

"No Man was ever
Glorious who was not
Laborious."

OMAHA

EDITORIAL

GUIDE

City, and Nat'l Life

March of Events

The eye of a Master will
do more work than his
hand.

Omaha, Nebraska, Saturday, August 5, 1933

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THE OMAHA GUIDE

Published Every Saturday at 2418-20 Grant Street by
THE OMAHA GUIDE PUBL. CO., Incorporated
All News Copy must be in our office not later than
Monday at 5 p. m. and all Advertising Copy, or Paid
Articles, not later than Wednesday at Noon, 1927
Entered as Second class mail matter, March 15, 1927
at the Post office at Omaha, Nebraska, under the act
of Congress of March 3, 1879.

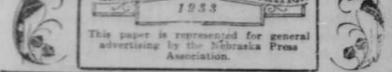
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Three Months \$1.00
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United States for \$2.00 per year in advance. Foreign
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Trial six months' subscriptions, \$1.25. Trial Three
Months' subscription \$1.00. Single copy, 5 cents.

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EDITORIAL

March of Events

By Rev. Albert Kuhn

The outstanding topic of public interest is of course the galant fight that our government is making against the Giant Depression. In every town, on every farm of our country this struggle is anxiously watched. Upon it depends to a large extent the material fortune of both the millionaire and the penniless citizen. Not only we, the folk of the United States, are interested in the outcome, but the rank and file of foreign nations is watching the battle with breathless interest: if President Roosevelt and his staff succeeds he will be imitated by the statesmen of many other countries.

What a wonderful opportunity the Radio has given the President of the United States to reach with his views and his program every ear of our country. In former days it was a very difficult matter for the President to reach directly the ears and hearts of the people. When President Wilson wanted to convert the whole nation to his vision of the League of Nations he had to ignore his physical exhaustion and track across the continent in order to make an impression upon the populace. Appeals appearing in cold print are passed over by the masses; the magnetic presentation of his issue by the living voice of their President is not; it hits the spot. At the same time it is so much less of a strain and so much more in keeping with the dignity of the Presidency to speak directly from the White House. President Roosevelt has, besides, a knack of speaking of his work in such a simple and unaffected way as few Presidents before him have possessed.

This week an immense nationwide propaganda Campaign is being launched throughout the country copied after the Liberty Bond Campaigns of wartimes. The same man who headed that memorable campaign is directing this one, Charles Francis Horner of Kansas City. The emblem selected to be flaunted into the face of everybody is a spread Eagle, grasping the symbols of Industry and of Communication, with the Inscriptions: N. R. A., standing for National Recovery Act, and "We do our part." Business big and little is boarding the band wagon.

The chief features of the President's plan include:

1. A Minimum Wage for workers of from \$12.00 per week to \$14.00 per week. In many industries like in the Cotton Mills this amounts to a substantial increase in wages.
2. A reduction of the hours of labor to from 35 to 40 hours per week. This is a substantial reduction even from the straight eight hour day. Its purpose is to make necessary the hiring of additional help. Unfortunately scarcely had this part of the program been published when many employers declared that they would make their present help double up on work so as to make unnecessary the hiring of more men.
3. The setting up of rules of fair competition. This should make it impossible for business hogs to ruin everybody's trade by offering their ware at cost with the intention of running their

competitors out of business. A few such selfish "hog it all" merchants force an entire line of business like the grocery business or the gasoline business to run on a ruinous basis. The plan would be to refuse to such tradesmen a license to operate their business. It is this unrestricted, uncontrolled competition which is the root of much of the present business demoralization.

Many of our Omaha Firms have already declared their willingness of living up to the new business code. Let us see to it that these pledges are not mere lip service. The problem of enforcing these codes is up to the general public. It ought to boycott every business firm which openly or under cover fails to cooperate with the government and with fair business.

As the outlook is today, the Repeal of the Eighteenth Amendment within less than a year is a certainty. The leaders of the Wets assure the citizen that the return of Booze will mean such an enormous liquor revenue to the Government that the other forms of taxes can be mitigated. Personally I think it is a sad day for the United States when it opens its front door to Whiskey again. With the permitted whiskey there will come either a new appearance of the whiskey saloon or a doubling of the present plague of speakeasies. A regular campaign of propaganda will set in to train men and women into becoming whiskey soaks. The same method of advertising will be used which taught our women to smoke cigarettes; politicians will be bribed to favor the liquor interests. We shall get our fill of personal liberty and most likely pay heavily for it in money and in tears.

The sentence to death of a kidnapper in Kansas City is a gesture in the right direction. I am as a general rule opposed to capital punishment, but this new contagion of racketeering must be stopped before it assume enormous proportions.

The International Conference in London has adjourned. It has at least done this service to the world, that it has shown that at the present time an efficient scheme to make possible world wide free trade is a idle pipe dream.

TUSKEGEE'S VIOLENT DEATH

Death stalked across the world famous Tuskegee Institute campus last week seizing a noted educator who was a member of a distinguished Winston-Salem family, Professor Russell Atkin, vice-principal of the school founded by Dr. Booker T. Washington. Within less than a year and a half three attaches of the Alabama school have suffered loss of their lives by violence. For the first time in its renowned history Tuskegee has become the scene of crime investigations and coroner's inquests. The nation which laments the triple slayings will continue to believe in and support the work begun many years ago by the former slave boy who today is included among the greatest educators of all times. Dr. Washington himself undoubtedly realize that there are certain elements in life which even education and culture cannot eradicate. Educators and students will come and go but Tuskegee Institute will remain as a monument to a greatness which knew no greed, hatred or violence.

This publication in mourning the loss of a native son, Professor Russell Atkin, the scion of Dr. S. G. Atkin, founder and president of the Winston-Salem Teachers college, compares his life with that of Dr. Washington of whom a speaker once said: "Dr. Washington met Napoleon's test—he did things. The secret of his success was uncompromising industry, diligence, perseverance. He grew great by industry. Greatness is a growth. Work dominated his career. He believed that those who do most are most."

DISHONEST CRITICISM

"It is asserted that the rates of many electric utility companies are complicated and difficult to understand," said Frank A. Newton recently. "Much of this criticism is not honest criticism. It comes, to a very large degree, from those who can find nothing good in anything done by a privately owned utility."

A very sizeable share of political comment on the electric industry has deliberately sought to confuse the public mind. It has falsified the problems and the principles of rate-making; it has stated that the utilities have been growing fat during the depression by charging the same rates as were charged when other costs were much higher; it has attempted, by these means, to forward the cause of government ownership and competition

in business with private citizens.

As a matter of fact, utility rate-making is not complicated. The rate charged amounts to the cost of providing power facilities for the customer through which he may obtain service, whether he uses it or not, plus the cost of the actual power used, plus a reasonable profit limited by law. The cost of producing and distributing power does not change rapidly because capital turnover in the utility industry is very small—about once in five years, where manufacturing industries turn capital over once, twice and sometimes oftener each year.

The utility is not allowed to lower its standards of service when times get bad—it cannot close down plants as can non-service industries. It may lose half its business but it must continue at full efficiency to serve the remaining half.

It is not true that utilities are making large profits. Public regulation prevents that. Many companies are making no profit at all, although maintaining maximum service. They are all paying constantly mounting tax bills from diminished revenues—tax bills that threaten to eliminate the investor's return entirely. If the public is misled by vote-seeking political criticism of the utilities it will suffer in the long run because of crippled electric expansion and increased taxes.

EMPTYING THE POORHOUSE

There is one vastly important phase of life insurance that cannot be expressed in statistics—its influence on social progress.

Economic security is the arbiter of happiness, of contentment, of an improved civilization. That does not mean the kind of security that makes for laziness and industrial torpor. It means the kind that guarantees, through one's own efforts, enough to live on for oneself and one's dependents after the age of greatest earning capacity has passed.

Life insurance fills this need perfectly. Through the annuity form of policy, one can take a share of what one is earning now and invest it in an income to start whenever one wishes. Or, those who wish to do so, may "buy" the income by paying up a lump sum outright. There are thousands of persons in charitable homes now, or standing in bread lines, who could have done this once, but preferred to take a chance with their money. An overwhelming majority of people become dependents in old age—because they learned the value of protection too late.

The annuity has long been a favorite form of insurance in Europe, where it has been used for centuries. Of late it has grown in favor in this country. The experience of the past few years has shown millions of Americans that at least part of their earnings should be invested with an eye to safety alone—not great profits.

UNSEEN PROTECTION

In an advertising folder issued by one of the standard manufacturers of fire engines, this phrase appears: "Quality extends to parts unseen."

That phrase is worth thinking over. It indicates the difference between good and inferior articles of a hundred sorts. Superficially the cheap watch looks like the fine watch—the difference is where you can't see it. And that is true of radios, motor cars, musical instruments, commodities of all kinds—almost everything we use.

In protection of life and property from fire, this unseen quality is a great deal more important than it is in most other things. If a watch stops it is annoying, but it isn't apt to be vital to life and happiness. The same thing is true of an automobile, truck or radio. But if a fire engine fails at the wrong moment, the result may be the destruction of lives and hundreds of thousands of dollars worth of property.

There are three manufacturers of standard fire apparatus in the United States whose products are known and respected by every fire marshal, every insurance rating bureau, every person and agency connected with fire prevention and control. Their reputations extend back through generations of manufacturing fire fighting machines in which quality has always extended to parts unseen.

HISTORY CAN REPEAT ITSELF

In 1860 the federal government cost the average citizen \$2.08 per year.

In 1931 the cost of government, for all units, was \$107.37 per capita.

In 1913 the total cost of government was \$2,900,000,000, and in 1919 \$7,500,000,000, and in 1931 it was \$14,000,000,000.

000,000.

In 1929 — a year of inflated prosperity — the total tax of the American people amounted to 16 per cent of their incomes.

In 1931 — a year of bleak depression—it amounted to 28 per cent. The current year maybe the most expensive in our history, with the exception of the war period.

How much of the increase in the cost of government, federal, state and local, can be laid to waste, is problematical. But there is no question but that it runs into the hundreds of millions, for there are scores of bureaus, commissions and inflated governmental payrolls, many of which simply duplicate the work of others.

We have permitted the government to go into various tax-exempt business ventures in competition with the livelihoods of private citizens who are forced to pay the taxes to maintain the competition.

More and more money is going into tax-exempt government bonds instead of taxable labor employing investments. The result is increased unemployment and distress.

History shows many examples of taxing a people until they repudiate tax obligations. Unless all units of government retrench, it is not impossible to force such a tax crisis in our own country.

THE DANGER OF GOVERNMENTAL RELIEF

The new farm bill is swinging slowly into action. The government will undertake to balance production and demand, to improve the farmer's financial condition, to ease the burden of mortgages, and to raise the prices of his produce.

While this may be temporarily beneficial it will be permanently harmful, if the farmer as an individual, comes to depend on government to solve his faults and smooth his path. That is always the trouble with governmental aid measures, no matter how carefully they are drawn—they are apt to create a feeling of dependence in the beneficiary that leaves him helpless when aid has been taken away.

The wise farmer will recognize the bill for what it is—an effort to carry him through a critical period, and give him a hand in straightening out his troubles, so that he may stand on his own feet thereafter. Lasting farm progress comes from the farmer's own effort. It must be the reflection of his own will, his own aggressiveness, his own courage, if it is to be permanent.

During the next few years there is one agency that will be of vital importance—the farm co-operative. It is the agency through which the individual farmer, in company with his neighbors, may fight his own battles and win his own victories. Long after governmental relief is no longer necessary, the co-operative will remain. No matter how often we may change our ideas of what attitude government should take toward the farmer, the co-operative idea is fixed and will not be dislodged. And this is the time for farmers to work their hardest in advancing the interest of their co-operatives.

OPPORTUNITY IS KNOCKING

Property owners who have been planning to repair old structures or build new ones better get busy unless they wish to pay heavily for delay. With better crop prices, heavy public expenditures for bridges, roads, public buildings, etc., it is not difficult to imagine rapid improvement in the employment situation and commodity price levels.

Cement, lumber, paint, structural steel, electrical equipment and all manner of building supplies will probably never again, in a generation at least, be at the bargain counter prices we have been witnessing. Today property owners can improve an old building or build a new one, from concrete foundation to fire-resisting roof, at record low figures. There is abundant labor, both skilled and unskilled. It seems certain that the foregoing combination of circumstances is doomed.

The investor in construction activity today not only gets double return for his money, but helps to start normal employment in the wage and price structures, which will rebound in benefits to himself in better business and rental values.

Remember that investment and employment are cheaper and better than charity.

Dr. Lennox On the Job

July 20, 1933.

Executive Office,
Honorable Franklin D. Roosevelt,
President of the United States,
Washington, D. C.

Dear President Roosevelt:
We are writing you in regards to Federal labor in the city of Omaha, and hope provisions will be brought about that every contract in behalf of this state in the form of federal employment, constructions, alterations or repairs of any government building or public works within the United States, shall obtain a provision that will prevent discrimination on account of race or color.

All nationalities are tax payers and citizens, entitling them to equal considerations of employment. Local contractors have considered only a few and ignored others, and we are hoping the proper adjustment of this matter will be brought about.

Thanking you very kindly for whatever consideration you may give to rectify same, we are

Respectfully yours,
OMAHA WORKING MEN'S COM.
Dr. G. B. Lennox, President.

The White House, Washington
July 26, 1933.

Doctor G. B. Lennox,
2122 1/2 North 24th Street,
Omaha, Nebraska

My dear Doctor Lennox:
Your letter of July twentieth has been received and will be brought to the attention of the Special Board for Public Works of which the Secretary of the Interior is Chairman.

Very sincerely yours,
LOUIS McH. HOWE,
Secretary to the President.

A BACK TO THE FARM PLAN WORKING IN GEORGIA

COLUMBUS, Ga.—(CNS)—The back to the farm movement which is being sponsored by both the people of this city and Muscogee County, is helping to relieve the unemployment problem. The plan recently inaugurated hereabouts has to date placed more than 200 families, consisting of more than 1,000 persons on the farms in the county.

In 1910 there was a total of 1,019 farms in Muscogee County, of which 593 were operated by Negro farmers. These Negro farms had a land acreage of 39,073 acres. The general exodus of labor, both skilled and unskilled, from the South to the North, attracted by high wages drained this locality of her skilled workmen and farmhands so that in 1925 the total number of farms dropped to 390 in number of which 232 were operated by Negroes.

It is now estimated that the number of Negro farms in Muscogee Co. number some 325 a gain of nearly 100 since 1925 and a few more than were reported in 1930, when 317 Negro farms had 22,004 acres in land valued at \$479,330.

The "back to the farm" movement in Muscogee County has attracted the attention of the Federal Government. In a visit to the county William A. Hartman of the Division of Land Economics, Washington, expressed his deep interest and took with him back to Washington a statement of the work accomplished.

Besides playing its part in the farm project Columbus has ruled that men who seek municipal relief must, if they are physically fit, perform some non-injurious service for five hours each working day. If men whose families are need refuse to perform this service, police make a charge against them of vagrancy and loitering. Records of each case are kept, and periodical investigations are made to prevent, as far as possible, "dead-beats" from taking advantage of the abnormal times.

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