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# "Buy Now!" Campaign Begins Oct. 1



Tune In



"DIGESTING  
The NEWS"  
BROADCASTED  
Every Week from this Column  
By CLIFFORD C. MITCHELL

## THE OMAHA GUIDE

JUSTICE & EQUALITY ALL THE NEWS WHILE IT IS NEWS HEW TO THE LINE

An Unbridled,  
Outstanding—  
Mouthpiece  
for Your Community  
"The Omaha Guide  
Is Your Paper"

VOL. VII.—

Omaha, Nebraska, Saturday, Sept. 23, 1933

Number Thirty-One

# N.A.A.C.P. ATTACKS LOW SALARIES

## Community Chest Drive To Get Underway Oct. 31

**The Negro and the NRA.**  
There has been so much controversy on just where the Negro fits into the President's, NRA movement that I have taken considerable pains to ascertain some correct and reliable data on things national, even to the point of contacting our Congressman Oscar DePriest and his secretary Mr. Morris Lewis, and just when I thought I had enough facts to make a complete "digest" of same along comes a "flash", to use a newspaper term, with information and from such a direct source that I am promising my readers that next week I'll have a complete "digest" prepared, devoid of emotionalism, prejudicial or biased thinking.

The day before this is written a few of the successful men of the colored race were summoned post haste to Washington to confer on just what the problems of the Negro are and how the NRA can best solve them. This information is known to me for I happened to be in the office of Mr. Harry H. Pace, president of the Supreme Liberty Life Insurance Company, discussing some matters to be attended to during the week, when the notice from Washington arrived and after handing it to me to read he immediately shelved all of his own business affairs and arranged for immediate transportation to Washington, promising me that immediately on his return that I can have a resume of the Washington conference for the purpose of making a "digest" for my readers.

One thing is certain and that is that Negroes are facing a critical point in their career and when all the various codes affiliated with the N. A. A. C. P. are put in force, making many changes and in some instances completely revolutionizing certain commercial and economic methods, the Negro must be on his toes if he is not to be ruled out of the game even before the start. For it is a sad condition, but a true one, that very few of our own commercial concerns, as now administered, will be able to operate successfully within the intent of certain codes now being formulated.

Even many of the so-called successful white concerns are very much excited and apprehensive over the effect that the new codes will have on their mode of operation. Eventually in behalf of the small consumer but all these changes are going to react in the meantime the small independent merchant as well as the middle-class type are wondering whether their business will be squeezed out in favor of the larger concerns whose capital and methods enable them to more readily accept all of the conditions of the several new codes now being suggested.

And no sadder reflection on the state of the race, economically, need be cited than by the letters constantly being received from readers, strangers, friends and relatives, from all over the country, not to even mention the personal talks with visitors from everywhere. Hardly a letter do I open from any point in the country but what my heart becomes saddened and I even hate to reply to the many letters in a truthful manner for fear of upsetting an already harassed mind.

At least, until certain adjustments have been made which will be squarely made dur fret xete nhng hr shse. I can advise all my correspondents to be extremely thankful if they are already holding a job. Not only to be thankful but be willing and glad to stick to the job and not become enamored over a rainbow that looks good in some other direction, especially in the case of those correspondent who after reading a recent newspaper item that Chicago contained more colored business than any city in the country, etc., decided immediately they should come here and have written to me to help them get located here. With few exceptions most of the colored business places are now thriving on the horde of visitors that have been invading the city and in just a few more weeks even this condition will change. So,

if you have a job in some other part of the country, stick to it, and forget all thoughts of changing until after it has clearly been seen just how the Negro is going to fare in the new scheme of things, and on this point I promise you the latest information from the most reliable sources and plainly interpreted.

### Cecil Smith Fined \$100

Cecil Smith 2712 Erskine Street, was raided last Saturday night by the Morals Squad, headed by Brig. Gen. Allen A. White, a white woman clad in transparent pajamas was in the house. Police Commissioner Myers granted her permission to change her attire. She was taken to the station and fined \$5.00 for being an inmate of a disorderly house. Smith was fined \$100.00 for possession of liquor, and a suspended fine of \$25.00 for keeping a disorderly house. It is alleged that two other women (colored) were in the house.

### Mrs. Ester J. Horton Granted Final Decree

Mrs. Ester J. Horton filed a petition for divorce from Johnny B. Horton, April 26, 1933 and was granted a decree September 19, 1933. She was granted a divorce on non-support. She was given alimony. Mr. Horton is to pay cost of Attorney fees and cost of court. He will be allowed to visit their daughter, Estrella, as Mrs. Horton was given custody of the child.

### Local NAACP. Puts on Membership Drive

**N. A. A. C. P. Membership Drive Begins October 2nd.**  
The biggest membership drive ever sponsored by the local NAACP, will begin October 2nd, 1933. There is a special appeal to every citizen of the city of Omaha to get behind this drive, in order to go beyond our goal of a thousand (1000) members. We are asking many to participate in the contest, of which prizes will be awarded as follows: first one half of our share of money raised; second,

### Omaha's Ghetto Must Go Says Towl

Mayor Roy N. Towl has made application for a Federal loan and grant for the purpose of renovating the area from Paul to Clark, and from 18th to 24th Street.

He says that this is typical of a certain area where Colored, Jewish, and Italian people live, and the improvements in this vicinity would be a cross section of what would be expected farther North.

The purpose is to organize a non-profitable Corporation and take over some of this area and improve it so as to increase the valuation of the property for the owners. Mayor Towl further says that this will probably involve the question of play grounds, parks etc., and they will probably destroy more buildings than they will rebuild, but at the same time the buildings that will be erected will be of higher profitable value than the ones destroyed. Mayor Towl expresses the desire that the Colored People and everyone heartily cooperate in this movement for the better improvement in our city. Let us all make a bigger and better Omaha. The Omaha Guide congratulates

### Everything Set For YWCA Membership Dinner

A delicious, hot Chicken Pie Dinner with all the good things that go with it will be served to all of those who come to the North Side YWCA, Thursday night, September 28 beginning at six o'clock.

This is the Second Annual Membership Dinner and is the one Big Home Coming Event for the Community. Be sure to meet all your friends at the "Y" on that night. Mrs. Addie Seals and Mrs. Minnie Dixon assisted by the Committee of Management and the membership committee are in charge.

### WILL APPEAL TO CONGRESS TO SAVE ARCHITECTURE AND ENGINEERING AT HOWARD

CHICAGO—(CNS)—The National Technical Association in annual meeting here last week decided to appeal to Congress to save the architecture and engineering department at Howard University.

CHICAGO—(CNS)—The temporary retirement of 1,300 Chicago school teachers, principally those employed in the junior high schools—which have been abolished—Kindergarten teachers and teachers of manual training, household arts and physical education effect a number of colored teachers including Mrs. Maudelle B. Bousefield, principal of Douglas elementary school.

Some of the other Negro teachers temporarily retired are: Elase Davis, Medill Junior high school; Mable Wilson, Medell Junior high school Clifford Campbell, Phillips Junior high school; and Len C. Scott, Phillips Junior high school.

Kindergarten teachers' Marguerite Blanchard, Imogene McKay, Char. L. McKay, Ida Mae Cress, and Julia Jackson.

Elementary Physical Education teachers: Hutton Eunice Jackson, Nathaniel "Buster" Lofton, Ray L. Lucas, William P. Moore, and Anna L. Renfros. Elementary Manual Training Teachers: Louis H. Bustill, Fred C. Downs, Raymond Johnson, Clifton E. Jones, Bernard Lewis, Victor Lewis, Robert E. Lewis, Henry Spaulding, Albert Stump, Arthur Turnbull, L. R. Watson. Elementary Household Art teachers: Ruth T. Jordan, Jeanette B. Marks, and Clara S. Mosby.

### URBAN LEAGUE TO SPONSOR VOCATIONAL COURSE FOR MECHANICS

Fourteen auto mechanics and their assistants enrolled for special training in auto mechanics to be conducted by the Omaha Urban League and the Smith-Hughes Department at a meeting held at the League headquarters on Friday. The course is intended to give mechanics who are actually engaged in business more definite knowledge about some of the newer and more recent developments in auto mechanics. A special course in welding will be given as part of the instruction. Mr. Jerry Hawke, Director of the Smith-Hughes Department, was guest at this meeting and outlined the proposed course.

### HOWARD UNIVERSITY GETS ADDITIONAL \$70,000 FOR NEW CHEMISTRY BUILDING

WASHINGTON—(CNS)—The Secretary of the Interior has just announced an additional allotment of \$70,000 granted to Howard University for the construction of a new building to house the chemistry department of the University. With this additional appropriation of \$70,000, there is now available \$460,000 for the chemistry building, and also \$460,000 for a heat, light and power plant. Another \$98,811 has been allowed for repairs and improvements, a total of \$1,018,811.

### BUY NOW!

HUGH S. JOHNSON SAYS START "BUY NOW" CAMPAIGN OCT. 1

WATCH FOR THE OMAHA GUIDE'S BIG "BUY NOW" EDLITION BY HUGH S. JOHNSON which will be published soon. All space buyers are requested to make their reservations in this edition as early as possible. Complete coverage of N. Omaha will be made. No space reserved less than ten inches. Call Webster 1750 and ask for C. C. Galloway, who will explain more fully to you the value of having your advertisement in this edition.

### Negro Teachers Lose Jobs

CHICAGO—(CNS)—The temporary retirement of 1,300 Chicago school teachers, principally those employed in the junior high schools—which have been abolished—Kindergarten teachers and teachers of manual training, household arts and physical education effect a number of colored teachers including Mrs. Maudelle B. Bousefield, principal of Douglas elementary school.

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### General Agent



Mr. H. L. Anderson

To my friends and patrons whom I had the pleasure of contacting and serving during my several years of connection with the National Benefit Life Insurance Company. I am pleased to announce that I have connected with the National Thrift Assurance and Life Insurance Company of Nebraska (A Mutual Legal Reserve Company) with Home Offices in Omaha, and the Western States Health and Accident Insurance Company with Home Offices in Omaha, and that I am in a position to serve your every insurance need. With the type of Policy that is best suited for your particular case.

Life Insurance, Health and Accident Insurance, and a systematic plan of saving as well as all very essential to one's welfare and success in life. They not only provide protection for one's self in the time of need and trouble, but guarantee an income for the family in the case of illness, old age and death; and should have a definite place in every man's program of living.

**NATIONAL THRIFT ASSURANCE COMPANY**  
205 South 19th Street  
Omaha, Nebraska  
August 22, 1933

This is to announce the appointment of Mr. Harry L. Anderson, as general agent for the National Thrift Assurance Company, of Omaha, Nebraska.

The National Thrift Assurance Company is an Old Line Mutual Legal Reserve Life Insurance Company, and has as its Directors, twenty of the outstanding business men of the City of Omaha, and have been very successful in the writing of Thrift Savings.

Any courtesy shown Mr. Anderson will be greatly appreciated by the National Thrift Assurance Company.

**NATIONAL THRIFT ASSURANCE COMPANY**  
P. A. Lyck, Secretary.

A lovely surprise was given Mr. and Mrs. Edgar Lee, 2417 Maple Street when their friends and Mrs. Love entertained at her home, 2425 Maple Street with a lovely Anniversary party for their 25th Wedding Anniversary. It was Mrs. Love's idea to surprise the couple, and it was carried out very beautifully. A gorgeous centerpiece of the bridal table was of yellow roses and green ferns in a high beautiful baby blue bowl. Colorful soft lights added much to the allured setting. A very palatable

### HERE IS ONE FACT THAT MUST BE POUNDED INTO THE CONSCIOUSNESS OF EVERY CITIZEN:

Federal relief, if and as received, can only be used to help buy food, and clothing for families dependent because of UNEMPLOYMENT.

In other words, Federal relief will only help us to more adequately care for the unemployed. Our other dependents, our aged and infirm, our orphaned and neglected children, our sick—poor and our settlements and our neighborhood centers, must still look to the Community Chest for their help.

Federal relief CANNOT be used to meet the relief needs of the thousand or more families dependent because of sickness, ill health, old age or chronic disability.

It CANNOT be used to pay rents, light bills or gas bills.

It CANNOT be used to pay the cost of the investigators who must be employed.

It CANNOT be used to care for crippled children.

It CANNOT be used to maintain educational, recreational or character building institutions so necessary to community and individual morale in times like these.

### Elks Hold 10 Day Circus Rally

The I. B. P. O. E. of W., Elks' Lodge will be engaged in a Big Circus Rally at 22nd and Burdette Sts., starting October 4, 14 inclusive.

There will be amusements for all, the old as well as young. There will be a Big Community Dance, and Free acts of the best entertainment by noted artists in the middle west, under a huge circus top.

Each night at 10 p. m. one ton of \$7.50 coal will be given away and delivered to the address of the Holder of the Lucky Number. There will also be a Main entrance prize. The admission is only ten cents, and you will have barrels of fun. Children twelve years will be admitted FREE.

### Stable Boy Gets Three Years For Part in Horse Charge

CHICAGO—(CNS)—Hinton Parks, a Negro exercise boy a various race tracks pleaded guilty, before Judge John P. Barnes here on September 11 to six charges of violation of the Harrison anti barbitocics law and was sentenced to three years in the Federal Penitentiary at Leavenworth.

Several owners and trainers, who were indicted after an investigation of alleged wholesale "doping" of race horses, will be arranged some time next week on similar charges. Park will be a principal witness against the indicted men and may be paroled for his service to the State.

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NEW YORK—The unequal salary scale for Negro teachers which has been set up in North Carolina by which the maximum for colored instructors is set at \$560 a year, will be attacked in the courts by attorneys acting for the National Association for the Advancement of Colored People, it was announced here today by Walter White, N. A. A. C. P., secretary.

White teachers with eight years experience will receive a maximum salary of \$720 a year or \$90 a month; Negro teachers of the same experience will receive \$560 a year or \$70 a month. These are the absolute maximums for teachers of this grade.

Under the new schedules the salaries of Negro teachers will run as low as \$322 a year for "C" classification teachers of no experience.

A conference of attorneys will be held in Durham next week attended by William H. Hastie of Washington, D. C. and Conrad O. Pearson and Cecil H. McCoy, both of Durham, to outline the procedure of the association's legal battle. Messrs. Hastie, McCoy and Pearson handled the case last spring in which the N. A. A. C. P., sought a writ of mandamus to compel the University of North Carolina to admit Thomas Hocutt, a

macy. The suit was brought because colored student, to the school of pharmacy. North Carolina does not provide professional training for its Negro student, in taxed supported institutions and thus denies equality in education.

The present legal fight against unequal salaries is only one phase of the association's campaign to wipe Carolina and the South, Walter White out inequalities in education in North said. The whole battle will be for itable distribution of school funds, equal salaries, equal equipment, equal and adequate provision for training in the professions. No southern state now provides training for Negroes in medicine, dentistry, law, pharmacy engineering and nursing in tax supported institutions.

The Hocutt case last spring aroused North Carolina citizens, both black and white, as has few occurrences in the last generation. It received almost as much attention in the white press of the state as the fight on Judge John J. Parker. The propaganda machine of the whites got to work among the Negroes as soon as it was announced that the N. A. A. C. P. would fight the case. Negroes were told "it's not time yet" to make a fight for equal training. The old, well worn social equality bugaboo was trotted out to frighten the Negroes. It was said and written in many newspapers of the state that the Hocutt case was not an attempt to get training for Negroes in pharmacy, but to get Negroes "in association" with white students.

A great many Negroes, including some of the so-called leaders in the state took to cover. The younger fighting element, however, carried on the battle. When Hastie, McCoy and Parson got into court they were faced by the greatest array of legal talent the state could muster, including the attorney general and his first assistant, the dean of the North Carolina University law school and his vice dean and a leading white attorney of Durham. When they came out of court they had defeated the attorney general and his aides, but had lost their case on a technicality due to the refusal of a Negro educator to supply the defense with a vital document.

In the present movement for equal salaries, the whites are using their same old tricks. They are getting certain Negroes to come to the front and put on the soft pedal. Some persons whom the Carolina Times calls "Uncle Toms" have already written letters to the dailies saying "the good white folks" will look after Negroes and no "outside" interference is needed. But again the younger element is ready to fight and indications are that the bulk of the Negro population, after seeing the Hocutt court action, is ready to fight, also.

**Have Your Notary Public Work Done at The OMAHA GUIDE Office**