

THE OMAHA GUIDE



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EDITORIALS!

BY-GONES

The business man or manufacturer whose hope for the future is wrapped up in an expected return to pre-war normalcy is out on a limb. For pre-war normalcy never will return. That's history.

We still hear suggestions and hopes of reverting to old-time methods and the pre-war business basis, but, according to Dr. Julius Klein, of the United States Department of Commerce, such a retrogression would be about as simple as an attempt to return to the middle ages—and as profitable.

There isn't a great deal of room in business these days for Aunt Sarah, who inherited a shoe factory and insisted that the factory go on making high-laced shoes because Uncle Ezra sold 'em in the '70's. American business never was more dynamic and volatile than it is today, with a constantly changing front in practically all lines.

Since 1921, Mr. Klein points out American business has left as monuments of its progress a long succession of junk-heaps of discarded processes, antiquated ideas and obsolete policies. There have been tragedies of those who clung too long to revered and once profitable practices.

The new business man must be eager to take advantage of the slightest changes in trend. It is no day for secrecy. Backward glimpses should not be longing and desirous of what is behind, but intelligently inquisitive of facts.



St. John's A.M.E. Church
22nd and Willis Avenue,
Rev. L. P. Bryant, Pastor
The services at St. John's A.M.E. Church, the friendly church, are growing better and better each Sunday.
Last Sunday, in spite of the snow there was a large attendance, because the people are learning that the Rev. L. P. Bryant always has a gospel message to give and when they leave the church they really feel that they have been to the house of worship.
The schedule: Sunday school 9:30 a. m. to 10:45 a. m. Church service—10:45 to 12:45; Indevor 6:30 p. m. to 7:30 p. m.; Evening services 7:30 p. m. to 8:45 p. m.

Paradise Baptist Church,
23rd and Clark Sts.,
Rev. N. C. Cannon, D. D., Pastor,
Rev. H. St. Clair, Associate Pastor,
W. B. Robinson, clerk.
Sunday school 9:30 was well attended as usual. The pastor delivered the morning message. The concert rally between Paradise and Cleaves Temple Church was called off, but the service continued with Rev. F. B. Banks, who delivered a wonderful message.

The report from the eleven day contest for Paradise was \$82.50. At 8 p. m. the pastor spoke again. We take this opportunity to thank our many friends for their splendid cooperation and remember you are always welcome to our church.

Salem Baptist Church,
22nd and Seward Sts.,
Rev. E. W. Anthony, Pastor,
Mr. Wm. Cooper, reporter.
Sunday was a banner day for Salem, both spiritually and financially despite the heavy snow! Rallying for \$50.00 for the day we well exceeded the mark and our pastor will be on the grounds Sunday, the 12th leaving Topeka, Kansas on the 8th.
Rev. W. Fort, co-pastor was in charge at 11 a. m. Services consisted of covenant meeting and many testimonies were given, also one more soul added to the church. At 8 p. m. Rev. Fort's subject was, "This World is not my home", Micah 2:10. All departments are running smooth. Read the Omaha Guide's column for Salem's program and dates. You are always welcome.

Is Women's Place In Hotel Kitchens?



Mr. Rochester Says "Yes" and Proves It.

By L. JAY STEVENS

Modern electrical equipment has banished the ancient drudgery of the home to such an extent that millions of women nowadays take pride in doing their own kitchen work and still have time for a multiplicity of social, business and educational activities. Even those women who are blessed with one or more servants seldom neglect the management of the culinary departments of their homes but exercise prudent supervision over the ordering, preparing and serving of the family meals.

Isn't it strange then, that so few women are in charge of hotel kitchens? In the great cosmopolitan metropolis of New York there is only one large hotel with a woman chef. This is the Lexington, at 48th Street and Lexington Avenue. Here the ordering of all food supplies and the operation of the thoroughly up-to-date kitchens, store-rooms, refrigeration facilities, pastry department and room service are under the supreme command of a woman—Miss Charlotte Field, a widely celebrated diet expert. Under her she has a big staff of women cooks and assistants.

On the feeding of people, Miss Field has some emphatic ideas. She believes that no trick favoring in the world can take the place of supreme quality in foods. Therefore her guests get grade A milk, specially tested butter, fresh country vegetables, new-laid eggs delivered from a farm daily and a succulent flavor in her freshly cooked roasts, cereals, fluffy cakes and puddings which comes from pure products prepared with an expert hand—a woman's hand.

Only one day's food supply is ever purchased; nothing is carried over from day to day. I asked her how she avoided the soaked out, steamtable tastelessness of some hotel food. She showed me twelve little boned and rolled beef roasts, saying "We never prepare food in large quantities. We cook some of these little roasts every twenty minutes so each guest enjoys absolutely fresh, home cooked beef at very moderate prices. No steamtable food from my kitchen!"

As a result of this experience, Charles E. Rochester, general manager of the Lexington and one of the best known hotel hosts in the country, has seen the patronage of his dining rooms rise from a few score to the present rate of more than a thousand a day and he is wondering if he isn't steering a culinary fashion which may sweep the hotel world. A student of his featured men, this young Rochester, whose success has come from giving people the things they want, including superlative, woman-cooked food.

perb union organization ability, soon became a closed field to all unorganized labor. Organized labor feared the low living scale and the urge for gainful employment among the colored population. Twenty-one international unions prohibited colored labor from entering their ranks through constitution. ed provisions, other unions either discouraged recruiting colored labor or organized separate white and colored unions, such as the musicians, longshoremen, etc.

The training for instance have generally been closed to colored labor, or, while the strong coal miners union was open to all races, creeds and color. Lately the colored workers have been admitted into the garment workers trade. There has been no great urge on the part of the colored workers to force the unions to admit their numbers to membership.

The white employers discouraged this action and the colored leaders have been openly suspicious of the organizers motives. The claim is made in strikes, that colored labor through loyalty to their union, are first to go out and last to go back, and the unions have seemed luke warm in their battle for their reinstatement.

The Negro leaders feel that their inductions in industry have generally come through strikes or in times of great labor shortage, colored labor has been found efficient when properly trained to their jobs. The criticism brought against them by some plant foreman is their proneness to quit after an earning spell, to enjoy their hard won leisure, making a higher turnover for the plant than in the case of white labor.

The Negro has turned slowly to business and to the professions, due in a measure to lack of capital, either for business or to finance themselves through the courses of study necessary to fit themselves for a profession. In looking backwards, one is started to see the tremendous strides our colored Americans have made in the acquisition of wealth during

the last fifty years. The Negro starting with nothing today owns 738,000 homes and 98,000 farms. I take these figures from the 1930 year book. They have invested in business over \$2,580,000. Have over 198,000,000 in church property. They operate or did before the depression, 50 private banks and one National Bank with \$20,000,000 in deposits and \$3,000,000 capital. Deposits amount to \$75,000,000. Twenty-one Life Insurance Companies, assets being over \$18,000,000 and \$260,174,467 Life Insurance in force.

A survey of 33 cities show 19% of the businesses in grocery stores, 14% barber shops, 11 percent tailoring, 11 percent restaurants, drug stores 6 percent and professional life 1.7% with numerous trades such as millinery, beauty shops, moving picture shows, etc. The Negro has made marked contributions in literature by such men as Alexander Dumas, Puskin and of the American writers, such men as Paul Laurence Dunbar, W. E. DuBois, Langston Hughes, Claude McKay, Countee Cullen and a host of others.

In music they have given us jazz and the beautiful spirituals, the only original folk music on the North American continent. On the concert platform, Roland Hayes ranks high among the world's greatest concert singers.

You have a wonderful future on the stage with such supreme artists as Gilpin, Jules Bledsoe, Daniel Hayes, Florence Mills, Paul Robeson, Bert Williams and a host of others.

In education, you support 19 colleges with membership of 250 and over. Tucker, Hampton, Fiske, all rank high in their respective fields. Booker T. Washington, R. R. Moten, Wm. Peikens, have been torch bearers that have helped to lighten the road to great ideals and inspirations for thousands of ambitious students. In 1865 you had two newspapers, I understand that the Christian Recorder, one of the two early pioneers, still survives.

(Continued Next Week)

LEGAL NOTICE

In the District Court of Douglas County, Nebraska, Dkt. 285, Number 180. Notice to Non-Resident Defendant, Florence Brent, Plaintiff, vs. Paul M. Brent, Defendant.

To Paul M. Brent, Non-Resident Defendant: You are hereby notified that on the 17th day of June 1932, Florence Brent, as plaintiff, filed a petition against you in the District Court of Douglas County, Nebraska, which appears at Dkt. 285, Number 180, in the records of said court, the object of which petition was to obtain a divorce from you, on the ground of extreme cruelty.

You are required to answer said petition on or before the 10th day of April 1933, or the allegations of said petition will be taken as true and a divorce awarded accordingly. FLORENCE BRENT, Plaintiff, by H. J. Pinkett, her attorney. 4t—Feb. ending March 25)

Washington BELIEVED IN THE POWER OF WANTS
WANT-AD DEPARTMENT

Read The Omaha Guide

Local

Race prejudice must go. The Fatherhood of God and the Brotherhood of Man must prevail. These are the only principles which will stand the acid test of good citizenship in time of peace, war and death.

(1) We must have our pro-rata of employment in businesses to which we give our patronage, such as grocery stores, laundries, furniture stores, department stores and coal companies, in fact every concern which we support. We must give our citizens the chance to live respectably. We are tired of educating our children and permitting them to remain economic slaves and enter into lives of shame.

(2) Our pro-rata of employment for the patronage to our public corporations such as railroad companies, the street car company, the Nebraska Power Company, the Northwestern Bell Telephone Company and other establishments which we are forced to support by right of franchise. Also our pro-rata of employment in return for the taxes we pay in our city, county state and federal government.

(3) To encourage the establishment of a first class hospital that we may get the best that there is in medical science from our doctors whom we know to be nearest us, also to encourage a high respect of them and encourage more of our girls to take nurse training.

(4) A one hundred per cent department of our citizens in our public or private places of business, especially on street cars. If we are to be respected we must act respectably, especially in public places where we are constantly before the public's eye.

(5) A one hundred per cent membership in the Omaha branch of the NAACP. should be had to encourage the efforts put forth by the founders of the organization and to assist the general office to establish a five million dollar endowment fund to maintain operating expenses and to further the principles of the NAACP. All people of all races must be educated up to a higher principle and a more thorough understanding of interracial relationship that our country may in reality be a government of the people, for the people and by the people in whole and not in part.

(6) The re-establishment of the Christian Religion as Christ taught it, for the uplifting of mankind, eliminating financial and personal gain. A practical Christian Religion, week day as well as Sunday. An attitude toward our fellowman as a brother in order to establish a principle which will guide the destiny of each other's children; our neighbor's children today are our children tomorrow.

(7) Courteous treatment in all places of business and the enforcement of the State Civil Right Law.

(8) To encourage and assist in the establishment of the following financial institutions near 24th and Lake Streets: A building and loan association, a state bank, administering aid and assistance to our widows and children.

(9) To encourage the erection of a one hundred thousand dollar Young Men's Christian Association Building near 24th and Lake Streets.

(10) To enlarge the Young Women's Christian Association that it may supply sufficient dormitory accommodations.

(11) To teach our citizens to live economically within their earning capacity by printing in each issue a budget system for various salaries.

(12) To make Omaha a better city in which to live by inaugurating a more cosmopolitan spirit among our American citizens.

(13) To put a stop to the Divorce Evil by passing a State law making the mistreatment of a wife or a husband by either of them, a criminal offense to be decided by a jury, first offense, jail sentence of a short duration; from one to five years in the penitentiary. This, we believe will make men and women think before marrying. second offense, one of longer duration; third offense, (14) We must become owners of the city government by paying a seemingly higher salary to those whom we employ to administer its affairs, a salary that will attract, also, a first-class trust company for the purpose of tract men of high calibre.

National

(1) Fight for a passage of the Dyer Anti-Lynch Bill and thus stop the shameful lynching of American citizens.

(2) One of our citizens in the president's cabinet.

(3) Federal control of the educational system that every child must have a high school education.

(4) Assist in the furtherance of research by our scientists and historians to prove that civilization was first founded in Africa.

(5) Establish a political influence which will bring about our pro-rata of higher appointments made by our chief executives.

(6) Stop graft in politics by passing a Federal Law making election day a legal holiday and compelling every American citizen of voting age to vote.

(7) Prevent further wars by teaching the so-called white race that it is high time for them to quit fooling themselves about white supremacy with only three-tenths of the world's population. They must be taught that color is due to climatic conditions. They must be taught that seven-tenths of the world's population is made up of darker races. They must be taught that the rays of sun that blaze upon the equator and turn the skin brown do not affect the power of the brain any more than the coldness of icy glaciers affect the brain of the white race; and that the darker races will not continue to be crushed by a money mad few. If the Fatherhood of God and the Brotherhood of Man are not welded into the hearts of this world's family now, by teaching the principles laid down by our Saviour. it will be welded into the hearts of our children some day soon, on the bloodiest battlefields this world has ever known.

(8) Cut down congressional representation from the Southern States in proportion to the number of votes cast.

The OMAHA GUIDE will put forth its best efforts to bring about the above 22 points with the assistance of those who believe it is for the best interest of good American citizenship.