

THE OMAHA GUIDE



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EDITORIALS!

DON'T EXPECT TOO MUCH

There is one important danger in state or federal
efforts to aid farmers through price control — that the
farmers will expect too much. It is possible, for example,
for a state to decree that the price of all cheese sold within
its borders shall be raised on a certain day by three cents a
pound. This is done and immediately a multitude of other
problems follow. The questions of export and import, the
attitude of the distributor and the buying public, the
situation in regard to demand and production—these are
matters no regulatory authority can control simply by
edict.

Nor can legislators repeal the law of supply and demand,
pleasant as that would be. In the long run, improvement
in the financial condition of agriculture must come
through developing the farm producing and selling
structure in accordance with inexorable economic laws.
And in this work, the farmer's greatest ally is not govern-
ment, but his own co-operative organization. Made up of
himself and his neighbors, and co-workers, his cooperative
has his own immediate interest at heart and is, as well,
building for a sound and permanently prosperous future.
It belongs to him — it is responsible to his will and his
needs, and not to political pressure.

The more active interest government takes in farm-
ing, the greater will be the need or producer organization.
The stronger such organizations are, the more influential
they will be—and the better their chance of protecting the
farmer from unwise political action, and directing govern-
ment measures into really worthwhile channels.

No, the farmer mustn't expect too much from govern-
ment. It will do its best, but its best can be greatly aided
by strong co-operatives.

THE PERFECT INVESTMENT

How would this strike you as an investment oppor-
tunity?

You are offered the chance to put your money, as
much or as little as you like, into a long-established con-
cern which is nationally celebrated for ability and trust-
worthiness of its management. The concern operates un-
der stringent laws, passed to protect you. It takes your
money and re-invests it in government bonds, real estate,
mortgages and the securities of basic industries. To make
your protection more complete, it has behind it a large
cash reserve to care for possible depreciation, and to pay
back the investor if conditions make it unwise to sell any
of its assets.

A contract is drawn in which you stipulate precisely
how much capital you want to invest—in monthly,
quarterly or annual payments. It may be twenty or more
years before you have finished paying. However, if you
should die in the meantime—no matter how little you have
paid in — the entire amount contracted is paid to your
heirs. In addition, after you have been paying for a cer-
tain period of time, you have the privilege of borrowing
against your contract, or turning it in for cash.

Impossible, you say—there is no such investment.
But there is, and you've probably dodged persons who
were trying to sell it. It's life insurance. And the foregoing
shows why Americans are now turning to it as "the per-
fect investment."

FIRE LOSS REALLY ROSE

During 1932, the national fire loss
amounted to about \$406,885,000. This
was a decrease of approximately
\$45,000,000 as compared with the pre-
vious year. However, a committee of
the National Board of Fire Under-

writers recently pointed out, viewed
in terms of actual value, losses on
the commodity price index, based on
value increased by almost \$5,000,
000. In other words the decrease in
fire loss was less than the drop in
value of the property destroyed.

Fire remains one of our most press-
ing problems. In 1932 the destruct-
tion amounted to \$326 per capita,
and in some cities it reached a figure
of more than \$14.00 per each resident.
It is an intolerable drain on national
resources; at this time, especially, it
is a barrier in the path of recovery.

As a matter of fact, the \$400,000,
000 direct loss is the least of it. The
indirect loss is several times as great.
Every time a place of business burns,
men and women are thrown out of
work. Their purchasing power drops.
The whole community feels it. Tax-
es which would normally be paid, are
lost. There are cases on record
where progress in whole towns has
come to an end because of a single
fire.

The National Board estimates that
52 per cent of fire loss is preventable.
Some authorities place the prevent-
able loss as high as 80 per cent. It
should be the objective of every citi-
zen to make his property—whether it
is a great factory or a two-room bun-
galow—as safe from fire as is scien-
tifically possible.

REMEMBER FINANCIAL INDEPENDENCE WEEK

A month or two ago "Financial In-
dependence Week" was observed
throughout the nation. During the
week, newspapers, the radio, public
speakers and various organizations
explained the merit and safety of and
the necessity for life insurance.

Though "Financial Independence
Week" is past, it should not be for-
gotten. It's a very human trait to
make up one's mind to do something
in a moment of enthusiasm and then
forget it completely a few days later.
A great many of us doubtless did
that in the case of life insurance.
Inspired by the message of the week,
we determined to look into new in-
surance or an increase of old—but
that was as far as it went.

How many of us are definitely try-
ing to create financial independence
by protecting dependents against the
chance of the family's income—pro-
ducer dying; by guaranteeing educa-
tion for our children; by building an
estate or putting new life into a de-
preciated one; by providing an in-
come for life after we reach a cer-
tain age, through annuities; by estab-
lishing business reverse protection;
or by assuring that we will not face
a poverty-stricken, dependent old
age, as do the great majority of
men? There is hardly an exigency
that a life insurance policy will not
guard against.

The industry has survived three
years of depression with scarcely a
dent in its armor, and has made a
record for stability that few other
industries can equal. We should re-
member the lessons of "Financial In-
dependence Week."

WHAT IS THE ANSWER?

Every move to put the city, state
or federal government into business
cuts the taxable assets of the country
on the one hand, while increasing the
tax bill on the other. As tax-ex-
empt government projects increase,
business opportunities of the private
citizen are destroyed—also his tax-
able income.

KITCHENS OLD AND NEW

"Kitchens of Today and Yesterday"
have an important part in the exhib-
it of the electric light and power in-
dustry at the Chicago's World's Fair.
Thousands of housewives of today
know the old fashioned kitchen only
from childhood memories and more
thousands do not know it at all. The
one at the World's Fair is most in-
teresting as it is indicative of what
a good kitchen was in its day. It
has a wood-burning stove, candles
and oil lamps, a hand water pump,
a laundry bench and large wooden wash
tubs.

In contrast, the kitchen of today is
shown as a marvel of convenience.
There is an automatic range with an
oven which maintains the proper tem-
perature without attention, and turns
itself off and on as the clock directs.
There is, of course, an automatic re-
frigerator and an electric dishwasher.
Supplementary equipment includes a
silent ventilating fan, electric mixer,
bottle warmer, toaster, percolator,
bottle electrical appliances in all,
egg cooker, waffle-iron, and so on.
Fuses in this kitchen will never blow
because the kitchen is fitted with a
fuseless service panel. It is illumi-
nated with fourteen lights, not one
of which is visible, providing glareless
and shadowless illumination.

While the fully electrified kitchen
shown is such as any home could
have today, it is intended to be a pro-
phesy of what every kitchen will have
tomorrow. Women who see it will
be impressed with the distinct idea
that electricity applied to home ser-
vice is indeed her most efficient
household servant.

WHERE DEPENDABILITY COUNTS

The city of New York has a dif-
ficult problem to face in fire-fight-
ing. A vast number of gigantic
buildings and several millions of peo-
ple are concentrated in a small area.
Recently the city purchased twelve

new pumps to use in the Manhat-
tan and Brooklyn districts. The last
two of the consignment have just been
received and satisfactorily completed
their twelve hour test. They quali-
fied in the handling of 1,000 gallons of
water a minute at pressures ranging
from 160 to 600 pounds per square
inch. Engineers estimate that this
is sufficient for them to force usable
streams through standpipes to the
top of the highest building in New
York or any other city.

It is scarcely necessary to say that
these were standard machines
built by one of the "old three" mak-
ers who have been making fire ap-
paratus and equipment and nothing
else for generations. The New York
Fire Department knows that such is
the only type of apparatus that can
be absolutely trusted where im-
mense property values and the lives
of thousands are at stake.

The average town doesn't have to
throw water up a hundred-floor sky-
scraper. But it needs dependability,
efficiency and quality in its fire ap-
paratus as much as does New York.
The wise community, large or small,
makes sure it gets this same kind of
quality when it goes into the market
for protection.

TAXING THE NATION INTO BANKRUPTCY

One of the main troubles of the
country at present is that legislators
have been too busy in applying the
term "bigger and better" to budgets.
What should be done is to make
them smaller and better. Since 1929
individual and corporate incomes have
been undergoing a strenuous shrink-
ing process. The national income as a
whole has fallen at an unprecedented
rate. Values of all kinds have, of
necessity, been scaled down. Inflated
values are reaching a normal level.
We have approached a virtual mort-
gage moratorium.

All of this is in the interest of fu-
ture stability. It has at last been
realized that the inflated values of a
few years ago were too good to be
true. That is, it has been realized
by everyone except those who make
the tax rates.
The cost of government has con-
stantly risen. States, municipalities
and counties, especially, have added
new activities by the dozen. They
have incurred millions of dollars of
new indebtedness—on which interest
must be paid. A striking illustration
of this is found in a recent statement
by the governor of a Pacific Coast
commonwealth—he observed that if
every activity of the state were elim-
inated there would still be not enough
income to meet expenses.

Higher taxes now may mean na-
tional bankruptcy. Lower taxes will
certainly mean quickened recovery.
The time for talk has passed. There
must be action.

WHERE THE DEALER STANDS

An editorial in the Electrical World
points out that there has been a
change in the attitude of dealers in
electric appliances toward the sale of
these appliances by utilities. Where
a short time ago, the bulk of dealers
were asking for laws forbidding util-
ity merchandising, they are now often
found in the ranks of those who op-
pose the bills.

To quote the World, "Dealers have
helped defeat legislation and then
said (to the utility): 'We've done this
for you. Now you help us by more
active selling that will benefit us
all.' They are learning that power
company sales, far from taking the
market away from the independent
dealer, work the other way—they
broaden his potential market, open
new avenues for sales and create a
demand for parts and service."

Two states—Kansas and Oklahoma
now have utility anti-merchandising
laws. They have been singular fail-
ures, if the accounts one hears from
disinterested parties are at all accu-
rate. The independent dealer has not
been helped—he has been harmed.
Sales of appliances have dropped ma-
terially. The bulk of sales that are
still made go to mail-order houses
and department stores in the large
cities. Potential increase use of pow-
er—which is the soundest hope for
reducing electric rates—is lost.

The dealer and the utility can work
together to the advantage of all con-
cerned, in selling appliances. They
can help each other, and they can
both profit. Unfriendly measures,
coming from either side, are a grave
and harmful mistake.

SILVER REVIVAL

One of the problems confronting
the World Economic Conference, on
which there seems to be a good chance
of reaching agreement, is silver.

Every important nation has felt the
baleful effects of abnormally low sil-
ver prices. It has seen foreign trade
shrink and come close to passing away
entirely. It has observed the col-
lapse of the purchasing power of half
the world's people, who use silver as
their money-metal. And it has dis-
covered that gold is incapable of
carrying alone the volume of world
commerce. There is not enough of
it—and a heavy share of what exists

is held tightly by two countries.

Stabilizing silver is not necessarily
bi-metalism of the old 16:1 brand. It
means that the governments of the
world will reach an agreement for
keeping the price of silver at a more
or less fixed ratio to the price of
gold, whether that relation is 16:1 or
100 to 1. It is a proposal in the in-
terest of world economic stability.

Here in the United States, there is
another phase to it: If the mining
industry is given a new lease on life
through silver resuscitation, thou-
sands of men will be put to work and
millions of dollars will find their way
into the channels of industry.

START DRIVING NAILS

In an editorial concerning the re-
novizing campaigns that have found a
welcome in a multitude of American
communities, the Saturday Evening
Post says: "When a city or a town
makes a united effort to improve the
local employment and business situ-
ation, it also builds up its own confi-
dence. There is less uncertainty and
apathy when everybody pitches in to
stimulate work of such a useful kind.
It is nothing but good local business.
But its greatest benefit will come
when it is adopted by practically all
the cities and towns in the country.
The slogan of the renovize moment is
a simple one, but for that very reason
it is capable of having a far-reach-
ing effect. The slogan is: 'If a man
drives a nail he helps business.'"

There is another good slogan, too,
and that one is: "Employment and
investment are cheaper than charity."
One of the main purposes of renoviz-
ing campaigns is to provide the un-
employed with productive work—as
distinct from work which is not nec-
essary, and is given more or less as
charity. During the past three years
millions of structures—hotels, ware-
houses, business buildings and resi-
dences—have been allowed to run
down. Their owners have taken the
attitude that economy came first—
that they would spend as little as pos-
sible until they could see what was
coming. To permit them to go on
longer without repairs is the most
prodigious kind of luxury. True econ-
omy is to protect the investment by
making improvements and repairs
now—when they can be had at rock
bottom prices.

It's time to start driving nails.

Last year \$1 out of every \$3 earned
went to the support of the govern-
ments—John W. Flannagan, U. S.
Representative from Virginia.

THE RAILROADS IN 1932

What depression among the rail-
ways means to the country at large
is strikingly revealed in a compar-
ison of their purchases during recent
years.

In 1929, they spent more than \$364,
000,000 for fuel—in 1932 they spent
\$178,000,000, a drop of more than
fifty per cent. In 1929 they spent
\$157,000,000 for forest products, and
in 1932 they spent \$52,000,000, a drop
of 66 per cent. In 1929 they spent
\$437,000,000 for iron and steel, and
in 1932, \$100,000,000, a drop of more
than 75 per cent.

Measure this decline in jobs, in its
effect on purchasing power. Think of
it in terms of farm prices, of rents,
of wage levels, of industrial activity
in general. Then you have some idea
of why we hear so much about the
troubles of the railroads. Their prob-
lem is not simply the present prob-
lem of all business—it goes beyond
that. They never shared in boom
prosperity—in all the years since the
war they have never earned as much
as six per cent on their investment.

Last year total railway expendi-
tures came to \$445,000,000. That is
a gigantic sum—but it is only about
one third of their annual spending
for an average five years ending in
1929. This year it is probable that
expenditures will be still less, as most
of the lines have earned no profit at
all, and many of them have not been
able to meet fixed charges alone
without drawing on reserves. The
government is formulating a new
railroad program now—and if it is an
inclusive program that will guarantee
the roads a fair deal, it will be in the
direct interest of every American.

FUNDAMENTAL FARM RELIEF

An sound farm relief program,
whether launched by the states or the
nation, should have as its basic prin-
ciple the encouragement and develop-
ment of cooperatives.

That was the original intention in
the farm relief act of a few years ago—
which hit stormy weather only when
it departed from that and ven-
tured into the field of speculation.
The farm cooperatives are estab-
lished. They have the farmer's faith.
He looks on them, and rightly, as
belonging to him and his neighbors—
they have none of the remoteness that
a bureau dominated by Washington
necessarily has. They really know
his problems. They are interested in
his welfare rather than in his votes.
The depression should have served
to strengthen, rather than weaken,
the coops. Three years of bad times
have shown the farmer the fruits of

disorganization, of non-cooperation.
What achievements he has made in
this period have been mostly the re-
sult of cooperative effort. They have
not been able to create profitable
prices—no conceivable agency could—
but they have in many instances un-
doubtedly prevented prices from drop-
ping to even more ruinous levels.
They have indicated what they can do
when normal times return.

The government should work with
and for the cooperatives. This is the
way in which real and permanent
farm relief can be achieved. It is the
greatest single hope agriculture has
for a happy future.

GIVE THE KIDS A BREAK

School's out! Thousands of children
all over the country are pouring forth
from the classrooms to spend their
days out of doors during the sum-
mer months. It's time for motorists
to be more alert than ever—unless
they are, many of these children will
be injured or even killed as they
traverse the streets and highways to
fields and playgrounds.

The schools have done a fine job
training youngsters to watch out for
themselves. In consequence, when
the statistics of adult and child ped-
estrian accidents are compared, the
children are shown to be better.
They are more safety conscious.

In spite of this good work 3,400
boys and girls between the ages of
five and fourteen were killed last
year and 152,550 were injured, ac-
cording to the National Bureau of
Casualty and Surety Underwriters.

Drivers, give these youngsters the
right of way; drive slowly and cau-
tiously through residential districts;
and watch out for the child who darts
out from behind a parked car. Every
daylight hour should be a safety hour
now that school is closed. Help to re-
duce child fatalities, and give the kids
a break!

"After nine years of experience
with government-owned butcher
shops, fish stores, sawmills, copper,
tin and arsenic mines, cattle ranches,
smelting enterprises and produce a-
gencies, the state of Queensland,
Australia, has retired from the field
of private business after terrific loss-
es."—Public Utilities Fortnightly.

HAD LINDBERGH BEEN A NEGRO

No one has ever attempted to
gauge the value of Linbergh's trans-
atlantic flight, because there is no
known standard great enough by
which the value of such an outstand-
ing achievement may be measured.
The breaking down of prejudices be-
tween nations, the establishment over
night of boundless goodwill, and the
stupendous economic and scientific
development in aerial transportation
which was the direct outcome of this
great venture, defies all attempts at
evaluation.

Had Lindbergh been a Negro, the
impetus which his flight would have
given to our race would have resulted
in the placing of the economic and
social status of our group years in
advance of its present standing.
Today a serious minded group of
colored men are seeking to enlist the
support of every Negro magazine,
newspaper, organization and individ-
ual to gain for the Negro race much
needed respect and recognition via
the LINDBERGH ROUTE.

Aviation because of its newness, its
daring, its unusual appeal and its
proven value in the field of transport-
ation offers a novel method of at-
tracting world wide attention to those
groups who foster it. Every progres-
sive race of people it at the present
moment taking full advantage of the
truth of the foregoing statement.

With this in mind it is here sug-
gested that the Negro wake up, step
forward and make a series of aeroplane
flights in planes owned, piloted and
backed by Negroes before this useful
tool becomes worn out or rusty.
At the present moment an aero-
plane owned by a member of our race
and two aviators who are men of our
own group stand ready to take off on
the first of a series of flights that
are destined to attract worldwide at-
tention. These men and their equip-
ment represent an investment in
training and aeroplane value of well
over nine thousand dollars. An addi-
tional fund of two thousand dollars
will enable them to start in July on
the first of the series of proposed
flights—a round trip transcontinental
flight. Such a flight has never been
made in a plane piloted by Negroes.
Generous and moral support will guar-
antee results.

We shall be glad to send you fur-
ther details in order that you may
join with those who have already
started to make this dream a reality.

Address: Dr. Stanley I. Lucas,
Sec'y of the Executive Com.
The Nat'l Negro Aeronautical Society
44 N. Kentucky Ave.,
Atlantic City, N. J.

WHEN AMERICA REAPS

By R. A. Adams

(For the Literary Service Bureau)

As a general thing, the matter of
sowing and reaping is considered in a
theological sense. But it is more philo-
sophical and scientific than theological.
It is but reasonable that one should
suffer for his own sins. It is scientific
in the sense that it is in keeping with
the natural law of cause and effect.
This matter involves and effects in-
dividuals and aggregations of individ-
uals. It applies to races, nations and
all other classes of individuals.

Making application to our own na-
tion one needs not to argue "if and
when" the nation comes to its reaping
because already it is amid the result
of its own evil sowing. Lynching of
white men and the mobbing of court
officials are the result of such crimes
against black men. The orgie of band-
itry and burglary are chargeable to
lawlessness in execution of law. Embezzle-
ment and its by-products of theft are
reapings from the sowing of political
corruption and of venality on part of
judges and juries and in the operation
of our system. Ruthless shedding of
blood follows weakness in judicial pro-
cedure and breakdowns in law exe-
cution.

America, the most lawless nation in
the world, is amid its reaping and "the
end is not yet." Unless there shall
come reformation, "the worst is yet to
come." And unless this reformation
comes God pity America—when her
cup of iniquity shall be full.

HEROES UNSUNG

NEWS GATHERERS

By A. B. Mann

(For the Literary Service Bureau)

The morning paper brings news
from all over the world. Hardly can we
start the day right without it. Missing
our paper one or two days, we feel a
loss. We seem to be several laps be-
hind everybody and everything. Many
people substitute the Sunday paper for
church worship. And while the in-
fluence is often deleterious, we are
slaves to the newspaper.

But the inconveniences and the
perils faced by those who gather the
news are unknown to us. That they
risk their lives again and again dis-
turb us very little. In times of riots,
conflagrations, and disasters, these
who serve us are in constant danger.

Perhaps the most perilous work of
this kind is on the battle field where
the correspondents must follow the
army, witness battles, make pictures,
and share danger with the soldiers.

They perform many deeds of
heroism, the rank and file of them
drop out of notice. Few ever receive
what is justly due them. Heroes they
are even if they are and forever may
be unsung.

LOOKING BACK

TEACHING UNSELFISHNESS

By Videtta Ish

(For the Literary Service Bureau)

Exemplary is the character of child-
hood. Jesus Christ paid it the highest
possible compliment; yet there is a
streak of selfishness even in children.
"Dis is fer me!" "Dat's mines!" "You
took de bigges' piece!" "I ain't goin'
to give you mine!" These expressions
tell of the innate selfishness in human-
ity. And, as children grow older they
grow more selfish.

Our parents began early to correct
these tendencies. If one "hogged" he
was made to exchange portions. If one
refused to divide one of our parents
would take the thing over which we
contended and make division, giving
the selfish one the smallest portion. As
we grew older our parents talked to us
and explained the wrong in selfish-
ness. They explained that this narrow-
ness would alienate friends whom we
needed. And I am convinced such
methods would be effective, today. My
advice is Try it!

SCOTTSBORO FUND NOW \$2,479.18

NEW YORK, June 24—The Scotts-
boro defense fund being collected by
the National Association for the Ad-
vancement of Colored People, 69 Fifth
avenue has reached \$2,479.18. The
money is being used to pay legal ex-
penses only for the L. D. D. The
amount previously acknowledged was
\$2,223.73. The additional contri-
butions:

Lane Chapel C. M. E. church, Chand-
ler, Okla., \$115; A. T. H. A. Study
club, Detroit, Mich., \$5; Les Seize club,
Inc., New York City, \$138.77; Scan-
ton Pa., branch, N. A. A. C. P., \$14.00;
Rev. George L. Collins, Madison, Wis.,
\$3; Henry J. Asberry, Tacoma, Wash.,
\$1; Mrs. Alberta Carter, Mt. Clemens,
Mich., \$1; Dubuque, Ia., branch, \$5.30;
Progressive League, Georgetown, O.,
\$5; Literature and Art Research club,
South Bend, Ind., \$3; W. R. Stewart,
Youngstown, O., \$10; Needles, Calif.,
branch \$6; North Star branch, Nat
Alliance Postal Employees, Minn.
neapolis, Minn., \$5; New Castle, Pa.,
branch, \$58.91; Mrs. Earl Brooks,
Hammond, Ind., \$2.72; total, \$2,479.18.

..Read the....
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