

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

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

March of Events

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OMAHA, NEBRASKA, SATURDAY NOV. 25TH, 1933

THE OMAHA GUIDE

Published Every Saturday at 2418-20 Grant Street by THE OMAHA GUIDE PUBLISHING 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.

TERMS OF SUBSCRIPTION—The Omaha Guide is issued weekly and will be sent to any part of the United States for \$2.00 per year in advance. Foreign subscriptions (including postage) \$3.00 in advance.

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EDITORIAL

M. L. Harris

WHY SHOULD THE NEGRO NEWSPAPER CHANGE THEIR POLICY

The other day while conversing with a well known Omaha business man, of the other race, he said to me, "don't you think that too much stress is made in your papers on the wrongs from which you suffer?" "It seems to me," he continued, "that more good could be accomplished by writing more of your achievements." "Everyone understands, and knows that your people have not received justice in the past and are laboring under great disadvantages, at the present, but why continue to parade it before the public," "it seems to me" he said, "You are defeating the very purpose you are trying to attain." "I, Negro newspapers were only read by Negroes, I would no doubt agree with Mr. W. O. B. M." but as great members of the whites all over the country subscribe for and read the Negro weekly papers, to keep them informed, it is essential that we continue the policy of pointing out every discriminatory act that is prejudicial to our temporal salvation. Were all white men alike, or had we no friends in the other race, it would only be a waste of time and printers ink, or if the white press was fair to our group in their dailies in reporting things pertaining to our group, instead of coloring everything to fit the prejudicial view point of their congenitally prejudicial white readers, it would not be necessary for Negro papers to stress those things that are so repulsive to their eye. There is no such animal as a satisfied minority, it is not in the cards, as they are not strong enough to legislate, the least they can do is to agitate. It is no use to cry peace, peace, when there is no peace. History gives no example of any Nation, which have ever been recognized as a power by other Nations or powers, without first demonstrating their fitness. No Nation has ever won a battle against another by making faces, or throwing stink pots, or neither by passive resistance. There is only one language the white man understands and that is—Force. He has never yet attained his objective, only by battle, and he will never relinquish it without fighting to the last ditch to retain it. For years, we have been turning one cheek and then the other, we have begged, cried and prayed for peace. We have remonstrated and petitioned. We have been submissive and placid. We have given our lives on the battle fields in defense of (as we were told) the Flag and American ideals and traditions. We have stood patiently by an accepted the crumbs, which fell from the table, while aliens, who had never "carried the burden in the heart of the day," grew fat and affluent from our labors and sacrifices. We have gone from door to door begging for that, which we had every reason to believe in the light of our great love for, and sacrifices made for this land of the "free" and home of the "brave" was ours by right of birth, only to be turned away, have our birth great love for, and sacrifice made for this land of the "free" and home of the "brave" was ours by right of birth, only to be turned away, and have our birth right given to one with no love for this country, oftentimes with anarchy and insurrection in their hearts, only on ac-

count of color. Truly "Consistency thou art a jewel". It seems incompatible with good sense and common reasoning that the man, who by his labor, produces fruit, should at least be allowed to partake thereof "You should not muzzle the Ox that treads the Corn." For 300 years we have "treaded the corn" in America. We have plowed their fields in time of peace, and fought their battles in time of war. In all that time, we have demonstrated our fitness for citizenship, and proven our right to earn our living by the sweat of our brow by meeting every condition imposed upon us, and standing every test. The Negro newspaper must fight on. It cannot cry "Peace, Peace, when there is no peace." To paraphrase Wm. Lloyd Garrison—"We are not wrong, we will not equivocate, we will not retreat a single inch, and we will be heard."

ECONOMIC HIGHLIGHT

Happenings That Affect the Dinner Pails, Dividend Checks and Tax Bills of Every Individual. National and International Problems Inseparable From Local Welfare.

Strangely enough, there's no economic subject the average citizen knows less about than money. He uses it daily, but the tokens with which he barter, aren't really money at all. Their only value lies in the credit of the government issuing them. Real money is seldom seen—it is gold and is jealously hoarded by trasures.

As a result, the average citizen was pretty well puzzled when the U. S. Government announced that it had started a world gold buying campaign in an effort to raise commodity prices. He couldn't see the connection. As a matter of fact, the connection is simple enough if simply explained—it's very much like an auction. The more people you get to bid for an object, the more valuable it becomes. That's true of gold. When the United States went into the market there was another important bidder for the yellow metal, and its price rose accordingly. At the same time, the value of the dollar, which has a definite gold backing, declined, and commodity went up. Briefly described, the dollar has been cheapened, and it is worth less wheat, clothing or gasoline than it was a while ago.

At the moment, the world's free gold supply, if melted down, would amount to a tenfoot cube, worth about \$400,000,000. Since 1492, when Columbus discovered the new world, all the gold mined would amount to only a 40-foot cube and over half of that has vanished, either through being sunk in ships, made into jewelry, or hoarded.

Most important foe of the U. S. gold policy is the British Empire. London is the world's largest gold market, and any buying campaign will naturally center there. Dollars are exchanged for pounds, in order to buy in the English market, thus increasing the international supply of American currency and increasing the demand for English currency. A more expensive pound must follow, discouraging Britain's foreign trade. Matters are at a deadlock. It's going to be a monetary battle of the giants, with the two greatest financial powers of the world opposed.

Criticism of Administration policies, which was practically non-existent a few months ago, has been gradually appearing, becoming more widespread. There is a definite feeling of nervousness, mostly on the part of large scale business men. Their theme song is "Individualism, Where art Thou?" and the villain in the piece is the fact that the government is steadily assuming more stringent control over all phases of business, showing no signs that it will relax this policy.

These business men cheered the recovery plan recently presented by Gerard Swope, General Electric's able, farsighted president. Briefly stated, the Swope Plan proposes the setting up of an organization very similar to the N. R. A. with this essential difference—control would be in the hands of boards of business men instead of government officials. Not pleased by it at all were labor leaders who doubted that the boards of big corporation executives would protect workers.

Prohibition repeal means the end of a number of the so-called "nuisance" taxes. These are: The 5 per cent tax paid by stockholders on dividends received; the one tenth of one per cent tax paid by corporations on income in excess of 12 1/2 per cent of declared value of capital stock.

The 1 1/2 cent federal gas tax will be reduced to 1 cent. It's likely that other taxes, such as that on bank checks, will go.

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 respectfully, 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 relations.

(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 township 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.

(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; second offense, one of longer duration; third offense, from one to five years in the penitentiary. This, we believe will make men and women think before marrying.

(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 stand, 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.

AN APPEAL TO OMAHA MERCHANTS AND ADVERTISERS

A VOICE CRYING IN THE WILDERNESS

Sir: So many times have I been confronted with the statement, "Well we have decided to discontinue advertising in the group papers or weeklies, and use only the two dailies, the World Herald and the Omaha Bee," that I am constrained to write protesting in being so grouped. While personally I don't object to being grouped with the Weekly papers of the various races, if I was permitted to enjoy the same classification in the other avenues of our economic and industrial activities. Allow me to call your attention, if you please to the difference in the relations the great dailies of America sustains between my people and the people of all other races. No one will deny that they (the daily papers) serves every race, Nation or group of people, in a full measure except my race. Reports are given of their social, religious, political, educational, athletic, all other activities. Their doings and achievements are proclaimed to the world. The speeches of their great men are quoted and their pictures look at us from the pages of the dailies, from the largest cities to the smallest hamlet, singing the praises of those whom you delight to honor. It matters not to what race or nation they may belong, as long as they are not of Negro extraction, not even excepting those of the other darker races, who have rose to heights of eminence. This is as it should be, I have only the highest respect and the deepest regard for those, who contributes to this condition. If the daily papers would give to our group the same service, I would neither murmur or complain, when the Omaha Guide or any other Negro weekly paper is grouped with the weeklies of the different white races. Nor would I protest of being so find those of other races (white). But as that is not the case, I strenuously object to the Omaha Guide, being so designated or grouped. May I call your attention to the fact that a Negro weekly, is the only weekly paper that has a right to exist, in fact. As I said before the daily papers serves the interest of every race and nation with the one exception, and that is of the Negro. It matters not what meritorious act a Negro may do, only in a few isolated cases are we able to have it reported in the daily paper, and then in such a small way, it will require a microscope to find it. But where one of my group commits a crime, whole columns of front page publicity is given. You will then in all fairness and justice admit the necessity of us maintaining an organ, by which we may proclaim the men and women of whom we are justly proud and our children may realize that we too have some in our race, who have the strength and courage to battle on until the clouds of prejudice, injustice and hate have been rolled away and standing in the rays of the noon day sun of opportunity can beckon us on to a brighter day of achievements and hope, for those who would follow after. As all newspapers are predicated on advertisement, and as a race, we have not as yet arisen to the heights necessary to establish for our group places of business necessary to satisfy our needs in supplying the necessities of life, we then as newspaper mixed at the various desks, and at the different jobs as I

I believe we comprise about 5.8 per cent of the population of Omaha, and we spend our money in found that members of my race had been so grouped and search of that by which we must carry on. lation in Omaha, with a purchasing power of approximately \$20,000 a day. Of this amount 95% is spent with the merchants of your group, you will see by this that the money spent with the few Negro merchants of which we boast is practically negligible. At this period of our economic development, unfortunately our greatest asset is our buying power. May I call your attention to the fact, that the members of my group are the best working investment of all the other races of like status in America. We are and have always been the greatest exponent of the N. R. A. that ever lived. Long before President Roosevelt coined the "Buy Now" slogan, we had anticipated him by seventy years, we have always "bought now", and "bought here" in America. We have had no relatives in foreign lands to whom part of our earnings had to be sent, but as we have earned our money here, we spent it here, without stint or restraint. Consequently we feel that as the Omaha Guide is the mouth piece of 14,000 Negroes, its representatives should at least get a respectful hearing and a proper quote of advertising, which as you know is absolutely essential to its successful development. It would be foolish to try to make you believe that we do not read the daily papers—but how—only so far as the National and local general news matter and sports. As we are not included in other features connected thereto, it is not necessary for us to look further, for Negroes the Negro Weeklies are the best advertising medium obtainable. For that and the above reasons, we earnestly solicit a fair proportion of business commensurate with our buying strength.

Respectfully submitted

M. L. HARRIS, Advertising Agent of The Omaha Guide.

Job Printing