

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.

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 localities—but 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 scarcity of turkeys of the top grade in 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 grapefruit—are 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.

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

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 questions is that of relief—Federal appropriations for this purpose are gradually being reduced, and tremendous pressure will be brought on states to appropriate funds 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 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 present conditions, Presidents are virtually forced to build political fences during their first term in an effort to assure their re-election. The single term would stop that long established practice.

A bill to pave the way for a Constitutional amendment making the proposal the law of the land will probably be introduced in Congress.

Philadelphia, Jan. 2 (ANP)—Aroused by the deaths of six Negroes and injuries to 14 others as two tenement houses collapsed here last week, Mayor S. Davis Wilson and other city officials have launched a vigorous campaign to rid the city of its slums and provide low cost housing for those with small incomes.

There are about 2,000 buildings in both colored and white sections which are known collapsed. Mayor Wilson ordered them razed within two weeks and appointed a committee of nine city officials to take charge of the problem.

Monroe Bayou, Miss., Jan. 2 (C)—B. A. Green was re-elected mayor here last week for the eighth time.

New York, Jan. 2 (C)—1937 will start off with a bang at the Harlem Apollo theatre, with the Brown and White Revue, a cast of 75 of the best in the vaudeville and musical comedy stage.

Washington, Jan. 2 (C)—The United Government Employees are being backed by the NAACP in their demand for increased pay, a minimum annual wage of \$1,500, promotions and higher civil service ratings, and a court of appeals with a colored member.

RETURNS TO POST



Dr. Aaron McMillan

Dr. Aaron M. McMillan, former Nebraska State Representative, returned to his duties as medical missionary and physician at the Willis F. Pierce Memorial hospital, Galangue Angola, West Africa, after spending a year in the states.

A SOUTHERN PASTIME



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

Mr. Harry Brown, 1848 No. 20th St. returned Wednesday, Dec. 23rd from Kansas City, Mo., where he spent some six days visiting relatives and friends.

Red Rivers, flash dancer with Lloyd Hunter and Anna Mae Winburn's orchestra returned Monday from New York where he has been vacationing. He reports a wonderful time.

Mrs. A. R. Goodlett left Sunday for Pensacola, Fla., where she will visit her parents.

Mr. Tom Jones, son of Rev. and Mrs. F. P. Jones, 2422 Ohio St., Wiberforce Student, will leave Saturday for Milwaukee, Wis. From Milwaukee, he will go to Wilberforce, Ohio, to resume his studies in Wilberforce university.

DR. JAMES WELDON JOHNSON
Pittsburgh, Pa., Jan. 2 (ANP)—The Urban League of Pittsburgh presented Dr. James Weldon Johnson last Sunday at the Trinity Cathedral in its Third Annual Religious Service, sponsored jointly by the league and the Trinity Cathedral.

In his lecture, "Bearer of Gifts to America" he presented the Negro first as a test to American Democracy and later pointed out the influences that the Negro has welded in American civilization. Ending he read "The Creation from his latest book, God Trombones. As a special treat, the Double Quartet of the Trinity Cathedral sang Dr. Johnson's Negro National Anthem, "Lift Every Voice and Sing."

DEAN SMITH GOING NORTH
Marshall, Tex., Dec. 19 (C)—President Joseph J. Rhoades of Bishop college has released Dean J. M. Smith of the School of Religion to go to Chicago from January 11th to 29th to conduct a School of Missions among all the churches of the Northern Baptist Convention.

DAILY NEWS OFFERS SCHOLARSHIP TO HOWARD UNIVERSITY

Washington, Jan. 2 (ANP)—The Washington Daily News, one of the Schipps-Howard newspapers, is this year offering two scholarships at Howard university to the two highest ranking high school senior, boy or girl. For several years this sort of opportunity has been sponsored by the Washington Post.

The offer has the cooperation and support of Howard university. Among the other institutions included in this opportunity offer are the University of North Carolina, the University of Virginia, Swarthmore university and others.

ST. LOUIS BOYS CAPTAIN LINCOLN UNI. TEAMS

Jefferson, Mo., Dec. 31 (ANP)—Bill Campbell, star halfback on Lincoln university (Mo.) elevens for the past three years, was elected by the letter men to lead the 1937 football team. Campbell hails from Vashon high school of St. Louis where he was all-state in both basketball and football. Jodie Bailey, diminutive forward, was elected captain of this year's basketball team. Bailey also hails from Vashon high school, St. Louis.

BISHOP GREENE ASKS TO ABOLISH NEEDLESS DISTRICTS

Morgan City, La., Jan. 2. (By Carrie V. Williams for ANP)—In opening the recent series of the Louisiana conferences of the African Methodist Episcopal church, Bishop S. L. Greene, of Little Rock, Ark. and the presiding episcopate of the Louisiana-Mississippi jurisdiction, declared for the abolishment of all useless presiding elder districts and pastoral charges.

NEW AKRON SHERIFF NAMES NEGRO AIDE

Akron, O., Dec. 24 (ANP)—Sheriff-elect Walter O'Neil has just announced the list of deputies he has chosen to accompany him into office on Jan. 3rd. Among them is Amos Forman, colored Democrat, who will be assigned as jailer along with two white men.

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 suffered a tremendous setback 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 signs that the Negro will achieve this year in new fields—in new realms. Most important among these is politics and government. Until the Negro gets a real hold on his government, he 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 footstool of the humblest of minority and the majority group.

At the last election we saw signs of a new awakening among the Negro populace. We saw arise a new consciousness by the powers-that-be in the privy councils of the major parties.

Will the Negro follow up the tremendous gain in prestige which came from him when Franklin D. Roosevelt went back into office by carrying 46 states?

There are signs that he will. Already a meeting is being called in Washington to consider and plan for major improvements in Negro life. Leaders from all walks will gather and deliberate on the best policies to pursue, the best methods to use to get the maximum from an admittedly sympathetic administration for the whole group.

And there is another encouraging 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 liaison officer in the CCC organization for colored enrollees. A young man is Commissioner of Conciliation in the Department of Labor. A comparatively young man is spokesman for the group in the Office of Education.

Let us all work hard and hope for the best in '37, and, most likely we will get very nearly what we work and hope for.

Good Advice

President John W. Davis of West Virginia State college called a conference on the Negro miner at his school recently. According to the minutes of the meeting, N. P. Rhinehart, chief of the State Department of Mines, who was the guest speaker said:

"You must apply yourself to some political thought. Cheap politics will ruin the race. Qualified men must be considered. The mechanical age will push out the man who is not prepared. The rapid increase in the output of coal mechanically certainly means that it is now time for us to begin making a study of the situation. The machine at present is not reducing employment; it does mean that the men are being shifted to other jobs. The Negro should get behind the race and put men in positions who can do something. Mine rescue work has been neglected among Negroes. A Negro should be given an opportunity to take charge of a mine rescue truck largely for the education it affords. Mining is becoming a scientific work. First aid work is well established among Negroes. A manual on mine rescue work will be prepared and distributed in January 1937. A Negro instructor should be appointed as a technical instructor. Some suggestions are as follows: Organize a course in mining to be conducted at West Virginia State college. Plan a worthwhile program in cooperative mine extension work. Let me assure you that the Department of Mines will be with you in anything that you undertake to do in this connection."

It was further brought out in this meeting that while mining is chief basis industry in West Virginia, the Negro knows scientifically a very little about the work and should be trained in it. Courses in geology are offered in Kimball high school and more than one hundred boys have completed the mining courses.

In his talk to the miners, President Davis said: "Great danger confronts the Negro miners who represent 47 per cent of the Negro working population of our state. Mining should be added to the cooperative extension program of West Virginia State college. A request has been made for West Virginia State college for \$50,000 to revitalize the rural mining life of the Negro. The amount has thus far been cut to \$30,000. The task of giving our rural and mining citizens a new lease on life is the chief purpose of this program."

"Mixed Marriages"

Not all troubles in mixed marriages come from the union of colored and white. In the January number of "Asia" appears an engrossing article on "Mixed Marriage," by Pardee Lowe, with the sub-title, "A Chinese Husband and American Wife Are Put to Test."

In this story appears descriptions of many reactions and situations with us when he says: "From infancy to young manhood I had lived in an atmosphere poisoned with the bitter racial prejudices and antagonisms. Like the Jew in Germany and the Negro in America, I came of an unwanted, despised race."

Again, the author says what every American Negro sooner or later comes to know: "Do not think that I overstress the horrors of race prejudice. One cannot be indifferent to the sufferings of one's own people any more than one can ignore a severe personal injury...." And so we find that race prejudice is heartrending and heart-sickening, no matter whom it touches; and that we are not alone in our grief.

KELLY MILLER SAYS

ALFRED LONDON AT THE WHITE HOUSE

The invitation of President Roosevelt to his defeated rival to pay him a visit at the White House was one of the most gracious acts in the history of partisan politics. One is reminded of the gallant French general who generously accorded the opposing army the privilege of the first shot. During the heat of the campaign one would have thought that these two candidates had put themselves beyond the pale of ever speaking to each other again. It must be said, however, that the abuse and vilification was wholly one-sided. Candidate Roosevelt, duly mindful of the constraints of his official position, never once during the campaign call any of his opponents by name. Let the heat and friction of any campaign be sufficient thereunto.

From this act of Presidential courtesy the American people ought to learn one valuable lesson: Men of one party are just as patriotic and pure of motive as those of the other. Each party view with the other for the privilege of gaining control of the machinery of the government. Ordinary human beings will go to almost any extreme to win so great a prize. If there were no offices to be distributed there would be very little political heat and controversy. During the heat and turmoil of the campaign we are assured that the nation is doomed to destruction if the other side prevails. After the campaign is over, we at once recognize that the government is safe and that American institutions will survive.

It is hoped that ex-Governor Landon's vain and idle boast of "What I will do when I am in the White House" will furnish salutary warning to all future candidates against infallible prediction of the outcome of the election. Indeed Mr. Landon has arrived at the White House, but only for a moment by the gracious courtesy of his opponent, and not for official function.

If these two partisan opponents into whose hands—the one or the other—must needs fall the destiny of the nation can lay aside campaign animosities and meet together in friendly, agreeable intercourse, surely all the Negro politicians can afford to do likewise. The differences of Negro politicians are never deep or profound. The depth of their interest or conviction can be measured by a few paltry offices of secondary importance. Nothing which they can do or say will profoundly affect the course of affairs.

It is amusing to see our colored politicians engender hatred the one against the other as if the destiny of the nation depended upon what they thought. Whether the Negro be Democrat, Republican or New Dealer, in the general public estimation, he is a Negro just the same. Like baseball, politics is a game. The players must needs divide themselves into clubs and leagues to give zest and incentive to the sport. When the contest is over, the victor congratulates the victor in the interest of the world of sports.

If there has been any deep divisive 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 of 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, temporary head quarters have been opened, at the Masonic Temple building.

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

IT'S TRUE! By Wiley Padan

RESEARCH AIDED BY THE BRITISH ADMIRALTY, THE ORIGINAL "BOUNTY" HAS BEEN REPRODUCED IN DETAIL BY N.G.M. AND IS SAILING THE PACIFIC AGAIN!

After TWO YEARS OF... RESEARCH AIDED BY THE BRITISH ADMIRALTY, THE ORIGINAL "BOUNTY" HAS BEEN REPRODUCED IN DETAIL BY N.G.M. AND IS SAILING THE PACIFIC AGAIN!

CLARK GABLE WAS BORN IN SHILOH, OHIO. AMONG OTHER THINGS, HE WAS NICKED BY A LUMBERMAN, A SURVEYOR, AND AS A TELEPHONE MAN!

CLARK GABLE FIRST ATTRACTED ATTENTION WHEN HE PLAYED "SERGEANT QUINN" IN THE STAGE DRAMA, "MARTIN PROFF"!

LEO THE M/M FROM 3409

LEO THE M/M FROM 3409

IT'S TRUE! THAT JOAN CRAWFORD'S BROTHER, HAL LE SUEUR, IS A MEMBER OF THE GREY IN "MULTIPLY ON THE BOUNTY"

CHARLES LAUGHTON SERVED IN THE WORLD WAR IN ENGLAND'S 24th DIVISION, 7th NORTHAMPTONSHIRE, AND WAS GASSING IN BATTLE!