

EDITORIALS.

THE OMAHA GUIDE

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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.

All News Copy of Churches and all Organizations must be in our office not later than 5:00 p. m. Monday for current issue. All Advertising Copy or Paid Articles not later than Wednesday noon, preceding date of issue, to insure publication.

SAVING LIVES AND DOLLARS

During Fire Prevention Week, which is observed from Oct. 4 to 10 this year, every effort will be made to instruct the public in the elimination of fire hazards. Newspapers and periodicals will publicize the week. Insurance organizations are giving every effort to make the week a success. Fire prevention organizations are sending speakers about the country. Fire marshals and fire departments are cooperating.

But all of this work, no matter how aggressive and well planned will fail unless the public does its part to cooperate.

Fire prevention, like accident prevention, is largely an individual matter. It is impossible to do away with the multiple hazards found in the average home unless the owner takes an interest, and it is impossible to eliminate industrial fire hazards unless factory managements help to the extent of inspecting their factories and enlisting the interest and aid of workmen.

During the Week, every person in this country should give an hour or two learning the simple lessons that, if remembered and followed will prevent most fires. It will cost nothing—and it may pay tremendous dividends in life and property. Some of five minutes.

Every town government should carefully inspect its public buildings, especially schools, during the Week. Cases have been found where new and expensive school buildings presented a large number of grave hazards. Fire in a school is the most horrible; worst fires start from hazards that could be corrected in a trice of all—as a long list of disasters that snuffed out thousands of young lives witnesses.

Remember the dates—October 4 to 10. It should be regarded as both a duty and a privilege to take advantage of the Week and join in the war against fire.

NO MERCHANDISING MONOPOLY

Some observers, asked for their opinion on the chain store question, have said that they believe the chain system is sound and beneficial—but that it may in time breed monopoly, and it may be necessary to regulate the chains in some manner.

Fortunately past experience shows that there is very small chance of any group, even though it wishes to, achieving a monopoly of the necessities of life. Today chain systems face the stiffest kind of competition—not only from independents, but from other chains. If any chain attempted to effect an unjustified increase in prices, it would see its customers disappear overnight—the store next door or down the street would get the business. Furthermore, when a retail business becomes too big it loses efficiency. It develops more and more overhead costs. And small retailers then find it easy to undersell the "big fellow."

It is possible that there are good arguments for regulating chain systems. But it is a fact that regulation, necessarily administered as it is by political groups, can defeat its own purpose—protection of the public. It tends to become inelastic and overly stringent. Thus, regulation of chains, instead of keeping prices down might drive prices up, to the detriment of the consumer.

Free competition is the best regulator of all. Proof of that lies in the fact that the average chain grocery system's net profit is only three or four or five per cent. It must operate on an extremely small unit profit, and trust to big turnover to keep it out of the red. In late years, independents have grown in numbers and size, and they are giving the chains plenty of competition. There is no monopoly in merchandising, and there won't be.

FIRE LOSS AGAIN RISING

The national fire loss, according to the National Board of Fire Underwriters, is again on the rise. During the first five months of this year, it was some \$20,000,000 in excess of the loss experienced in the same period of 1935.

It is possible that part of the increased loss is due to the fact property values are somewhat higher than they were a year ago, another part to increased industrial activity, which naturally increases fire hazards. Even so, America's fire loss is nothing short of disgraceful, and it is a black monument to human carelessness, human ignorance, human indolence.

It cannot be too often repeated that at least eighty percent of all fires, minor and great, are preventable. The fire that consumed a splendid home could have been prevented had wiring been checked and repaired—the fire that destroyed a church could have been prevented had the heating plant been properly inspected—the fire that destroyed a factory could have been prevented had inflammable liquids been properly stored and handled. So it goes, down the whole gamut of fire. The inevitable fire, that nothing could have prevented, is as rare as hen's teeth.

This summer, as usual, the country has undergone a number of serious forest fires. More will come before the fall rains set in. The great human causes of such fires are sparks from faulty smokestacks, donkey engines, careless disposal of smoking materials, and ignorance as to building and extinguishing

campfires. Hundreds of thousands of acres of magnificent timber, the growth of centuries, have thus been burned to ashes. Wild life has been cremated as forest fires roar across miles of territory.

Fire is a calamity—and it is likewise a crime. And the fact that most persons who start fires do not realize their guilt does not mitigate the results of their offense. No American is so far beyond the "school age" that he shouldn't take lessons in fire prevention.

INDEPENDENT MERCHANTS IMPROVE SERVICE

A recent national query asking the opinion of rural editors on the chain store question, brought forth a large percentage of replies to the effect that chains are not a curse to the independent grocer, but an aid. Reason: they have shown him how to better his service to his customers, have forced him to "get on his toes" and adopt modern merchandising methods, and have demonstrated to him the merits of mass buying.

Experience throughout the nation proves this. The growth of the chain system has been paralleled by the growth of voluntary buying organizations made up of independent merchants. These organizations can and do buy as cheaply as any other organization. They cut costs all along the line. And they place goods on the storekeeper's shelves at the lowest possible prices.

It is a matter of fact that a hundred illustrations could be cited where independent merchants have run chains out of business—by offering lower prices, or by giving better service. And inimitable illustrations could be cited where chain and independent stores exist side by side, each catering to its trade and each prospering.

This kind of competition is sound. It keeps merchants—chain and independent—up to date. It protects the interest of the consumer—which, after all, is the most important matter at stake. And it gives the American people the highest standards of merchandising service existing in the world.

TEACHERS HANG ON

Teachers hold on to the life insurance they buy more than any other occupational group, according to C. F. Cross, Second Vice-president and Manager of Agencies of the Lincoln National Life Insurance Company of Indiana.

Teachers lapse their life insurance at only 50 per cent of the normal rate. By comparison, life insurance on professional men is lapsed at 70 per cent of normal, on business men at 75 per cent of normal, on office employees at 112 per cent of normal, on farmers at 144 per cent of normal.

The splendid record made by teachers in holding to their life insurance is doubtless due to various factors. For one thing, income of the average teacher, while small, is relatively certain and immune from wide annual deviations, making it possible for him to figure his potential commitments with more than ordinary accuracy. But, equally important, it is undoubtedly true that the school teacher, concerned as he is with social and economic trends and facts, has more than the ordinary realization of the value of life insurance. He appreciates its worth as a protection and as an investment for attaining self-earned "social security." And when he buys a policy, he does everything in his power to keep it intact.

A WOMEN'S OPINION

BY CHARLOTTE GILLARD

THOUGHTS ON FUN

It was James Bryce, author of "The American Commonwealth" who wrote "all the world knows that they are a humorous people." He was referring to the white Americans, for among the opening words in his chapter on "National Characteristics as Moulding Public Opinion" he says: "When I speak of the nation, I mean native Americans. What follows is not applicable to the recent immigrants from Europe, and...even less applicable to...Negroes."

We recalled this when we read of the activities of the Black Legion, that offshoot of the Knights of the Ku Klux Klan, (it would seem that a Klan by any other Negro—any Negro—we were going to shoot him for fun.) With the dictionary's definition of 'fun' as being "merriment; playful action or speech" still in mind, we recalled the first court scene involving the Scottsboro boys. Here too the native Americans had 'fun.' While the nine innocent victims of prejudice battled for their very lives in an atmosphere heavy with antagonism, the hilarity of a southern circus progressed on the sidelines. Yes, we must admit these native Americans appreciate fun. But here they had nine Negro entertainers to furnish merriment. It was when twenty thousand persons found amusement in watching the death agonies of one lone Negro as he swung by his neck that the acme in demonstrating their capacity for fun was reached. Mr. Bryce goes on to say "Nowhere is cruelty more abhorred. Even a mob lynching a horse thief in the west has consideration for the criminal, and will give him a good drink of whiskey before he is strung up." However a Negro criminal passing into the unknown not only is shown no consideration but is looked upon as entertainment for the

entire family. Plays are censured, movies are suppressed, but the hanging of a black man is unrestricted for fun young and old. Mothers hold their young children high above the heads of the crowd in order that a correct impression of "fun" may be made upon the plastic minds of the little ones. Then the fun is prolonged by obtaining souvenirs of the remains. It is not enough that the dying contortions of the poor wretch entertained the crowd, he must furnish additional amusement by being dismembered—a curtain call, as it were, after the last act. The entertainment de luxe however for an exclusive group is to secure a Negro, any Negro, shoot him and see how far he can run.

A people concerned about the Jews in Germany, the Catholics in Mexico make the hanging of a black man a signal for a Roman holiday. A people who send missionaries to the four corners of the world; food and supplies to the earthquake victims in Japan and to the flood victims of China, a people supposedly civilized, enlightened and intelligent find their quintessence of pleasure in the death struggles of a black man.

In an article entitled "Religion and Recovery," Goddard Leach makes the sweeping statement:

"Love thy neighbor as thyself" embraces all laws; solves all personal problems. It eliminates automatically selfishness, condemnation, anger, and doubt. It is a complete, joyful way of life for social man."

Writing in the Forum, on "What Religion Means to Me," Mary Pickford makes the confession:

"I have the growing conviction that behind those simple sounding directions 'Love God' and 'Love thy neighbor' are tremendous laws of far-reaching effect, that will work harmoniously with us, as we are humble and wise enough to relate ourselves to them."

Finding failure and emptiness in

things material and the strong and

ever increasing emphasis being

placed on the religion of Jesus as

the one and only panacea for hu-

man ills, one is encouraged to hope

and to believe that these things

indicate that Christianity is com-

ing into its own. God grant it may

be so!

Discard 7,000 Old

Books In N. C.

Salisbury, N. C., Sept. 26—(C)

The Carnegie Library at Living-

ston college has discarded 7,000

obsolete books. There are 14,000

books still in use.

Surprise!



ALTA VESTA

A GIRL'S PROBLEMS

By Videtta Ish

Alta Vista—A Girl's Problems
By Videtta Ish
(For the Literary Service Bureau)

Alta Vista to Her Father No. 46
Dear Father: I am curious to see this "meeting" start and I wonder just how it will be. It has started, that is, the arrangements have started by organizing a larger chorus, and the people are talking about it. Our papers are giving space and we are reading much about it. Aunt Cornelia says we will go to some sessions, if you don't care; so we will go, since you have given your permission.

Father, I am wondering about religion, anyway and wish I could talk to you and ask you some of the questions that come into my mind. I wonder why people have to pray for one thing. If God is a father and a good father like my own father, and if He knows what His children need, why do they have to go and beg Him to give them these things? Then I hear folks say they hope many folks will get religion and I wonder what they mean by it. Will everybody have to get religion? And how do they feel after they get it?

Well, Daddy, I must get my lessons, for Aunt Cornelia is taking me to the rehearsal tonight to hear the chorus sing. Lots of love to the dearest father on earth.

Alta Vista.

SERMONETTE

By Arthur B. Rhinow

(For the Literary Service Bureau)

The Pleasant Hard Task

The other day I picked up a tiny feather which had entered the room through the window, and in its airy meanderings had touched the carpet where it was held fast. Having disposed of it, I took up an iron weight and found, as I held it in my hand, that it gave my muscles more pleasant feeling than the feather evidently because it drew on the strength of the arm. It gave the muscles something to do.

The easy tasks of life do not give the most satisfaction; rather they that employ our powers to the full. Drifting may be agreeable for a while and some may be chronically disposed to it, but all that is healthy in us challenges life to give us work commensurate with our ability.

A man who can lift hundreds of pounds will never be satisfied with picking up scraps of paper. A strong mind wants hard problems, wants to do what it can do. And a man's spirit is unspeakably unhappy when it is imprisoned in sin or mere conventions. It reaches out to lay hold on eternal life. We are no stronger than our faith, and faith longs for every new realms to conquer. Why, then do men stunt themselves? Who do they try to chain the eagle in their souls?

LeLand College

Begins 67th Year

Baker, La., Sept. 26—(C)—President J. A. Bacons announced last week LeLand college would begin its 67th year on Sept. 15.

Rising Auto Deaths Fought By New Monoxide Gas Test



Every year the deadly traffic toll reaches new figures for highway deaths. This is the fourth of a series of articles to combat a new common enemy, carbon monoxide gas, more deadly and insidious than any "poison gas" employed in warfare.

By L. T. WHITE
Highway Safety Expert

HAVE you ever felt drowsy when you were driving? Have you suddenly realized that for some seconds you had been driving while you were virtually asleep? Have you had accidents—and lived to tell the tale—because car sickness or sudden headache had impaired your judgment or sense of distance?

You probably passed this off as a case of sleepiness, but you were flirting with death—a death that strikes with lightning speed through a gas that is odorless, colorless, tasteless—carbon monoxide!

Yes, the same carbon monoxide that brings death when motorists warm up motors within closed garages can strike while you are driving with millions of cubic feet of them.

In order that your life may not be one of the thousands snuffed out as the result of carbon monoxide, science has developed the Power Prover, a device to detect wasteful, unburned fuel found in the exhaust of a motor. Proper adjustments can then be made to eliminate this deadly danger.