.

MIXED REACTION NOTED

When Mayor F. H. LaGuardia of New York, in his weekly broadcast, reported the official sanction for the proposal of the Metropolitan Life Insurance Company, it drew a mixed reaction from Negro leaders in Harlem. Some took a deep sigh of relief—happy at the idea of a vexing problem being solved at no effort or expense to themselves, and gave the

DOORSTEPS.....

OMAHA—Blame for the mistreatment of Negro men and women in the armed services has been placed squarely on the doorstep of the White House in a statement made this week by Arthur B. McCaw, former president of the Omaha NAACP Branch and a delegate to the Republican National Convention in Chicago.

"Since we all know that the Democrats are in power, that Roosevelt is Commander-in-Chief of the Army and Navy, that he has extraordinary powers, that discrimination in the Army and Navy is vile, and that a simple order from the President could end it all, just like that," Mr. McCaw said, "it is not enough to argue that the influence of southern officers prevents the Army from providing better treatment for Negroes.

"If the Army can order a man to leap from a parachute behind enemy lines, and if an officer can order men to pour out of landing craft and onto beaches bristling with enemy guns, surely it can order its own personnel to treat all U. S. soldiers equally," he added.

The treatment that has been accorded men in uniform here and abroad is one of the disgraces of the present conflict, rivalling in its brutality, in some instances, the inhuman conduct of the barbaric Nazis.

Meanwhile, President Roosevelt, proponent of the Four Freedoms, has remained mute in the face of the terrorism that has been visited upon Negro troops.

Mr. McCaw said his tour of the Middle West has proved to him beyond question that Negroes will roll up a heavy vote for the Republican Party in November. Particularly in Nebraska, he said, where the Negro vote will be almost solid for the GOP despite the activity of the CIO's Political Action Committee in and around Omaha.

Dr. C. B. Powell, Director of Publicity, Republican National Committee, 45 E. 45th St., New York City,

proposed their wet kisses of endorsement.

Others issued statements that were more or less guarded by verbal fences and cautious skirting of the issues in declaring that, while jim-crow is to be deplored and while they are unanimous in condemnation of the project, it must be admitted that the Metropolitan Insurance Company is easing a danger-studied situation, etc.

Let's glance at the Metropolitan Life Insurance Company for a moment: Many stories float around, some factual—some idle rumor—to the effect that this industrial giant got its beginnings on the nickle pie-troughs sold to unlettered Negroes throughout the South at the close of the Civil War. The record shows that the National Union Life and Lend-I Insurance Company was formed in 1865 in the South presumably to help rehabilitate the thousands who were maladjusted because of that war. In 1866 the National Union Life and Lend had a split which saw two companies being formed—the National Life Insurance Company and the National Travelers Insurance Company, the latter which accepted only accident premiums. In 1867 the Metropolitan Life Insurance Company was formed and has flourished since that time.

BUILT ON SLAVE MONEY

The barber shop historians and street corner sooth-sayers have it that the Metropolitan Life Insurance Company, capitalizing on the ignorance and credulity of newly liberated slaves, built a tremendous back-log on the old earned pennies and nickles of these friendless, exploited people. Whatever the truth in this connection, it might be said that the Metropolitan Life Insurance Company has grown tremendously over the years. It is said to be attempting to get rid of its Negro policy holders from which it collects via million dollars a year by selling the Negro side of their business to established Negro insurance companies.

SEEN AS TRYING TO DODGE HEAT

Now comes the Metropolitan Life Insurance Company with this record of distaste for the very Negroes, upon whom some contend its early foundations were laid, in a belated attempt to keep the heat off them by building the jim-crow River-ton Project exclusively for Negroes in an exclusive Negro community—made exclusive by the whites who conspire to coop Negroes up in a veritable walled-city that must be their permanent location.

A Honey with A Honey of A Band



Exotic JEAN PARKS (above), the newest star in the band world, will soon make her debut with a talent-studded all-girl orchestra. An exotic eye-filer, Miss Parks, who hails from Columbus, Ohio, is gifted with both charm, poise and a tall, tan 'n' terrific figure. At this early date she has been acclaimed the 1945 Chin-Up Girl. Bookings, according to Gale Agency in New York, already indicate that Jean's combination of femme musicians will set a record for girl bands unsurpassed.

Missouri-Kan. CME Conference Closes; Douglass Back at Cleaves

by Rev. T. J. Douglass

Nationwide Broadcast On Roosevelt Record and the Negro Sunday, October 1st

TO FEATURE VICE PRES. WALLACE, CONG. WM. L. DAWSON, CONG. ELECT ADAM CLAYTON POWELL, MARY McLEOD BETHUNE

A nation-wide broadcast on the Roosevelt Record and the Negro People featuring Vice President Henry A. Wallace, Congressman William L. Dawson, Congressman Elect Adam Clayton Powell and Mrs. Mary McLeod Bethune will be held Sunday, October 1, over the Mutual network from 4 to 4:30 pm. eastern standard war time, it was announced last Saturday by the Democratic National Committee. The broadcast which will also feature outstanding concert artists will emanate from the Golden Gate ballroom in Harlem where a mammoth campaign drive among the Negro people is being conducted.

Louis Mart is the assistant director of publicity for the Democratic National Committee.

fact that the Metropolitan Life Insurance Company has had one notable housing experience in Harlem—that of the celebrated 57 Edgecomb Avenue building—known from coast to coast as the swank headquarters of gilt-edged living conditions for our top-notch white collar Negroes. It is a matter of record that the Metropolitan Life Insurance Company, a couple of years ago, quietly got rid of 57 Edgecomb Avenue to a Negro Holding Company, thus relieving its lily-white hands of the task of servicing living quarters for black Americans. This attitude of lily-whiteism on the part of the Metropolitan Life Insurance Company is further borne out by the fact that the company quietly went ahead and acquired the site, laid out the plans, and established a budget for the infamous Stuyvesant Town walled-city, in which no Negroes were to be—and will not be—allowed as tenants.

tion and amusements". A total of \$54,000,000 was spent by Negroes for essentials in 1942.

If we have the power to buy that much whiskey to drink and that many smokes to blow into nothing, and so much money to have a good time upon, how can we criticize effectively when none of our money is put to permanent good use of all of us as the Metropolitan Life Insurance Company is purportedly doing with this River-ton Project?

If we can spend \$553,000,000 on material pleasure while the ills and hardships of the race multiply, what constructive criticism can we have of any jim crow project that is offered us?

This is no brief for the Metropolitan Life Insurance Company and its attitude toward Negroes. I believe that when organizations of the character and standing of the Metropolitan Life Insurance Company single Negroes out for discriminatory practices, as it admittedly has done, there is no possible way in which one can give them a clean bill of health on any of the various belated overtures to help the Negroes. However, what are we going to do?

USE THE OMAHA GUIDE as a medium of Advertising—

READ THE OMAHA GUIDE Weekly —

To The Unconcerned VOTER, ---

Thousands would vote in the South if they could;—thousands could vote in the North if they would.

MR. READER! What are You going to do on or before October 27?

Well, you just cannot vote if you do not Register! People are funny that way.