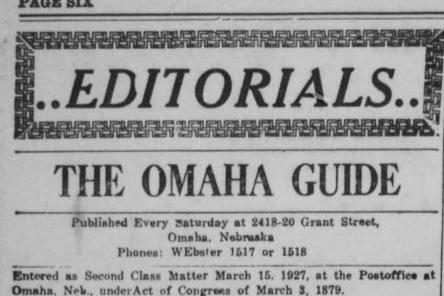
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SATURDAY, JANUARY 2, 1937



#### TERMS OF SUBSCRIPTION \$2.00 PER YEAR

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 Capy 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, preceeding date of issue, to insure publication.

### ADVERTISING SELLS COMMODITIES

Before Thanksgiving this year, progressive food stores of the country carried on an aggressive turkey sales campaign. More turkeys were sold than ever before, and at prices that were attractive to consumer as well as producers.

Sales methods varied somewhat in different localitiesbut the participating stores seemed to appreciate the value and necessity of newspaper advertising. For example, here is an excerpt from the report of one large chain system: "Newspaper advertising was carried in all the principal metropolitan and rural newspapers in our territory.......Before our Thanksgiving demands had been filled there was decided searcity of turkeys of the top grade is our market." Another group of stores reported : "We have advertised turkey in approximately 250 newspapers this week as well as 750,000 circulars which were distributed to the consuming public's homes. Present indications are that we sold about 30 per cent more turkeys for Thanksgiving this year than a year ago."

Newspapers have been a potent factor in other food sales campaigns-such as the recent beef and real drive. Similar future campaigns-of which the first will feature grapefruitare planned.

It is apparent that this is good business all around-for the farmer, for the merchant, for the newspaper and for the consumer. In the past, some retailers have attempted to eliminate newspaper advertising-and they have usually found that it was the poorest kind of economy. "The paper"-whether it be daily or weekly -- is a fixture of the American home and finds an eager audience.

Food stores-chain or independent-which have not yet joined in special selling campaigns would do well to take a leaf from the book of the stores which have. Pay the farmer a fair price, charge the consumer a fair price, advertise extensively -and consumption of commodities soars.

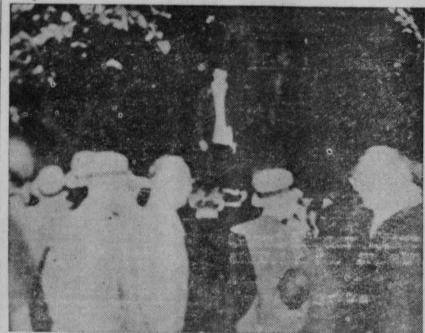
**RETURNS TO POST** 



#### Dr. Aaron McMillan

Dr. Aaron M. McMillan, former | Willis F. Pierce Memorial hos-Nebraska State Representative, re- pital, Galangue Angola, West Afriturned to his duties as medical ca after spending a year in the missionary and physician at the states.

#### A SOUTHERN PASTIME



Nine Americans were lynched in Mississippi during 1936: Arkansas, Florida, Georgia and

Mr. Harry Brown, 1848 No. | DAILY NEWS OFFERS tion. 20th St. returned Wednesday, SCHOLARSHIP TO HOWARD Dec. 23rd from Kansas City, UNIVERSITY Mo., where he spent some six days visiting relatives and fri-

## THE DIGEST By Floyd J. Calvin

#### The New Year

History turns a page. The white races are still far in the lead. The black race sufferd a tremendous set back when Mussolini's legions marched, without opposition, on the gates of Addis Ababa.

But now a new year dawns. What will the Negro in this country do in 1937?

There are many hopeful sign that the Negro will achieve this year in new fields-in new realms. Most important among these is politics and government. Until the Negro get

will continue to be kicked and knocked around. Until he can make his strength felt in our system of acquiring power through the popular will, his best will remain the college. Plan a worthwhile pro- mindful of the constraints of his ity and the majority group.

At the last election we saw signs of a new awakening among the Ne- with you in anything that you un- ficient thereunto. gro populace. We saw arise a new dertake to do in this connection."

consciousness by the powers-thatjor parties.

carrying 46 states?

There are signs that he will. Aling courses. ready a meeting is being called in Washington to consider and plan gather and deliberate on the best policies to pursue, the best methods

to use to get the maximum from an admittedly sympathetic adminis-

tration for the whole group.

And there is another encourag- ginia State college for \$50,000 to ing sign. The youth of the land is getting a chance not only to be heard, but to help in the formulation and administration of policies which affect the Negro nationally. A young man as advisor on Negro affairs to the Secretary of the Interior. A young man is laison officer in the CCC organization for

Not all troubles in mixed marricolored enrollees. A young man is ages come from the union of color- ent, and not for official function. Commissioner of Conciliation in the ed and white.. In the January nu-Department of Labor. A compara- mber of "Asia" appears an entively young man is spokesman for grossing article on "Mixed Marrithe group in the Office of Educa-

**KELLY MILLER** SAYS sent is not reducing employment; it does mean that the men are be-

ing shifted to other jobs. The Negro

men in positions who can do some-

### should get behind the race and put ALFRED LANDON AT THE WHITE HOUSE

thing. Mine rescue work has been The invitation of President Rooseneglected among Negroes. A Ne-i velt to his defeated rival to pay gro should be given an opportunity him a visit at the White House was to take charge of a mine rescue one of the most gracious acts in the truck largely for the education it history of partisan politics. One is affords. Mining is becoming a sci- reminded of the gallant French entific work. First aid work is well general who generously ac rded established among Negroes. A man- the opposing army the privilege ual on mine rescue work will be of the first shot. During the heat of prepared and distributed in January the campaign one would have thought that these two candidates a real hold on his government, he 1937. A Negro instructor should be had put themselves beyond the pale appointed as a technical instructor. of ever speaking to each other again Some suggestions are as follows: It must be said, however, that the Organize a course in mining to abuse and villification was wholly be conducted at West Virginia State one-sided. Candidate Roosevelt, duly

footstool of the humblest of minor- gram in cooperative mine exten- official position, never once during sion work. Let me assure you that the campaign call any of hs opthe Department of Mines will be ponents by name. Let the heat and friction of any campaign me suf-

From this act of Presidential It was further brought out in be in the privy councils of the ma- this meeting that while mining is to learn one valuable lsson: Men chief basis industry in West Vir- of one party are just as patriotic

Will the Negro follow up the tre- ginia, the Negro knows scientifical- and pure of motive as those of the mendous gain in prestige which ly a very little about the work and other. Each party view with the came from him when Franklin D should be trained in it. Courses in other for the privilege of gaining Roosevelt went back into office by geology are offered in Kimball control of the machinery of the high school and more than one hun- government. Ordinary human be-

dred boys have completed the min- ings will go to almost any extreme to win so great a prize. If there were no offices to be distributed

In his talk to the miners, Presi- there would be very little political for major improvements in Negro dent Davis sad: "Great danger con- heat and controversy. During the life. Leaders from all walks will fronts the Negro miners who re- heat and turmoil of the campaign

present 47 per cent of the Negro we are assured that the nation is working population of our state. doomed to destruction if the other Mining should be added to the co- side prevails. After the campaign operative extension program of is over, we at once recognize that West Virginia State college. A re- the government is safe and that quest has been made for West Vir- American institutions will survive.

It is hoped that ex-Governor Lanrevitalize the rural mining life of don's vain and idle boast of "What the Negro. The amount has thus I will do when I am in the White far been cut to \$30,000. The task House" will furnish salutary warnof giving our rural and mining ci- ing to all future candidates against tizens a new lease on life is the infallible prediction of the outcome of the election. Indeed Mr. chief purpose of this program." Landon has arrived at the White House, but only for a moment by the gracious courtesy of hi oppon-

If these two partisan opponents into whose hands-the one or the other-must needs fall the destiny

of the nation can lay aside cam-

age," by Pardee Lowe, with the paign animosities and meet togetsub-title, "A Chinese Husband and her in friendly, agreeable intercour-Let us all work hard and hope American Wife Are Put to Test." se, surely all the Negro politicians for the best in '37, and, most likely In this story appears descriptions can afford to do likewise. The difwe will get very nearly what we of many reactions and situations ferences of Negro politicians are

National political interest has naturally been focused on Washington during the past pear. As a result, local governments have come in for only a modicum of attention. ends.

In 1937, however, local politics will be of vital importance. During January, no less than 43 state legislatures will convene.

Before these legislatures will be many highly important questions. One of those question is that of relief-Federal appropriations for this purpose are gradually being reduced, and Monday from New York where sort of opportunity has been spon- Rhinehart, chief of the State Detremendous pressure will be brought on states to appropriate he has been vacationing. He refunds to supplant lost Federal dollars.

Only a handful of states have passed laws to bring their citizens under the Social Security Act. In the bulk of states such laws will be up for debate and considerable dissension is in prospect.

Furthermore, in practically every state local problem of she will visit her parents. more than ordinary significance will be an issue. The question of public economy and taxation is looming larger every day-and the collection and disbursement of public funds is being more closely scrutinized. In at least one state, California, revision of the state constitution is considered.

Thus, during the next month or two, more of the political news in your newspapers will be given to state activities.

Long debated has been the proposal that the President of the United States should be restricted by law, to but a single term of six years' duration.

Prime argument in favor of the proposal is that under pre DR. JAMES WELDON JOHNSON diminutive forward, was elected sent conditions, Presidents are virtually forced to build political fences during their first term in an effort to assure their | The Urban League of Pittsburgh hon high school, St. Louis. re-election. The single term would stop that, long established presented Dr. James Weldon Johnpractice.

A bill to pave the way for a Constitutional amendment gious Service, sponsored jointly by making the proposal the law of the land will probably be in- the league and the Trinity Cathedtroduced in Congress. ral.

Philadelphia, Jan. 2 (ANP)- Mound Bayou, Miss., Jan. 2 (C)-Aroused by the deaths of six Ne- here last week for the eighth time. cracy and later pointed out the in- Louisianian conferences of the Afri groes and injuries to 14 others as two tenement houses collapsed here last week, Mayor S. Davis Wilson and other city officials have launch- and White Revue, a cast of 75 of of the Trinity Cathedral sang Dr. ment of all useless presiding elder ed a vigorous campaign to rid the cal comedy stage.

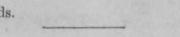
city of its slums and provide low

cost housing for those with small

#### incomes.

United Government Employees are There are about 2,000 buildings being backed by the NAACP in in both colored and whites sec-

tions which are known collapsed. their demand for increased pay, a I. M. Smith of th School of Religion chosen to accompany him into office Mayor Wison ordered them razed minimum annual wage of \$1,500, to go to Chicago from January 11th on Jan. 3rd. Among them is Amos within two weeks and appointed a promotions and higher civil ser- to 29th to conduct a School of Mis- Forman, colored Democrat, who committee of nine city officials to vice ratings, and a court of appeals sions among all he churches of the will be assigned as jailer along with take charge of the problem. with a colored member.



ports a wonderful time.

Mrs. A. R. Goodlett left Sun- University of North Carolina, the day for Pensacola, Fla., where Univesity of Vrginia, Swarthmore

university and others.

Mr. Tom Jones, son of Rev. and Mrs. F. P. Jones, 2422 Ohio St., Wiberfoce Student, will

leave Saturday for Milwaukee, Lincoln university (Mo.) elevens for Wis. From Milwaukee, he will the past three years, was elected by go to Wilberforce, Ohio, to re- the letter men to lead the 1937 footsume his studies in Wilberforce ball team. Campbell hails from university.

ketball and football. Jodie Bailey, captain of this year's basketball

Pittsburgh, Pa., Jan. 2 (ANP)son last Sunday at the Trinity Ca-

thedral in its Third Annlal Reli-

In hs lecture, "Bearer of Gifts to America" he presented the Negro Carrie V. Williams for ANP)-In B. A. Green was re-elected mayor first as a test to American Demo- opening the recent series of the

"Lift Every Voice and Sing." NEW AKRON SHERIFF

### Washington, Jan. 2 (C)-The DEAN SMITH GOING NORTH

Akron, O., Dec. 24 (ANP)-Sher-Marshall, Tex., Dec. 19 (C)-President Joseph J. Rhoades of iff-elect Walter O'Neil has just an-Bishop college has released Dean nounced the list of deputies he has Northern Baptist Convention. two white men.

work and hope for.

### Washington, Jan. 2 (ANP)-The **Good Advice**

Washington Daily News, one of the President John W. Davis of West Schipps-Howard newspapers, is

this year offering two scholarships Virginia State college called a con-Red Rivers, flash dancer with at Howard university to the two ference on the Negro miner at his Lloyd Hunter and Anna Mae highest ranking high school sentor, school recently. According to the Winburn's orchestra returned boy or grl. For several years this minutes of the meeting, N. P. sored by the Washington Post. partment of Mines, who was the The offer has the cooperation and guest speaker said:

support of Howard university, Am-"You must apply yourself to some ong the other institutions included political thought. Cheap politics in this opportunity offer are the will ruin the race. Qualified men must be considered. The mechani-

is not prepared. The rapid increase ST. LOUIS BOYS CAPTAIN LINCOLN UNI. TEAMS the situation. The machine at pre- our grief.



with us when he says: "From in- never deep or profound. The depth

"Mixed Marriages"

of an unwanted, despised race."

GASSED IN BATTLE !

of their interest or conviction can fancy to young manhood I had lived be measured by a few paltry ofin an atmosphere poisoned with the fices of secondary importance. Nopitterest racial prejudices and anthing which they can do or say agonisms. Like the Jew n Germany will profoundly affect the course of and the Negro in America, I came affairs.

It is amusing to see our colored Again, the author says what evpoliticians engender hatred the one ery American Negro sooner or latagainst the other as if the destiny er comes to know: "Do not think of the nation depended upon what that I overstress the horrors of they thought. race prejudice. One cannot be indif-

Whether the Negro be Democrat, ferent to the sufferings of one's Republican or New Dealer, in the own people any more than one can general public stimation, he is a cal age will push out the man who ignore a severe personal injury .... Negro just the same. Like baseball, And so we find that race pre- politics is a game. The players must in the output of coal mechanically judice is heartrendering and heart- needs divide themselves into clubs certainly means that it is now time sickening, no matter whom it touch- and leagues to give zest and incenfor us to begin making a study of es; and that we are not alone in tive to the sport. When the contest is over, the victim congraulates the

victor in the interest of the world of sports.

If there has been any deep devisive principles between the two parties sin the slavery issue it was brought to light in the recent campaign. Liberalism and reaction were brought into death grips. Liberalism won and reaction graciously accepts defeat and extols the victor. We are Americans first, last and always and partisans only during a political campaign. We tip our hats to Roosevelt and Landon in the White House.

Kelly Miller

# **Birmingham** to **Organize** C of C

Birmingham, Dec. 24 (ANP)-This city's Negro professional and business men have just organized a chamber if commerce as a step toward promoting trade and industry within the race. All colored enterprises within the city are expected to join.

Officers elected are H. D. Coke, president; A. L. Welch, vice president; W. W. Harris, secretary; and Robert L. Mabry. Tempoary head quarters have been opened. at the Masonic Temple building.

Organization of the chamber of commerce was a part of the program in conjuiction with Negro business Appreciation Week, sponsored by the Birmingham World, local Scott Newspaper Syndicate publication.

fluences that the Negro has welded can Methodist Epscopal ihurch in American civilization. Ending Bshop S. L. Greene, of Little Rock, New York, Jan. 2 (C)-1937 will he read "The Creation from his Ark. and the presiding episcapate of tart off with a bang at the Har- latest book, God' Trombones. As a the Louisiana-Mississippi jurislem Apollo theatre, with the Brown special treat, the Double Quartet diction, declared for the abolishthe best in the vaudeville and musi- Johnson's Negro National Anthem, districts and pastoral charges.

Jefferson, Mo., Dec. 31 (ANP)-

Bill Campbell, star halfback on

Vashon high school of St. Louis

where he was all-state in both bas-

team. Bailey also hails from Vas-

BISHOP GREENE ASKS TO

ABOLISH NEEDLESS

DISTIRCTS

Morgan City, La., Jan 2. (By

NAMES NEGRO AIDE