

"Negro Trade Week" April 30 to May 8

LOCAL MINISTERS' ALLIANCE HOLDS WEEKLY MEETING

Ballard Dunn, Managing Editor of the Omaha Bee-News, Addresses Gathering and Answers Questions

TELLS NEWSPAPER'S POLICY

The Ministers' Alliance held its regular meeting Monday morning in the lecture room of Cleaves Temple C. M. E. Church, Twenty-fifth and Decatur streets, the Rev. John H. Grant presiding. Much important business was dispatched and live subjects discussed. Among the topics presented was the question of securing appointment of teachers in our public schools. This is to be the subject to which the Alliance is to devote its entire session next Monday.

Mr. Ballard Dunn, managing editor of the Omaha Bee-News, and Mr. Allwine of the circulating department, were present. This was Mr. Allwine's second visit, who upon a former occasion had asked some questions concerning the editorial policy of the Bee-News. This not being in his department, Mr. Dunn accepted an invitation to address the Alliance. He was well received and frankly answered certain questions asked. The questions elicited the answer that it is contrary to the expressed policy of the Bee-News to permit the use of the word "Negro," a term complained of, in speaking of women of our race; or to use the word "Negro" in the headlines in reporting crimes or alleged crimes; but that sometimes these rules are violated by new men on the staff and slip by the editor. Mr. Dunn said that it was the policy of the Bee-News to permit nothing offensive to any class of its readers, but to be helpful to all and constructive and if any violations of the rules of courtesy were called to his attention as full amendment as possible would be made.

Mr. Dunn's attention was courteously called to the fact that occupational opportunities for our educated young men and women are limited and was asked to see if some opening on the reportorial staff could not be made. He said he would take this matter up and see what could be done.

RUTGERS COLLEGE STUDENTS ARE ELECTED TO PHI BETA KAPPA

New Brunswick, N. J.—Two colored members of the senior class at Rutgers college have been honored with election to the Alpha chapter of the Phi Beta Kappa fraternity. Paul Robeson, famed football player, actor and singer, is the only other colored student who has been accorded a similar honor, having been elected to the honorary organization in 1919. The two new members of this fraternity are Reuben McDaniel and Weaver Howard, both of whom have maintained the highest scholastic standard and are popular with all classes of the student body.

SPECIAL SUBSCRIPTION OFFER TO THE MONITOR

During "Negro Trade Week" The Monitor will accept 200 New Subscribers at the Special Subscription Rate of \$1.00 a year. If you are not a subscriber, fill out the following subscription blank and mail it with a money order for \$1.00 or bring it with One Dollar to The Monitor office, 1119 North Twenty-first street and you will receive The Monitor for one year. To take advantage of this you must be a NEW SUBSCRIBER and be among the first 200 sent or brought in.

SPECIAL "NEGRO TRADE WEEK" SUBSCRIPTION RATE

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BOY SCOUTS HAVE FLAG CEREMONY AND WILL PLANT TREES

At the opening of the Colored Base Ball League season at Miller Park last Sunday afternoon the flag ceremony was conducted by Troops 7 and 23 of the Boy Scouts, under the direction of Deputy Scout Commissioner Craig Morris, Arthur McCaw, Scoutmaster, and Forrester Scott, Assistant. Twenty-two boys and a bugler took part in the impressive ceremonies. The pledge of allegiance to the flag was given by those participating.

Next Saturday afternoon at 5 o'clock Troop 33 of the City Mission, assisted by Troops 23 and 7, will plant trees and clean up the grounds opposite the Mission at Twelfth and Pacific streets.

N. A. A. C. P. BEGAN ANTI-LYNCHING FIGHT, SAYS CHAS. MACFARLAND

New York, N. Y.—Generous tribute is paid to the leadership of the N. A. A. C. P. in beginning the national fight against lynching, by Mr. Charles S. MacFarland, general secretary of the Federal Council of Churches of Christ in America, in an article published in a number of newspapers recently.

Speaking of the reduction in the lynching figures, Dr. MacFarland writes:

"The arousing of public sentiment against lynching and the consequent decrease of the practice can be largely traced to a campaign of public education participated in by social agencies, the white and Negro newspapers and our organized church forces of the country. The first organization active in combating the evil was the National Association for the Advancement of Colored People, which more than ten years ago began a thorough research into the history of the evil, secured the support of hundreds of prominent citizens in appeals against mob murder and began an active campaign for federal legislation against it. Largely through the stimulation of that organization, successive bills were introduced by Congressman Dyer and the public discussion of these appeals was a large factor in forcing public attention."

POSTMASTER GENERAL NEW ISSUES A STATEMENT

Washington, D. C.—Postmaster General Harry S. New has issued a statement in defense of Robert R. Church, Tennessee political leader, declaring that Church worked earnestly in behalf of the appointment of G. Tom Taylor as postmaster of Memphis, and characterizing the charges that Taylor was ousted from the postmastership because Church deserted him as "conspicuously ungrateful and untrue."

WILL PRESENT PUPIL IN PIANOFORTE RECITAL



Miss Willa Hayes

Mrs. Florentine Frances Pinkston will present Miss Willa Hayes in pianoforte recital Thursday evening, May 3, at Zion Baptist church at 8:15 p. m. Miss Hayes is a student at Central High school and the daughter of Mr. and Mrs. E. Hayes, 625 South 18th street. All are cordially invited.

EDITORIAL

The National Negro Business league, organized nearly 30 years ago by Booker T. Washington, has done much for the promotion and stimulation of business enterprises among our people throughout the country. Business ventures in practically all lines, many successful and of commanding magnitude, have been and are vastly more numerous in the south than in the north for obvious reasons which we shall not now attempt to recount. Of late years, however, due largely to southern migration and other contributing causes, there has arisen considerable business activity among our group in the north. All things considered, commendable progress has been made by us in the business, commercial and professional world. This has reached larger proportions than any of us realize. And yet we have hardly more than scratched the surface. We have hardly done more than made a beginning. We are still in the earliest pioneer stage of commercial and business development; but this only discloses the richness and fertility of the land that lies invitingly before us, bidding us press bravely on and possess it and leave it as a goodly heritage to our children.

If this is to be done, and it must be done, two things are necessary: Experience upon the part of our business and professional people, and liberal patronage from our people. This may be summed up in one word—EDUCATION. Our business people must be educated in their respective lines so as to reasonably meet the demands of the trade they seek. They must render service. And the public among our group must be educated to patronize our people, who are honestly and earnestly endeavoring to render service. They must realize, for example, that a race merchant whose capital is limited, cannot compete in price with the department or chain store, which can buy by the carload, and the two or three cents more per pound or per item he must charge will help him to develop his business that he may give employment to other members of the race and create capital that can be advantageously used for and by the race. Do you see the point?

For emphasizing these essentials of successful business the National Negro Business league has for some years fostered and encouraged what has been called "Negro Trade Week" in all localities where there is any considerable number of our group engaged in business. Meetings are held for the business people, who are given plain talks and instructions as to how they should conduct and improve their business and our people are told by pulpit and press of their duty to give a reasonable proportion of their patronage to our business enterprises. Upon the initiative of the Ministerial Alliance, Omaha is to have its first "Negro Trade Week." It begins Monday, April 30, and will end Tuesday, May 8. The pastors of all the churches have been requested to call the attention of their congregations to this important matter Sunday by urging the people to make some needed purchases from Negro merchants and firms next week, to visit such places and become acquainted with what is being attempted in a business way by our people here. If this is done, and we believe it will be done, it will cause a helpful stimulation of our struggling and worthwhile business ventures in this city.

The Monitor hopes to publish in the next issue, a reasonably complete business and professional directory, which we believe will prove an eye-opener and revelation to our citizens and encourage us all to helpful co-operation. We urge our readers to do their share in making Omaha's first "Negro Trade Week" a decided success. Buy something next week from one of your own race and keep it up 52 weeks in the year, and it will not be long before colored Omaha will be on the map commercially, improving our financial standing and providing places of employment for our young men and women.

SPENDING MONEY WITH OUR OWN PEOPLE

The Negro population of Omaha is placed at upwards of 15,000. We believe this to be a safe figure. Granted that this number is substantially correct, place the amount spent for food for these 15,000 people at the small sum of 20 cents a day for each person. Do you know how much that would amount to? THREE THOUSAND DOLLARS A DAY! That means \$21,000 a week, or \$1,092,000.00 a year. ONE MILLION AND NINETY-TWO THOUSAND DOLLARS is a lot of money. And yet, granting that our people in this city, spend only 20 cents a day each for food this is the enormous sum it reaches in one year. But knowing how the average colored man loves his stomach, must have his "poke chops" and chicken, no matter what the price is, and "digs his grave with his teeth," as one of our physicians aptly puts it, we believe the average spent per day for food will be almost double this amount. But accepting the lower average, you see what an immense sum it is. Now suppose only one-tenth of this amount were spent among the nine Negro grocery stores in Omaha, do you know what that would amount to? Nearly \$110,000.00, or to be exact, \$109,400.00 a year placed in the hands of people of our own race, enabling them to enlarge their stores and stock and to give employment to several of our people. Only ten per cent of your trade! But why not twenty or twenty-five per cent of your trade? That would mean from \$220,000.00 to \$280,000.00 per annum. Can you see how much this would mean for us as a people?

And what is true of the grocery business is true of other lines of business, dry goods, shoes, socks, dresses, millinery, drugs, candies, toiletries, sundries, in a corresponding degree. Can you not see how much depends upon your spending some of your money among your own people, how it will enable us to develop other enterprises, improve our occupational opportunities, make for the ownership of homes and property and raise our status in the community? Our commercial future is largely in our own hands if we will only use our nickels and dimes and dollars wisely. Spending some of our money with our own people is the only way to get a sound business footing. Let us seize our opportunities and improve them.

URBAN LEAGUE REPORTS UNEMPLOYMENT LESS; TWO CHICAGO FIRMS GIVE OPPORTUNITIES TO NEGROES

The National Urban League, through its department of industrial relations, of which T. Arnold Hill is director, reports as follows on industrial changes during the month of March. Though unemployment is still abnormal the month of March witnessed the beginning of a gradual change for the better in the general unemployment situation which had been said to be the worst since 1921. The building trades began to improve; steel and iron factories increased their working days; the automobile industry added men to their pay rolls and textile operations moved forward. As a consequence, the employment situation among Negroes which in the main follows the general trend for the country, is showing signs of improvement. Negroes are not returning to the jobs that have been taken over by whites but shift from colored to white labor began to slow up during the latter part of March, although Pine Bluff added one hotel to the rather long list that have changed to white service help. As yet the instances denoting betterment are so fragmentary that specific citations would be unreliable. The best that can be reported is a very definite trend toward improvement which industrial commentators and the department of labor in Washington have pointed to as an indication of better times when outdoor work commences.

Conditions in Winston-Salem apparently grew worse and from there it was reported: "there are more Negroes unemployed in the city of Winston-Salem during the month of March than has been in ten years." Cleveland and Detroit show considerable gain among Negroes. The Negro Welfare association reported an increase of 54 per cent in the total number of placements as compared with the month of February. The favorable condition in Detroit is due to the upgrade in automobile products. Harrisburg and Springfield, Ill., which have consistently reported unemployment unchanged, showed a marked improvement in March.

The most outstanding achievement came from Chicago where the South Center Department store has provided employment for 35 or 40 colored men and women out of a total force of 100. Negroes are occupying positions as saleswomen, clerks in the office, receiving clerks, switch board operator, assistant to the manager and assistant window trimmer. The store is located in a district accessible to both white and Negro patrons. Chicago also reports two oil stations in charge of colored men. This is the first time that the company owning them has made use of colored help in this capacity in Chicago. A large nationally known drug store corporation has almost a complete Negro force including pharmacist, clerks and cashier. This revives a practice which the same company abandoned some years ago.

Buffalo, Tulsa and Pine Bluff present unique situations. In Buffalo Negro musicians lost their jobs in dance halls and night clubs when they were closed by police because of legal violations. Most of the closed places employed Negro orchestras and those that remained open employed white orchestras. In Tulsa republican candidates for city offices promised an equal division of labor between the races. This, if granted, would be a unique innovation for Oklahoma and would provide for some of the surplus labor which has come to the city from the farms because the boll-weevil interfered with the cotton crop. In Pine Bluff, where men are working two or three days a week at the mills and colored workers are losing their jobs at hotels, white business men are making appeals for colored people to buy goods from them. Lectures are being given to colored school children and free trade tickets, chickens, etc., are being given away.

Mrs. Sybil Ogelsby, who underwent an operation this week, is improving nicely.

ADVANCEMENT ASSOCIATION GETS THOUSAND DOLLARS

Julius Rosenwald, Prominent Jewish Philanthropist, Shows His Interest in Work of Organization

GREAT BENEFACTOR OF RACE

New York, N. Y.—Julius Rosenwald has made a gift of \$1,000 toward the work of the National Association for the Advancement of Colored People, it was announced last week at the national offices, and on the same day a check for \$250 arrived from Moorfield Storey of Boston, the N. A. A. C. P. national president.

Mr. Rosenwald, whose schools are playing a vitally important part in providing educational opportunity for colored children throughout the Southern state, has long been acquainted with the work of the N. A. A. C. P. At the national conference of the N. A. A. C. P. in Chicago in June, 1926, Mr. Rosenwald came to one of the meetings and was introduced, speaking briefly. Besides his school benefactions, Mr. Rosenwald has interested himself in the work of Negro authors, distributing their books among his friends and manifesting keen interest in the emergence of new talent.

Mr. Storey, besides serving as national president of the N. A. A. C. P. since its first organization, has repeatedly given his legal services to its cause, winning epoch-making cases before the United States Supreme Court, and giving freely both of his time and money when called upon. Mr. Storey's 80th birthday was made the occasion for a spontaneous tribute to him for his lifetime of devoted championship of the Negro's cause, from colored people in every part of the United States.

MEETING IN INTEREST OF "NEGRO TRADE WEEK"

An enthusiastic mass meeting in the interest of Negro Trade Week was held Tuesday night at Cleaves Temple C. M. E. church. The Rev. J. H. Garner presided. Musical numbers were given by the choir. The Rev. Z. E. McGee delivered the principal address, having as his topic "Friendship in Business," in which he stressed friendship, or the making of friends as a valuable business asset. Other speakers were Dr. W. W. Peebles, who took issue with the first speaker, declaring that business and friendship do not mix well; Mr. Jacob Carey, who spoke for the grocers; Mr. Wm. Montgomery, who spoke for carpenters and builders; Mr. Johnson, who spoke for the barbers; Mr. Peat, for the restaurant keepers; Mrs. Isaac Bailey, for dry goods; Mrs. Stuart, for art stores; Dr. H. Wiggins, for physicians; H. J. Pinkett, for the attorneys; Father Williams, for the press; and Mr. C. S. Simmons and M. Lynch, for the tailors.

EUREKA ART CLUB MEETS

The Eureka Art Club met at the home of Mrs. Elizabeth Stewart, South Side, Wednesday afternoon, April 18. A very interesting meeting was held. Twelve members were present. Two new members were enrolled. Thirty minutes was devoted to needlework. Interesting remarks were made by Mrs. Lena Underwood, after which a delicious lunch served by the hostess was enjoyed by all present. The Club adjourned to meet with Mrs. Jennie McGovern, 2222 Seward street, Wednesday, May 2nd. The president desires that all members be present, as it will be election of officers.

BOYS WIN IN AIRPLANE BUILDING COMPETITION

Washington, D. C.—Vernon Reynolds and William Fulford, Armstrong High school students, won honors in the airplane building contest recently conducted here for boys. Reynolds took second place in the glider contest for endurance, and Fulford third place.