

HELP FOR TEACHERS OF SAFETY

Educators throughout the country hailed the inauguration last month at New York University of a national center for safety education, the first of its kind in the United States, which has been made possible under a special grant of funds by the National Conservation Bureau of the Association of Casualty and Surety Executives. Its principal object is to teach teachers how to teach safety but its facilities will be open to all who have a practical concern in its interests.

This is not the first time that the stock casualty insurance companies who maintain and administer the National Conservation Bureau have appeared in the safety movement began in 1922, theirs has been a most important influence in the acceptance by schools everywhere of safety education as a major and practical part of the regular curriculum.

The legislatures or the departments of education in nearly every state now requires some form of safety instruction for grade school children. The results are vividly shown in a phenomenal saving of child lives. The accident fatality rate in the age group of five to fourteen years since 1922 has decreased 15 per cent. Meanwhile the rate for all ages combined has increased 24 per cent.

With the inauguration of New York University's center for safety education, a new phase in the safety education movement begins. For some time the need has not been to convince educators of the importance of safety instruction, but rather to aid them in making their courses more effective through the development of sound teaching practices and materials. This job New York University has now undertaken. The experiment will be watched with interest by a public which is seeking desperately for means with which to reduce America's ghastly toll of accidental deaths and injuries.

KANSAS NAACP AID IN DEFEAT OF WINROD

Kansas City, Kan., Aug. 25—One of the contributing causes in the decisive defeat of the Rev. Gerald B. Winrod for the republican nomination for U. S. Senator from Kansas, at the polls here August 2, was the anti-Winrod sentiment aroused by the local branch of the National Association for the Advancement of Colored People. Rallying their forces around a resolution which condemned the evangelist for his "bigotry and prejudice against other races and religions," the branch branded Winrod as unfit for the position of U. S. Senator. Winrod according to the branch's resolution had branded the NAACP as a "communistic organization."

RESERVED FOR The FEDERAL Market 1414 N. 24th St. AT 7777 Across the street from the LOGAN FONTENELLE HOMES

LET PEOPLES DO IT

Clean up that front room. We specialize in making old houses look like new, inside and out. No charge for estimation on work. No job too small or too large. Ten trained decorating mechanics. Our Motto—Service First, at the lowest prices. Call WEBSTER 2858. Peoples Paint and Papering Shop LARRY PEOPLES, Proprietor

SWEDISH ECONOMIST TO STUDY NEGRO PROBLEM

Stockholm, Sweden, Aug. 25—Acceptance by Karl Gunnar Myrdal, of invitation issued by the Carnegie Foundation to make a two year study of the Negro problem in the United States, was announced here Aug. 8.

Myrdal, who lectured at Harvard University in 1937, is an authority on Swedish population and professor of Economics at the University of Stockholm. He is also economic adviser to the Swedish government.

COLUMBIA UNIVERSITY HONORS J. W. JOHNSON

New York, Aug. 25—Arthur B. Spingarn, vice president of the National Association for the Advancement of Colored People was the Principal speaker at a memorial service in honor of James Weldon Johnson, famed poet and one time secretary of the Association, held in Columbia University's Horace Mann Auditorium here August 3.

Others on the program were: Dr. Melville Charlton, organist; Jessie Fauset Harris, Dorothy Mainor, the singer; and the Rev. Williams Ives. The memorial program was sponsored by the Summer students and faculty of Columbia.

CALL ISSUED FOR ALL SCOTTSBORO PETITIONS

New York, Aug. 25—Because petitions demanding the unconditional release of the Scottsboro boys have been slow in coming in the Scottsboro Defense Committee issued an urgent plea August 10 calling upon all organizations to return the petitions at once to the committee's office here, 112 East 19th Street.

The plea was made by Miss Rose Shapiro, office secretary of the Committee. Miss Shapiro said the petitions will be presented to Gov. Bibb Graves, of Alabama, August 16.

TUSKEGEE BUSINESS WOMEN SAIL FOR ENGLAND

New York Aug. 25 (ANP)—Mrs. E. H. Gamlin, proprietor of the oldest established grocery in the Tuskegee community and Miss Albertine Johnson, secretary to Dr. E. H. Hibbe, manager of the C. S. Veterans hospital at Tuskegee sailed on the Bremen this week for a vacation trip to England.

Mrs. Gamlin will visit her son-in-law and daughter, Dr. and Mrs. C. Errington Kerr, who resides in Cheam Surrey near London. Before her marriage, Mrs. Kerr was Miss Gertrude Gamlin, a Fick graduate and former Girls Reserve secretary of the Indianapolis YMCA.

LOUIS TO FIGHT 4 TIMES NEXT YEAR

New York, Aug. 25 (CNA)—Joe Louis will defend his heavyweight crown four times next year (if they can dig up enough victims) Promoter Jacobs announced this week.

Jacobs indicated that Louis was ready to fight in January, April, June and September of 1939.

The promoter's statement was interpreted as meaning that he had abandoned plans to have Louis meet Max Baer this year.

FORM PRODUCERS' ASSN.

New York, Aug. 25 (CNA)—Fourteen of the 125 Negro manufacturers listed as operating in Harlem have formed a Producers Association and will open a large retail outlet store where produce manufactured by their firms will be displayed and sold.

Trains Champion. . .



CHAMPION PROFESSIONAL TYPIST TRAINS AMATEUR CHAMPION

Cortez W. Peters, World's No. 2 Professional Typist, giving a few pointers to Ben Pesner, 1938 World's Amateur Typist, whom Mr. Peters trained. Peters, who operates business schools in Washington, D. C., and Baltimore, Md., is planning to open his third school in Chicago on October 3. (ANP)

S. AFRICAN YOUTH DELEGATE ON CONGRESS RADIO BROADCAST

New York, Aug. 25—Ernest Kallibali, of Uganda, South Africa, a delegate to the second World Youth Congress to be held at Vassar college August 16-24, spoke over station WOW here Aug. 7 in the Congress' first radio program prior to the convention.

The South African delegate was introduced by Miss Virginia Anderson, a student at Brooklyn College, a member of the National Association for the Advancement of Colored People's Brooklyn N. Y. youth council and the Association's official observer at the Congress sessions.

CRESCENT CITY'S 289 RETAIL STORES DO BUSINESS OF \$574,000

New Orleans, Aug. 25 (ANP)—New Orleans sixth city of size of Negro population in 1933 was according to William L. Austin, director of the Bureau of the Census, eighth among the fifteen leading cities of the United States having 50,000 or more Negro inhabitants in the number of retail stores operated by Negroes. Two hundred eighty-nine retail stores were operated in New Orleans by 294 active proprietors and firm members who paid their employees (average number of employes for the year 1935, 151) \$49,005.

In comparing the results of the Business Census of 1935 with the results of the Business Census of 1929 it is found that New Orleans lost 482 Negro operated stores in the period indicated and that sales of Negro operated retail stores decreased from \$2,300,374 to \$574,000 a decrease of 75 per cent. One hundred twelve stores classed as eating and drinking places—38.8 per cent of all stores—accounted for \$254,000 or 44.3 per cent of total sales.

Eating and drinking places and food stores two of the eight classifications into which Negro retail stores are divided had sales amounting to \$378,000, 65.9 per cent of total sales. Of the kinds of businesses, drinking places with \$125,000 in sales, 21.8 per cent of the total sales ranked first, restaurants and lunch rooms with \$97,000 in sales, 16.9 per cent of all sales second and grocery stores (without meat) with \$90,000 in sales; 15.7 per cent third. Sales made by these three kinds of store totaled \$312,000 or 54.4 per cent of total sales.

Operating expenses of all Negro operated stores located in New Orleans totaled \$147,000 and represented 25.6 per cent of total sales. In the eating and drinking places classification, operating expenses equaled \$90,000 and represented 15.7 per cent of total sales

and 35.4 per cent of sales made by this group of stores. Automotive enterprises realized from sales \$19,000 and paid out as cost of operation 2,000 i. e., 10.5 per cent of sales as operating expenses. Eighteen thousand dollars, 25.4 per cent of sales amounting to \$71,000 was required to meet the cost of operating 11 drug stores reported by Negro proprietors in New Orleans. Enterprises in the "other retail stores" class paid out of sales amounting to \$63,000, \$12,000; 19 per cent of sales as operating expenses and second hand stores, 25 per cent (\$9,000 from sales which totaled \$35,000).

Total payroll amounting to \$49,005 equaled 33.3 per cent of operating expenses and 8.5 per cent of total sales. Twenty-eight thousand two hundred fifty dollars or 57.4 per cent of total payroll as paid by waiting and drinking places to an average of 95 workers, 62.9 per cent of establishments in New Orleans. The sum \$28,250 represented 31.4 per cent of the operating cost of all workers employed in expenses of eating and drinking places and 11.1 per cent of total sales made by the same establishments.

LANDLORD STIRS UP RACE PREJUDICE

Detroit Aug. 25 (CNA)—Agents of banking and real estate organizations were reported to be continuing their activities in attempting to stir up feeling against two Detroit Negro firemen. Martin H. White and Marcella Taylor who have been assigned to Engine House No. 34 directly opposite the Ford Motor Company's Lincoln plant.

The city council recently refused to listen to the pleas of a group of white property owners of the Livernois Avenue district who appeared before the council to protest the assigning of the two Negro firemen to the district. John R. Mejer, 6353 Walton Avenue, told the council that the presence of Negroes at the station on 24 hour shifts "violates neighborhood restrictions against Negroes living in the district."

A mob attempted to prevent the men from entering the fire station last week. They are the first Negroes to become members of the department.

The corporation attorney's office already has given an opinion that the assignment of Negro firemen to the district does not violate the anti-Negro restrictions. The two men won the right to jobs in the Fire Department after a long struggle, and have passed civil service examinations.

The Tory inspired campaign against the Negro firemen is featured by an attempt to drive Polish residents of the neighborhood to sell their properties at ridiculously low prices with the argument that the presence of Negroes will depreciate property values.

Improvements are expected on Michigan Avenue in this part of the city which would greatly increase real estate values, and real estate agents and bankers would clean up a huge profit if their anti-lynch Negro campaign succeeds in forcing Polish small property owners to sell.

BUYERS' GUIDE

By Clarence H. Peacock

The colored race will never obtain any degree of economic security until they learn to discriminate and concentrate their buying with those companies that give them equal employment opportunities.

Last year Colored consumers indiscriminately spent over \$2,000,000 for toothpaste.

Over \$11,000,000 was spent in advertising by four of the popular brands of toothpaste in 1932. Colgate spent \$3,977,932, Ipana spent \$3,476,398, Listerine spent \$2,207,372, and Pepsodent spent \$1,612,157.

Because the Colored consumers did not discriminate and concentrate their buying on any particular brand of toothpaste, not one of these companies spent any of this \$11,000,000 for advertising in the Negro Press.

If the Negro buyer had concentrated his buying on just one of these brands of toothpaste, the increased sales of this brand would warrant the company to advertise in the Negro press and employ Negroes in their factories and as sales representatives.

Toothpaste advertisements have influenced millions of people to brush their teeth properly and save them from decay. They have explained in every day language of the people that poisons from decayed, infected or unclean teeth can permanently impair the most vital organs and the most remote parts of the body.

Since these companies have advertised only in the white press, the colored consumers have not been getting the full benefit of the \$2,000,000 spent for toothpaste.

If the millions of colored people would read their own papers and patronize their advertised products they would be spending their money with companies that want their patronage and are willing to give them equal employment opportunities.

See your dentist at least twice a year. There are over 2,000 Colored dentists in this country—patronize them, they need and deserve your support.

For economic security, buy only those brands of toothpaste that are advertised in your Colored newspapers.

White Press Gets Laugh; Divine Gets Estate

New York, Aug. 25 (CNA)—When Father Divine took two excursion boatloads of his "Angels" up to Krum Elbow on the Hudson opposite the estate of President Roosevelt, the members of New York's leading white dailies had a field day (with pictures) and plentiful mention of pork chops, chicken, watermelons, trucking, hallelujahs and minstrel humor.

They interviewed Mrs. Roosevelt and learned that she, diplomatically, was happy that the estate was to be "Heaven" for some people. They interviewed Father Divine and discovered, later, that what they said he hadn't said. They interviewed Howland Spencer, former owner of the 500 acre estate and bitter enemy of President Roosevelt, who sold the valuable piece of property to Father Divine. Everyone of the bright young men who covered the story had a swell time being clever.

Everything was very funny, but when they all stopped laughing Father Divine still had a lovely 500 acre estate in one of the finest locations in New York, completely with houses, gardens and boats where he and his angels will be able to enjoy themselves in their own way and for as long as they care to.

And maybe one of the things that will add to their enjoyment will be the fact that their's is the last laugh after all.

"IT PAYS TO LOOK WELL" MAYO'S BARBER SHOP Ladies and Children's Work A Specialty —2422 Lake Street—

PAUL ROBESON QUITS BIG TIME STAGE

St. Pancras, Eng.—More for convictions than for cash, this man Paul Robeson, who can appear in fashionable West End theatres and earn a fortune, prefers to act with workmen in a little theatre in unfashionable St. Pancras, at nothing per week.

"He has embarked, as he terms it, on a new career. He wants to play honest parts, instead of being used as an attraction in plays that have no meaning and little purpose.

"That is why Paul Robeson, world-famous star, is at the Workers' Unity Theatre in North West London. He is playing in 'Plant in the Sun' which deals with a sit down strike in a factory.

"Paul Robeson is not merely an actor. He is an inspiring symbol in these significant times. Son of a slave, born in New Jersey, U. S. A., 1898, he was educated at Rutgers University, where he graduated as a B. A. (he has since received the degree of M. A.) and he obtained a law degree (LL.B.) from Columbia University. Six foot two and a half inches tall, with a magnificent physique, he gained fame on the All-American Football team.

"He became a star, a magnet to draw 10,000 people into a concert.

"He could have chosen a learned profession or have been a professional athlete. He chose to be an artist, a serious interpreter of his people. His father, a slave, who became a preacher—taught him how to live, and how to carry the cross that every Negro bears.

"In the law," said Paul, "I could never reach the peak. I could never be a Supreme Court Judge. On the stage there was only the sky to hold me back."

"He became a star, a magnet to draw 10,000 people into a concert hall. Now he is tired of trivilliates meant only for money making. He has embarked on a new career which he hopes will help to bring into the world a principle of human friendship and service to the community."

Dr. Pepper Bottling Co. 4809 S. 20th MA. 2153

BILL'S LOAN BANK —CONFIDENTIAL LOANS AT REASONABLE RATES— Clothing Furnishings—Shoes—Dry Goods for Men, Women and Children MISS HORTENSE HARPER, 2632 FRANKLIN, WILL BE HAPPY TO SERVE YOU. BILL'S LOAN BANK 1804 North 24th St. Phone WEBSTER 1369

Emerson-Saratoga LAUNDRY Announces— Here's Good News for North Omaha's thrifty homemakers. You can now save 20% on all laundry and dry cleaning by using Emerson - Saratoga's convenient Drive in Courteous Service plus Savings Equal to Receiving Every fifth bundle without charge. You'll like Our Quick Cash and Carry Service. Southwest Corner 24th and Erskine Sts.

MAKES ELABORATE PLANS FOR THE PRESS

Eneil F. Simpson, director of Negro sales for Calvert Distillers Corporation, has made elaborate preparations to entertain members of the press who are scheduled to cover the forthcoming EEs convention to be held in Baltimore starting August 22nd.

Mr. Simpson requests that all members of the Negro press contact him on Tuesday, August, 23rd, at the York Hotel.

A member of the Mi-Tee Monarch Lodge No. 45, New York City, Mr. Simpson is also a former newspaper man and believes that he can be very helpful in making the trip of those newspaper men who are going to cover the convention at Baltimore a pleasant one as well as a successful one for their respective publications.

JEWISH VETS PROTEST

Detroit, Aug. 25 (CNA)—The Jewish War Veterans of the U. S. protested this week, Henry Ford's acceptance of a decoration from Nazi Germany. The Veterans declared Ford's action indicated "indorsement of the cruel, barbarous, inhuman actions and policies of the Nazi regime."

CHOP SUEY American and Chinese Dishes King Yuen Cafe 2010 1/4 N. 24th St. Jackson 8576 Open from 2 p. m. until 3 a. m.

North 24th Shoe Repair 1807 North 24th St. WE. 4240 Let Us Make Your Old Shoes Look New—Our Invisible Resoling Does Just That.

Asthma Cause Fought in 3 Minutes By dissolving and removing mucus or phlegm that causes strangling, choking, Asthma attacks, the doctor's prescription, Mendaco removes the cause of your agony. No smokes, no dopes, no injections. Absolutely tasteless. Starts work in 3 minutes. Sleep soundly tonight. Soon feel well, year younger, stronger, and eat anything. Guaranteed completely satisfactory or money back. If your druggist is out ask him to order Mendaco for you. Don't suffer another day. The guarantee protects you.

NOW YOU TOO CAN HAVE THAT LIGHTER SKIN THAT MEN ADMIRE AND WOMEN ENVY When skin is too dark, rough, blotchy, etc. spread on genuine DR. FRED PALMER'S SKIN WHITENER. It must make nature work faster to bring out a lighter brighter, cleaner new skin surface or your money back. 25c at drug stores.

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