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American Education Week Nov. 6 to 12



Tune In
"DIGESTING
The NEWS"

BROADCASTED
Every Week from this Column

By CLIFFORD C. MITCHELL
Chicago Review Comments!

In reading a recent issue of the Chicago Review, Perry C. Thompson, publisher and editor, I was surprised to see a column comment on one of these columns in which I had quoted a reader out of Los Angeles who wanted me to use my space in an effort to secure more patronage from the large white advertisers both for our colored publications and for colored models for their advertisements; and also a subsequent quotation from an advertising agency in St. Louis who wrote me advising the extent to which they are cooperating both in the use of colored publications and colored models, etc.

The Review editor not only quotes from these previous columns but also specifically stresses the fact that the only way to get the large white advertisers to use more of our space, and our models, is for our publications and readers to prove that our space and our models are worth using and that can only be proved by actual cooperation through response by the readers to the advertisements in our various papers, instead of giving our patronage to those who do not use our publications as advertising mediums.

To make the advertising columns of our smaller publications successful a great many of them will have to change their policies. So many of them have been used to a tie-up with some national organization from whom they accepted their pittance of advertising copy and thus made no effort to go out after the real advertising business by proving that their particular paper represented an outlet in their respective communities that could not be equalled. It is only this past week that two large white concerns who have been using white mediums for years frankly told me that no single colored publication had ever solicited them for any business. Imagine the amount of business that our papers have missed through such unprogressive policies!

The Scott Laboratories, 715 West Lake Street, Chicago, cosmetic manufacturers of a high grade line for the white trade, have used white mediums for over twenty years, and have never used or been approached to use colored mediums. In fact the thought never occurred to them that such an exclusive field existed but they now see possibilities in it and if they can secure the right kind of cooperation through our publications they will manufacture items particularly for the colored trade and attempt to market them through our publications. Right now they are experimenting on a hair softener and pomade, of which I will write more when they have made their definite conclusions.

The Uko Company, 5007 Irving Park Boulevard, Chicago, have a washing compound that they have sold constantly for over twelve years using white mediums exclusively, yet, the colored field has been ignored when it is safe to say that there are more colored people who actually use washing compounds than of any other race. This firm markets their products mostly through agents who have built up their own clientele of repeat consumer-buyers. Colored agents would do well to write them as their product is a "natural" for colored consumers.

Mr. Leon Ganford has again asked me to announce to the advertising managers and my readers that last August he purchased the Franklin Laboratories, cosmetic dealers, and has moved same to 742 North Parkside Avenue, Chicago, where he is able to satisfy all agent prospects.

And the Kuhn Remedy Company, 1857 Milwaukee Avenue, Chicago; the Bell Perfume Company, 233 West 101st Street, Chicago, and the National Agency Distributors, 4812 Vin-Huron Street, Chicago, and the National Agency Distributors, 4812 Vin-Huron Street, Chicago, are the only agencies throughout the country.

Standard Historical
Insold, Fabr.

THE OMAHA GUIDE

JUSTICE & EQUALITY

ALL THE NEWS WHILE IT IS NEWS

HEW TO THE LINE

VOL. VII.—

OMAHA, NEBRASKA SATURDAY OCTOBER 28th, 1933

NUMBER THIRTY-SIX

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

By The Governor

American Education Week is to be observed this year from November 6th to 12th. It is sponsored by the American Legion, the National Education Association, and the United States Office of Education. Its purpose is to furnish an occasion each year when a people may consider anew the ideals, purposes, and achievements of universal education.

The theme for the week this year is: Meeting the Emergency in Education. It is felt by many that during this critical period in our nation's history, when changes in economic ideas and practices follow one another so rapidly, the readjustments may result in the essential sometimes being discarded with the outworn. Free and universal education must be preserved as an important part of the basis for self-government. Therefore, it is hoped that such subjects as—The increased responsibilities of the schools, financial support of the schools, and the schools and reconstruction—may be widely and thoroughly discussed during this week devoted to memorializing our progress in universal education and reeducating ourselves to its ideals.

NOW, THEREFORE, I, Charles W. Bryan, Governor of Nebraska, do hereby set aside and proclaim the week of November 6th to 12th to be American Education Week and urge that it be so observed throughout our state. May the press, the radio, the pulpit and the platform encourage and aid in its observance. Our schools need and are worthy of such recognition and cooperation.

IN WITNESS WHEREOF, I have set my hand and caused the Governor's seal to be affixed. Done at the Capitol in the city of Lincoln, Nebraska, this 20th day of October, in the year of our Lord, Nineteen Hundred and Thirty-Three.

CHARLES W. BRYAN.

OWENS DRUG STORE BURGLARIZED

The Owens Drug Store, at 24th and Grant Street was burglarized by an amateur between 4:10 and 4:20 a. m., Thursday morning October 26.

The night watchman shook the door at 4:10, and found it in order. At 4:15, there was a call at the police station that some one had broken into the drug store, by throwing a brick, breaking the front door glass. Out of fifty boxes of cigars, only two were taken, and about six cartons of cigarettes. The burglar was choicy about his cigarettes, his choice was Camels, Lucky Strikes, and Chesterfields.

No perfumes, candies or drugs were disturbed. Stamp money and morning change to the sum of \$3.00 was taken from the cash register. Mr. Owens estimated his loss at about \$15.00.

URBAN SECRETARY WRITES MAYOR

City Hall
Omaha, Nebraska.
My dear Mr. Towl:
I have read with interest the proposed housing plan you have presented for North and South Omaha. As one interested in the economic and social development of Omaha and particularly in the welfare of the groups who will undoubtedly be beneficiaries of the plan if developed, I beg to call your attention to this omission has to do with the appointment on your committee a member of Omaha's colored citizenry. Since the plan is designed through better housing to improve living conditions of the residents in this district it seems highly desirable that your committee work with, rather than for, this group.

Omaha's Negro population represents 5.2 per cent of the entire population. Within this group are men who have received training from some of the best colleges and universities of our country. I am sure they will bring a distinct contribution to the development of our community. I believe you plan the project to be a democratic civic venture. In the so-

Daniel C. Roper Appoints Jones As Adviser

Massie Of Honolulu Fame Seeks Divorce

Completing of this effort, I feel such inclusion as I have suggested will go a long way in achieving this end. Trusting this matter may receive your serious consideration, I beg to remain,

Very truly yours,
J. HARVEY KERNS
Executive Secretary

DOCTOR LENNOX WRITES MRS. PERKINS

September 26, 1933.

Miss Frances Perkins,
Secretary of Labor,
Washington, D. C.
Dear Miss Perkins:

Investigating employment situations on federal relief projects not only in our city, but all over the country, we find a gross discrimination as to color exists.

I am sure in planning the National Recovery Administration and signing for these various relief projects to aid employment, President Roosevelt's intentions were that all should share in same regardless of race or creed.

In our city we find those appointed to hire men to work on these projects have failed to give consideration to Colored workmen, and we are writing to ask that you instruct those in charge to manifest no discrimination as to color regarding employment. A further example where our group has been discriminated against is the New Federal Building under construction in our city. Out of the vast number employed representatives, and these only employed there have only been two Colored men.

Hotel maids employed any number of years, giving satisfactory service have been recently discharged and those of another nationality taken on, in order it has been stated to prevent paying members of our group the minimum wage we realize these are independent concerns, but such actions do not help the unemployment situation among our group in this city.

These cases have been brought to our attention any number of times, and I am hoping some plan will be formulated so that all will receive the same consideration when seeking employment in proportion to others.

Thanking you very much for whatever consideration you may give, I am,

Respectfully yours,
DR. G. B. LENNOX, President
Omaha Working Men's Com.

DEPARTMENT OF LABOR
Office of The Secretary
Washington
October 4, 1933.

Dr. G. B. Lennox,
President, Omaha Working Men's
Committee
2122 North 24th Street
Omaha, Nebraska.

My dear Dr. Lennox:
This will acknowledge your letter of September 26th, which was duly received, and I am referring it to the Director of the U. S. Employment Service for consideration and investigation through the local Employment Director in Omaha.

Very truly yours,
MISS FRANCES PERKINS.

In a written statement to Mayor Roy N. Towl, J. Harvey Kerns, Executive Secretary of the Omaha Urban League pointed out to the Mayor one of the weak points in his organization set up for the North and South Omaha Housing Project. The letter was specific in pointing out that it is generally conceded by persons acquainted with improving conditions where a particular group is concerned to work with rather than for that group. Mrs. Kerns's statement follows:

'BETWEEN THE DEVIL AND THE DEEP BLUE SEA'

WHAT AM A FELLOW TO DO WHEN HE FINDS HIMSELF IN THIS KIND OF A PREDICAMENT?

Well, that is just exactly the predicament Mr. H. A. Taylor, who is the owner of the beautiful new Ritz Theatre is at this time.

Some eight years ago, Negroes of this Community began to make demands of Mr. Taylor for Negro help from many different angles. Negro girls made personal request for the ticket selling booth, Negro boys made request for ushers, porters and motion picture operator. Mr. Taylor was swamped with personal letters from some of his good weekly customers, and many nasty threatening letters were written to the Omaha Guide for publication in their columns. Mass meetings were held and special committees were appointed to call on Mr. Taylor, demanding him to employ Negro help. Mr. Taylor took all of this under consideration, and finally decided to make a personal survey within a radius where he was expected to receive his patrons from. This was done with a card system by house to house canvassing with a direct question to each individual as to what they would like to have the Ritz Theatre to make them feel more at home, and what kind of pictures they liked best.

When this canvassing was completed, four out of every five that answered the questions, asked for more Negro employees. Then, old man Depression came along and took its share away from the theatre going group. Mr. Taylor found himself with a \$65,000 investment that was not paying any dividends to the owner. He was forced as all good business men are forced to, make another survey and find out the cause. And when he went to the public again he received that same demand, "More work for the people that live in this community and especially our Negro youths. When he went to the newspaper office, he was confronted with this same demand, when he went to social and civic organizations, he was also confronted with the same demand. Finally a group of North Omaha representatives citizens said this to Mr. Taylor:

"You have a position that is paying \$45.00 a week, which is a motion picture operator, if we present to you an operator, what consideration will you give us." Mr. Taylor stated, if they could pass the city examination, secure a city license to operate a motion picture machine, and could become a member of the Motion Picture Operators Union, he thought something could be worked out.

This committee under took to have two Omaha youths to measure up to this requirements, Paul Barnett, who was born, reared and educated in Omaha, a graduate of Technical High School, and Boyd V. Galloway, who was reared in Omaha, and went through the public schools and a graduate of Wendell Phillip High School in Chicago, with some special university training in Journalistic work, was requested by this committee to prepare themselves to take an examination for Motion Picture Operator license. After six months of study in research work of all kinds of sound and electrical appliance, we secured a license motion picture operator to give the instructions in operating a motion picture machine. The instructor finally announced that they were fully capable of operating a Motion Picture Machine.

At this time the citizens committee arranged for them to take a motion picture operators examination. After taking three examinations they received their licenses as Motion Picture Operators. The citizens committee waited on Mr. Taylor, and informed him of this fact, and demanded that he give these two youths a chance to prove their ability to operate his motion picture machine.

Mr. Taylor stated that he had a contract with the Motion Picture Union Operators, and these two young men would have to join the Union before he could give them any consideration. A chairman and secretary of this Citizens Committee, asked for a conference with the business manager, president and secretary of the Motion Picture Operators Union. This conference was granted and was held in the Y. M. C. A., and the Unions Business Manager and Secretary said they felt sure these young men would be admitted to the Union, if they could secure City license. Later on, the President and Business Manager, brought two applications blanks to the OMAHA GUIDE Office, which was promptly filled out and \$25.00 initial part payment fee thereto attached to each application, and the Citizens committee, consisting of the following group of civic leaders, J. Harvey Kerns, Executive Secretary of the Urban League, Rev. O. J. Burkhardt, Secretary of the Ministers Alliance, Lieut. Ed. Turner, Claimadjuster of the American Legion Roosevelt Post. R. C. Price, President NAACP, Dr. G. B. Lennox, President of the Working Men's Commission and C. C. Galloway, Acting Editor of the OMAHA GUIDE in person at 12:45 p. m., presented these applications in the Labor Temple to the Motion Picture Operators Union. The chairman of this committee and the Secretary presented a strong appeal for acceptance of these two youths applications.

For thirty days, we waited patiently for an answer. We were put in what is commonly called the "Go Long Through." Finally a mass meeting was called of the representatives group, and the story was told by the Business Manager and Secretary of the Motion Picture Operators Union, and by the chairman and secretary of the Citizens Committee, after much discussion the owner, Mr. H. A. Taylor was sent for and again the story was told for his benefit. The motion was put and carried that these two Negro youths be presented to Mr. H. A. Taylor for a position as motion picture operators in his theatre. Mr. Taylor had just had a conference at his theatre with the business manager and secretary of the motion picture union, they had made their demands on Mr. Taylor and the following day, the chairman and secretary of the citizens committee called on Mr. Taylor and carried out the order and wishes of the group to put these two Negro operators to work at once or suffer the consequence of a campaign being sponsored that would stop ninety-eight per cent Negro patrons from attending his theatre. This is when Mr. Taylor was placed between the Devil and The Deep Blue Sea.

On September 28, the Union operator was told by the chairman of the citizens committee, that on October 1, these two Negro youths were going to work at the Ritz Theatre, as they had secured a license contract with Mr. Taylor. Immediately two Negroes were put to work, peace and harmony seemed to exist between all concerned. (Continued on page Five)

escue Massie, who claimed she was attacked by a group of Hawaiian natives while on a midnight stroll on a lonely country road September 12, 1931, has it is said 'drifted apart' from her husband Lieut. Thomas H. Massie, and will seek a Reno divorce. The two have drifted apart since the sensational trial of Lieutenant Massie and his mother-in-law, Mrs. Granville Fortescue and two enlisted men in Honolulu on charges of murder growing out of the alleged attack on Mrs. Massie.

The four were convicted but sentence was commuted after they had served one hour. The trial, with Clarence Darrow defending the accused and the hasty departure of the Masses from the Island attracted the attention of the entire world.

The glaring headline "Pair Drifted Apart After Hawaii Trial" called forth many "I Told You So's" here in Washington.

Scottsboro Mother Makes Plea for Son

Before the largest audience ever gathered at the Dreamland Hall, 24th and Grant Streets, last Tuesday night, Richard D. Moore of the International Labor Defense, who has been traveling and speaking in the interest of the condemned Scottsboro boys, and who was accompanied by Mother Patterson, the mother of Hayward Patterson, one of the boys who has been twice condemned to die in the electric chair, and who have since been granted a new trial by the passionate address every heard in Omaha. The history of the now famous case was reviewed from the day the nine boys whose ages ranged from 13 to 20 years was thrown in jail two and half years ago.

He told how they were charged with raping two white women, Victoria Price, one of whom was as proven by the evidence presented against her in Hayward Patterson's trial had been convicted on a charge of prostitution; how their case was set for trial on a holiday; how the Town of Scottsboro with a normal population of 2000, there was in the town on the day of the trial over 10,000—how all during the seventy-hours of the trial people thronged the streets in their holiday attire; how when the verdict was rendered, condemning seven of the boys to the electric chair, the band struck up the tunes of "Bye Black Bird," "A Hot Time In The Old Town Tonight," "Dixie and the Star Spangle Banner" (Continued on page Five)

EUEL LEE TO HANG FRIDAY

OCTOBER 27
ANNAPOLIS, Md.—(CNS)—Governor Ritchie has signed the death warrant for Euel Lee who twice was convicted for the murder of a Worcester county farmer, and set next Friday morning, October 27, as the time for his execution, after turning down a plea by Bernard Ades, International Labor Defense attorney, for clemency.

HARLEM CLUB OPENS NOV. 1, 1933

THE BIG GRAND OPENING
Dine and Dance at the New Harlem Club
Mrs. Carrie Grace of 2115 North 16th Street, will open the New Harlem Club at 1615-17 North 24th St., Wednesday, November 1, to the public.

Featuring a Dine and Dance program with good music. Mr. Dewey Allen has been employed as Chief Cook. Mr. Gordon Hopkins and Mr. Lewis formerly employed by the Union Pacific will be on the job to serve you. A full line of soft drinks and beer on tap will be served. Good music and good order will be maintained. Mr. E. W. Trousdale is the manager.

WASHINGTON—(CNS) Eugene Kinckle Jones though opposed by three of the "Big Four" has been C.—for Roosevelt before Chicago—man

It is claimed that after Robert L. Vann got his appointment in the Department of Justice he broke with his former associates of the "Big Four" and teaming-up with G. David Houston, President Roosevelt's class-selected to fill the post of "Economic Advisor on Negro Affairs of the United States Department of Commerce. The post was proffered to him by Secretary of Commerce, Daniel C. Roper, a few days ago, and Mr. Jones has accepted and the executive board of the National Urban League has temporarily loaned Mr. Jones to the National Government.

For some time it has been rumored that there was to be a "colored set up" in the Commerce Department to be headed by some prominent Negro leader with a corps of fifty or more assistants and clerks. Dr. Joseph L. Johnson, one of the "Big Four" claimed this as his pet scheme and when the name of "Kinckle" Jones was mentioned to head up the set-up he and Dr. Tompkins of Kansas City, Mo., and Julian Rainey of Bosman, calling him a Republican in addition to his not being a F. R. B. mate at Harvard, pushed Jones so vigorously that Secretary Roper hesitated but in the end announced the appointment of the Urban League leader. The appointment is scored as a "black eye for the politicians."

Nothing definite could be learned a sto just what Mr. Jones is to "head up." He was here Thursday and Friday, October 19 and 20 and was sought by scores of men and women seeking jobs in the rumored new set-up. At present it is claimed that he will probably have a secretary and an assistant and take over the office of the small business unit built up by James A. Jackson of the Market Division of the Foreign and Domestic Bureau of the Commerce Department.

Mr. Jackson was set out on July 1 and the unit scrapped much to the disappointment of many. Rumor has was a mistake to "scrap" "Jackson's little unit" and Mr. Jones will be put in charge to re-establish it in connection with his duties as "Economic Advisor on Negro Affairs of the United States Department of Commerce."

Mr. Jones, a leader of the Urban League movement, was born in Richmond, Virginia, July 30, 1885. Of pioneer Virginia stock, his father, Joseph Endom Jones, was one of the first Negroes to graduate from Colgate College from whence he assumed the chair of Homiletics in Virginia non-iversity in Richmond which he held for forty seven years. His mother, the late Rosa K. Jones, was for many years Instructor of Music in Hartshorn Memorial College for Women in the same city.

Mr. Jones attended the Wingate Academy and from there entered Virginia Union university from which he was graduated in 1906. In 1908 he received his Masters Degree in the Social Sciences at Cornell University. After graduation, he accepted a position as instructor of Sociology at the State University, now Municipal College, Louisville, Kentucky. He remained in this post a year and then was appointed Instructor and General Assistant at the Central High School in Louisville, Kentucky.

In 1911 Mr. Jones began his work with the Urban League in New York City. With keen realization of the problems of Negroes in urban communities, he set about to fashion a program which would meet these problems. As a result of his efforts the Urban League began a period of expansion. So rapid was the growth of the movement that it soon became apparent that special provision must be made for a trained personnel and Fellowships for graduate students in social work were established by the Urban League on Mr. Jones' recommendation. Some of America's most outstanding young Negroes have been recipients of these Fellowships for graduate study. They include among others, Dr. E. Franklin Fraser. (Continued on page 2)