

THE VOICE
PUBLISHED WEEKLY

"Dedicated to the promotion of the cultural, social and spiritual life of a great people"

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An Open Letter

As an ardent reader and supporter of The Voice I want to personally thank our many readers, subscribers, and advertisers for a very, very prosperous year. As we turn the pages of a new year let's all as a human stream try to live as better citizens. There have been many knocks against the Voice in its infancy but knocks date back to yester century. During the establishment of the Republic of Haiti, knocks hit Tou Saint L'Overture as knocks also hit Deumark Casey, who lost his life during America's first underground at Charleston, S. C. Knocks hit Frederick Douglas who was run out of the United States five times during his campaign against slavery and many many others too numerous to mention due to lack of space.

Even down to this modern time Joe Louis and Jackie Robinson have received their knocks. But they always come back to win. We don't want to speak too much of the knocks for we honestly wish to thank everyone who has made this publication possible. We want you to know that not only our local readers do we thank but also those in all four corners of the world.

In the words of the publisher, Rev. M. L. Shakespeare, "May the peace and happiness of the Holy Christ be your consolation."
John Mjller

Earnestness is the devotion of all the faculties.
—C. N. Bovee.

There can be no rainbow without a cloud and a storm.
J. H. Vincent

EDITORIAL

I have been greatly impressed recently with the increasing number of favorable comments about employees.

Not until the last six or eight months were persons of color employed in the Globe Laundry. Negroes are now rated with other employees of the firm. The same experience of one or two persons not wanting to work with Negroes was encountered, but with satisfactory results.

One incident was cited where an employee quit only to return a week later and was refused. He won't forget this lesson.

At Hardy's the two elevator girls are rated among the best. And another of the employees is, after working in the department for 25 years, as much a fixture as the furniture itself.

The employees are courteous, polite, and tend strictly to business. "The patrons are attracted to them and never has any discourtesy or resentment in any manner been noticed and I have observed closely," Mr. H. R. Beeson, secretary treasurer at Hardy's, stated.

The Sports Front



with
Howard
"Smoky"
Molden

Hurdle Record Gets IAAF OK

London (ANP)—Harrison Dillard, the Baldwin-Wallace college star who equalled the 220-yard low hurdle mark held by Fred Wolcott, white, of Rice institute, was officially recognized as co-owner of the world's title by the international Amateur Athletic Federation here last week. Dillard tied Wolcott's time of 22:5 at the Delaware, O., track and field event on June 8, 1946.

In the 100-yard dash, the IAAF recognized a record made by D. J. Joubert, white South African, back in 1931, when the track star ran 100 yards in 9.4 seconds to equal the standard held by three Americans, one of whom is Jesse Owens. According to an IAAF official, the delay in granting the recognition to South Africa was because the country did not come forth with its application for recognition for a long time. Seven world records all were approved by the group, two of which were won by Americans.

Mt. Zion Program

By Roberta Molden
Those of you who missed the program by the Mt. Zion Baptist Choir certainly missed a treat. I, for one, would like to see the program repeated so those of you who missed it could get a real treat and those of us who heard it could get an additional treat. There were 17 in the choir, a directress and an organist.

Here are some of the numbers rendered.

Choir.....He's All and All
I'm Standing in the Safety
Tramping
Quartet (extremely good as their voices blended perfectly).....

Like Mountain Streams
Lover of my Soul

Members of the Quartet are:
Mrs. L. Wright, Mrs. O. Johnson,
Mrs. M. Sampson, Mrs. B. Davis.
Duet.....I'll Let Nothing Separate Me from the Lord

Solo.....Over Jordan
Sung by Mrs. Lucy Wright. Her voice is still beautiful as when I first heard it.

Trio.....I Know I Have Another Building

Sung by Mr. and Mrs. Bradley and Mrs. Roberts, a cappella.
Solo.....I Bow on My Knees and Cried Holy

Pastor of this church is Rev. J. Favors, Directress, Mrs. G. Coggs, and organist, Mrs. E. Brown.

GUEST EDITORIAL

By Clyde W. Malone

Does It Always Pay To Advertise?

In a quarter-page ad in a Lincoln Publication (not the Journal or Star), one of the selling points for the sale of 21 beautiful residential lots in north Lincoln was that there was "Negro restriction in this addition."

This occurs to the writer as being a flagrant indictment and personal insult to each member of that ethnic group in America. It also marks the owner of these beautiful (?) lots as being essentially an unsound business man and hardly worthy of consideration by potential buyers of his offering. I say unsound, because any person who will attempt to capitalize on racial antagonism or intolerance is not in harmony with the prevailing ideology of America—that of life, liberty, and the pursuit of happiness. And certainly, if he is out of step in his thinking on the basic ideals of the founders of America, he is hardly sound in his business dealings.

Whether he wanted it or not, the very land he is offering to sell has been made valuable by the contribution of Negroes to the development of America as a whole. They were fellow workers with these pioneers who converted vast waste places into fertile fields. They helped build the railroads which no doubt brought this benighted salesman to this community in comfort. They have served in every war in defense of his and all American property.

The statement, "Negro restriction in this addition," says in definite terms, "Marian Anderson, you can't buy or live here even though your unsurpassed singing has contributed to the enjoyment and pleasure of thousands of Americans." It says to Dr. Chas. R. Drew, "You are not wanted even if your research

made possible the use of blood plasma banks as a means of saving the lives of many thousands of soldiers in World War II." It says to Brigadier General Benjamin O. Davis, "You may be worthy of being a General in the U. S. Army, but you can't buy property in this "beautiful" home site.

Again I say, he is an unsound business man because he is restricting his sales to a decreasing number of facist-minded individuals who believe in such undemocratic attitudes. Excluded are the members of the various faiths who have gone on record as opposing all discrimination based on race. Excluded as prospective purchasers are many veterans who learned at Omaha Beach, Iwo Jima and other battle fronts of Europe, Africa, and the Pacific, that the Negro soldier did his part in achieving the final victory. Excluded are the thousands of Lincoln citizens who believe in the majesty of the law—particularly the moral law based on the fatherhood of God and the brotherhood of man.

I am forced to one other conclusion: This misguided purveyor of real estate is hardly a longtime resident of Lincoln. If so, he is lacking in perception. Otherwise, he would realize he has little reason for fear of Negroes ever being prospective purchasers of this land (which was acquired by a Sheriff's deed.) At present, 80 per cent of the Negroes of Lincoln have, or are, purchasing their homes and yet not one has ever so much as considered this particular part of the city which is generally regarded as undesirable.

So to sum up the whole matter, this type of advertising is only an attempt to perpetuate racial animosities, class distinction and intolerance and is out of harmony with the prevailing ideals of the citizenry of Lincoln.

You'll like—

Weaver's

Potato

Wafers

Lincoln's Favorite

POTATO CHIP

LOTMAN'S GROCERY

1945 R Street
Meats and Vegetables

PRESTO

A NEW ROOM
PAPER & PAINT FOR
EVERY NEED

Winterhalter's Inc.

FINE DECORATIVE WALLPAPERS AND PAINTS
16TH AND F STS. - Lincoln, Nebraska
14th and P Phone 2-1366

For Everything in
HARDWARE

BAKER HARDWARE

101 No. 9th 2-3710

The

**FIRST NATIONAL BANK
of Lincoln**

10th & "O" St. Member F.D.I.C.

PAINT IS SCARCE

We appreciate your patronage and hope we soon can supply all your requirements

VAN SICKLE

GLASS & PAINT CO.
143 So. 10th

- COAL -

Premium Furnace
\$12.50
Try A Load!



JOHNSON

Supply & Coal

932 N. 23 2-7236

Esterbrook
Renew-Point

FOUNTAIN PENS

\$1.50 to \$2.00

Lytle Printing Co.

2120 O Street Phone 2-3839

-- Patronize Our Advertisers --

**IDEAL
Grocery and Market**

Lots of Parking
27th and F Streets

**UNION
SHOE SHOP**

1022 "O" STREET
2-7887

When You Need MONEY

See The

**FEDERATED
Finance Company**

"The Friendly Lincoln Company"
25 Years of Continuous Service

1503 O 2-7211 1503 O

Advertising Pays Dividends

**SHOWALTER
ROOFING CO.**

Dealers in
Inselstone and Inselbrick
Insulation

See us for price on
BUILT UP ROOFS

233 North 22 2-2493
Lincoln, Nebraska

G.M.C. Trucks Spencer Trailers

Sales—Service—Parts

24 Hour Wrecker Service

KAAR SERVICE

Lincoln, Nebraska

1821 N Street Phone 2-1918

MONTE & SONS

BODY & RADIATOR SHOP

Body and Fender Repair

Wrecks Rebuilt

Radiators Cleaned, Repaired,
and Recored

2222 "O" St. 2-5097