

COMMENTS

EDITORIAL PAGE

OPINIONS

..EDITORIALS..

THE OMAHA GUIDE

Published Every Saturday at 2418-20 Grant Street, Omaha, Nebraska
Phones: WEBSTER 1517 or 1518

Entered as Second Class Matter March 15, 1927, at the Postoffice at Omaha, Neb., under Act of Congress of March 3, 1879.

TERMS OF SUBSCRIPTION \$2.00 PER YEAR

Race prejudice must go. The Brotherhood 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.

AFTER YOU, KIT CARSON

It has been truly said that "the American railroads are internationally recognized as the most reliable and progressive transportation system in the world." And so closely is their historical growth and development interwoven with that of the nation that the glamorous story of one cannot be told without the other. Wherever, the hardest of settlers dared venture, the section gang soon followed. Faint and tortuous paths of the covered wagons were graded and spiked with steel rails, forever marking the way of the emigrants. The job of spanning the Rocky Mountains, backbone of America, and other far western ranges, presented appalling obstacles, all of which were finally overcome.

Today Florida grapefruit and California oranges may be enjoyed with equal relish in the dead of winter, from rock-bound Maine to the stormy coast of Washington and Oregon. The railroads own and maintain a quarter million miles of line—and move commerce daily requiring more than a hundred thousand railroad cars of many types, available for loading whenever and wherever freight is ready to move.

In times of national emergency the railroads must be ready to serve efficiently and at a moment's notice. During recent floods in the Middle West, the railroads gave invaluable help to the sufferers, and during the great droughts of 1934 and 1935, the railroads moved livestock out of the afflicted areas without delay, thus saving millions of dollars worth of cattle and preventing a serious shortage of beef.

Few appreciate the amazing work of organization back of modern, efficient railroading. Still fewer fully appreciate the extent to which the railroads make it possible for all of us to enjoy present-day comforts and luxuries.

FIRE! FIRE! FIRE!

Civilization began with the discovery of fire by prehistoric man. And for many a human being, civilization, so far as he personally was concerned, has ended with a fire!

It is a curious truism that one of man's essential aides is likewise, under other circumstances, one of man's worst enemies. Controlled fire is a boon. Uncontrolled fire is a destroying demon.

The problem of controlling fire is as old as history. Immense progress has been made in the direction of perfecting fire-fighting apparatus and equipment, and developing materials that resist fire. The fire department of yesterday is a ludicrous thing in comparison to the amazingly efficient fire department of today, even as the building construction of yesterday offered a veritable invitation to fire.

Aggressive effort has been given in recent years toward educating the public in preventing fire—and here, too, progress has been made, but on nowhere near a comparable scale. Some of us have learned the simple lessons that will eliminate most hazards—many of us have not. It is a safe bet that at least one home out of two—and this includes new as well as old ones—contains flagrant hazards which the owner disregards.

In the law, ignorance is no excuse, and it would be a fine thing if that same principal were extended to cover the harboring of fire hazards. Each year, loss running into the millions results from improper storage of inflammable liquids, needless accumulations of waste, amateur tampering with electric fixtures, carelessness with smoking materials. Such "little" things as these are responsible for a majority of fires.

Remember that fire is a good friend—employed respectfully. Take no chances with it. Care will save you dollars—and, infinitely more important, perhaps your life.

Texas Preacher, 94, Divorced, Don't Like Women Who Smoke

Dallas, Texas, April 17 (ANP)—Setting a record as the oldest divorced preacher in the state, Rev. H. Y. Linn, 94 years old, a former slave who was awarded a decree last Tuesday, is uncertain as to whether or not he will remarry, but "just in case" he does, has his own idea as to the type of woman his next wife must be. "I don't want any wife who dinks likker, smokes cigarets or dips snuff," was his ultimatum.

ENTERTAINS VISITOR

Miss Luella Rucker, 4409 Burt street, entertained at a beautifully appointed luncheon on Friday, April 9th, in honor of Mrs. Hattie Mae George-Hayes, charming young newly-wed from Dallas, Texas. Among those present were Misses Ada Lee Walker, Mary Ellen Oneal, Delila Rucker and Mrs. Hayes. Everyone left stating that she had enjoyed herself immensely. Mrs. M. L. Rucker assisted with the serving.

KELLY MILLER SAYS

WHY NEGRO COLLEGES FAIL TO PRODUCE ATHLETES

The success of Negro athletes on the basis of nation-wide and world wide competition awakens a sense of pride in all our breasts. We are proud to claim kinship with anyone who achieves superb excellence in any line of distinction. To hold the world record in any competitive undertaking is surely an achievement well worth bragging about. When Jesse Owens outruns the world every Negro in the world feels a corresponding uplift by virtue of his prowess. Negro athletes have achieved distinction especially in track and pole-vaulting which are peculiarly academic sports.

It is to be noted that superior excellence of Negro athletes in the academic world is confined mostly to those sports which are dependent on personal and individual abilities. Where intimate social contacts are involved, the colored student is rarely admitted on a plain of fair competition. In baseball, football, an aquatic sports the Negro rarely ever comes to the front for the simple reason he is not given a fair chance.

In the prize ring, the Negro's success is most phenomenal. The prize ring, however, does not come within the purview of my present purpose because such sports fall almost wholly outside the scope of the academic world. However, our colleges are beginning to take cognizance of the importance of cultivating the manly art of self-defense. In case boxing and fisticuffs should ever become a part of the academic program, it is but natural that Negro students will shine forth most brilliantly in this field of contest.

We have but to mention the names of Jesse Owens of Ohio State; Ulysses Peacock of Temple; Edward Tolan of Michigan; Ralph Metcalfe of Marquette; Ben Johnson of Columbia; Arthur Thomas of Pittsburgh; John Woodruff of Pittsburgh; David Albritton of California; and Lavalle of Southern California to illustrate the extent to which American colleges are developing superior athletic talent in Negro youth. But, as we scan this list of athletic celebrities we find that none of them are the product of Negro colleges and universities. Both candor and curiosity lead us to inquire from what unfriendly cause does this obvious deficiency proceed?

During my deanship at Howard University, I discovered a young man of considerable athletic power, but because of his fondness for sports we had to suspend him for infraction of rules. At a conference with the dean of Chicago University some time later, he apprized me that he had recently enrolled one of my former pupils who was reflecting considerable credit upon the university for his athletic ability. This young man afterwards gained considerable repute in the athletic world, but full credit was assigned to Chicago University rather than to Howard.

Several years ago, while filling a lecture engagement in Philadelphia, I sought accommodations in the Colored Y.M.C.

Calvin's Digest By Floyd J. Calvin

COMMERCE REPORTS

It is encouraging to learn that the Department of Commerce, through the Division of Negro Affairs of the Bureau of Foreign and Domestic Com-

merce, is stepping out boldly into the Negro field and attempting to render information service to this group of the nation's entrepreneurs. In its "Notes and Comments" we find much material which will not only promote better business among Negroes, but can help them without the Government sending them a check.

In "Store Modernization Needs", in the current release from Dr. Eugene Knicke Jones, chief of this service, we note three results to be expected from modernization, viz., increase of sales and profits "because customers tend to gravitate to stores with better exterior and interior appearance and with more up-to-date facilities"; reduction of expense "resulting from more convenient arrangement or more efficient equipment"; and a more pleasant place in which to work—if greater satisfaction is the result.

Concerning his innovation, Dr. Jones says: "From time to time the Division of Negro Affairs of the Bureau of Foreign and Domestic Commerce notes comments on business trends which it feels will be of special interest to businesses conducted by Negroes and those persons interested in the general problems of economic adjustment."

Development of superior talent, whether in athletics or in scholarship, requires equipment, facilities, discipline, surroundings, atmosphere and spirit. As a rule the colored colleges do not supply the requisite of stimulus and encouragement. The missionary founders of the schools and colleges were so engrossed with the moral and spiritual necessity of saving the soul that they displayed little interest in the development of the body. Much of the disinterested attitude is inherited by the present day control of Negro schools and colleges.

Athletic sports are fast becoming a rival to intellectual interest in the great colleges and institutions of America. The Negro institutions lag behind, both for lack of resources and interest in this important phase of college life. Athletics may be compared to solid intellectual achievement as gunpowder to the cannon ball, whose explosion and noise announce and advertise the more solid accomplishments of a purely academic character.

Another cause which militates against the success of athletics in Negro schools is due to the increasing number of females in the student body. College athletics is mainly a masculine sport in which the female contingency constitutes lookers-on and not participants. Negro colleges are confronted with not only inferior facilities, resources and spirit, but are limited to inferior range of competition. They must compete among themselves, and are not permitted to test their prowess in competition with white rivalry. Just as women could hardly expect to attain a superior place in the world at large so long as they were confined to competition with their own sex; just so the Negro will lag behind as long as his field of competition is confined to his own race.

Why do Negro schools and colleges fail to produce their quota of Negro athletes? I utter the query, and await the echo.

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cies should be both jealous and watchful of the general welfare of all the people. Under no circumstances should color blindness be permitted to offset the working of civic righteousness.

"The Waco Messenger has stood for interracial good will. It has refused to wave the red flag even in the face of known enemies among the white group. To our mind interracial cooperation is the backbone of progress in the South.

"The Waco Messenger has stood for a social outlook for colored Waco and Central Texas worthy of being handed down to our children as a heritage fit for true American citizens. We do not believe that American society will always suffer from social ills based upon race prejudice. Unnatural segregation of and discrimination against individuals in American society must cease. There is now a growing sentiment of the American masses against certain universal practices that have victimized the Negro because of his color.

"Finally, The Waco Messenger has stood for a local leadership with vision. We have not been satisfied with the selfish individuals whose bickerings and personal dislikes for each other have jammed colored Waco with stagnation. For five years the Waco Messenger has stood on the house top and cried aloud against the pages of local history being turned backward and it is a sad story that few in high places have given ear to our cry.

"Forgetting our disappointments of the past and holding fast to the memory of the things which colored Waco and Central Texas have helped us accomplish The Waco Messenger looks forward toward another milestone with hope and promise. We shall not cease to fight for the things which stand for progress, nor compromise with the forces or influences detrimental to the general welfare of the race. If there are those who agree with us, come let us walk together.

We are pleased to congratulate the Waco, Tex., Messenger on its fifth anniversary. The larger view the press is taking of Negro life and living is clearly and forcefully expressed in The Messenger's editorial, entitled "What The Messenger Has Stood For." Editor L. J. Rhone says: "This issue marks the beginning of the sixth year of the publication of The Waco Messenger. For five years it has gone forward with definite objectives in view, rendering its best services to the people of Waco and Central Texas.

"The Waco Messenger has stood for the economic regeneration and industrial survival of the colored people of Central Texas. It has urged that colored people themselves seek economic outlets in developing commercial and industrial enterprises while at the same time strive to hold their own in the fields of employment already open to them.

"The Waco Messenger has stood for a free and unrestricted use of the ballot by colored citizens. Though their right to vote has been challenged locally we have always cast our lot with individuals and organizations leading the army of the race's defenders.

"The Waco Messenger has stood for an equitable consideration of colored citizens in all civic matters. Waco's colored population has not always been treated fairly in the distribution of civic improvements. The Waco Messenger has held that our local government and agen-

An Echo From My Den By S. E. Gilbert

As I sit here in my den with pen in hand, meditating as it were, there comes to my mind, one of the laws of psychology, "Kindness begets kindness" and thus the old Den Dweller writes that the Omaha Negro, 16,000 strong, with a potential buying power of \$10,000,000 annually should become a practical psychologist by carrying out this all important axiom of psychology in the purchasing and consumption of his daily food-stuff. Investigate and find out for yourself just what packing plant employs the largest number of Negroes, follow with a similar probe of all other industries that are engaged in the producing consummating food stuff and then after this shall have been completed, sit down with pen and paper in hand compute the proportion of Negroes employed by the various industries and pro-rate your purchases accordingly.

For example, hypothetically, should you find that a certain packing industry employs more Negroes in Omaha than another then when you go to the market to buy bacon, ham or shoulder, call for the brand you have found through your investigation stands for the firm who believes in fair play and stands on the square when it comes to proportional employment of our people. With the same economic yard stick measure the returns coming from all food-stuff producers both national and local. Thus, you shall be carrying out the practical rule of psychology: "Kindness begets kindness."

word, that: "The Arts Quarterly will bear the message that art is not a thing apart, or for the few, but that which all men can enjoy, most men interpret and far more men than we suspect can create. It will serve, we hope, as an inspiration to a larger participation in the life of art and in the richness and joy which it so abundantly offers.

PATRONIZE OUR ADVERTISERS

BRONZE Standouts

Andy Kirk THE ORCHESTRA LEADER PUT "UNTIL THE REAL THINK COMES ALONG" OUT IN FRONT AS A REAL SONG, THE TUNE PAID OFF BY MAKING HIM ONE OF THE MOST DISCUSSED MUSICIANS IN THE PAST THREE MONTHS.



THE TERPSICHOEAN NOW IN LONDON WITH LEW LESLIE PRODUCTION OF "BLACKBIRDS", STARTED OUT TO BECOME A TRAINED NURSE, LATER SHE TOOK UP BOOK-KEEPING AND FINALLY BECAME A DANCER.



George Randall THE SINGER AND ACTOR IS NOW IN HOLLYWOOD AND IS ONE OF THE FEW NEGROES EVER SELECTED BY A MOTION PICTURE COMPANY TO WRITE MATERIAL FOR CINEMA PRODUCTIONS. HE'S NOW WRITING A SERIES OF "SHORTS" FOR R.K.O. IN WHICH NEGRO ACTORS AND ACTRESSES WILL BE FEATURED.