

COMMENTS

EDITORIAL PAGE

OPINIONS

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.

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..EDITORIALS..

The Wrong Perspective

Some people in poor circumstances have the unfortunate idea that they can better their lot by dragging the more fortunate ones down to their level. By this idea just doesn't work out in practice. People have different ideas, talents, abilities, and therefore have different levels in their activities. This is true, because of the fact that people are brought up under different environments. Time again it has been proven that two persons placed in identical circumstances would soon find different levels and outlets for their several abilities and in a very short while would find themselves in different conditions. A good rule of life is never to envy your more fortunate brother or sister, but strive to find your abilities and apply yourself assiduously to the thing you are best fitted for or can do best. After all success is not measured by the quantity of your possessions, but by the excellence of one's work in which he or she may be engaged. Envy up to a certain point is alright, but it should never be allowed to stifle your personal ambition and ability.

Longer Hours For Less Pay

Last year 21,000,000 American families paid an electric bill averaging \$33.72—or nine cents per day. That is 'high priced' industry complain about. That is less than families pay for tobacco or amusements, or reading matter. By comparison with hacco, or amusements, or reading matter. By comparison with the amount these families pay for real necessities—food, clothing, rent, fuel, etc.—the cost of electricity, man's most dependable and useful servant, is microscopic—the least important thing for politicians to howl about and the least necessary for them to waste tax funds on.

The taxes collected by the Federal government on liquor and tobacco—entirely aside from the cost of these articles—is one and one-half times as much as all the homes in the country spend for electricity. If such facts don't belie the charge that electricity is 'over priced' nothing can. As the Oklahoma Gas and Electric Company points out in an advertisement, the demand of our electrical servant is 'longer hours at less pay per hour.' He runs your refrigerator for two or three cents a day. He operates your radio for one-half a cent. And each year, regardless of whether general costs rise or not, he does his work cheaper.

Compare the modern home to that of the 'gay nineties.' They might have been gay for some—but they weren't for the housewife. She sweltered over an old-fashioned stove. She bed her hands to the bones on washboards. Her only light was wasteful, eye damaging lamps and candles. Abundant, low priced electricity has literally freed the homemaker and done more to revolutionize life in a generation, than was done in hundreds of preceding years.

Sign of Sanity

Popularity of the chain store tax is on the wane, according to a recent survey. Of nearly a hundred new chain store tax bills considered by the state legislatures in their 1937 sessions only five were enacted into law. Of these, one was held unconstitutional. To offset the remaining four, several other states either allowed their chain tax laws to expire without renewal or repealed them. This trend of the chain tax is significant in that it indicates an awakening on the part of the people's representatives to the fact that laws of such a punitive nature are boomerangs. Instead of penalizing 'bigness' as they openly profess to do, they penalize the consumer. Prices are forced to artificially higher levels, and competition between chain and independent merchandisers is thrown seriously out of balance. Without competition any merchandiser will ultimately hurt his own business by becoming careless toward his customers. And aside from pecuniary considerations, the consumer as well as the community would miss the increased activity and choice of merchandise and prices that inevitably follow wholesome competition. For these reasons, the present trend in chain store taxation is a gratifying sign of returning legislative sanity toward the consumer.

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 The Management

Economic Review

The adjournment of Congress did not bring an end to political thinking and argument. To the contrary, in the few months remaining between now and the second session, politics will be as much in the headlines as ever, and behind the scenes political activity will be rampant. As Business Week says, "There's no getting away from Washington." Perhaps never in our history were the interests of industry and individuals so extricably related to the political situation.

As this column has pointed out before, the first session of the 75th Congress was as important for what it did not do as for what it did. Left over for consideration are a large number of major bills, some of which passed one branch but were deferred in the other, and some of which are still in House and Senate committees. And it is a fact known to everyone in touch with the situation that the Administration is laying plans for forcing through its "must" program, a large part of which was beaten last session.

Prime example of this is the Supreme Court Bill. The President has said, almost in so many words, that he still regards it as essential to his program. It will be introduced in the next session, probably in about the same form as before. And in the meantime, administration leaders will do everything they can think of to bring recalcitrant senators into line. In spite of the "no reprisals" talk, practically every Washington newshawk still thinks that the speech of Senator Guffey in which he demanded the feat of such Democratic senators as Wheeler and Burke, was delivered at the request of the President and that "pro-New Deal" Democrats will be found opposing "anti-New Deal" Democrats in future elections. Biggest battle will take place in Montana where, it is thought 28-year old Representative Jerry O'Connell, who is 100 per cent for the New Deal and the CIO, will take to the hustings against Senator Wheeler.

The question of relief will loom larger next session than it did in the last, where it was obscured by other matters. In spite of vastly increasing industrial activity, relief rolls are almost as great as in the depths of depression. Relief bureau officials, such as Harry Hopkins, think that relief will be a permanent part of government no matter how much business booms: that millions will be unable to find jobs. Critics say that the relief rolls are kept large for political use. No one knows how many unable to find jobs. No one knows how many unemployed there are—Congress has refused all suggestions that a census be taken. It did pass a bill last session whereby in effect, unemployed are "invited" to join in a census, but this will obviously give no real check on the situation.

Laws regulating business will be another factor. For example, a bill passed the Senate limiting the length of freight trains, is now pending in a House committee. The railroads say the cost of this bill would drive them into bankruptcy, unless provision is made for higher rail rates. Also still pending is a bill to create seven Federal hydro-electric authorities of the TVA order, which never came to a vote last session and was deferred for future consideration.

Neutrality will be up again. Under the present law, the responsibility of deciding whether an actual state of war exists between foreign powers, falls upon the President—and inasmuch as countries now fight without declaring war this is a tough assignment. Peace organizations want a neutrality bill with teeth in it, that will keep us as remote as possible from foreign entanglements.

There will be more discussion about taxes and the national debt, which is now at an all-time high of about \$38,000,000,000. One congressional group, which has the support of industry, will advocate broadening the tax base. Even larger taxes on upper-bracket incomes are also a possibility. There is strong backing in both political and business ranks for a bill to repeal capital gains and losses levy.

So it goes. Next year will be a big political year.

Laws That Hit The Farmer Twice

The Department of Agriculture has issued a report on "Price Spreads Between the Farmer and the Consumer."

It shows that the farmers' share of the consumers' dollar has not exceeded 50 per cent since 1920, but rose to 44 per cent in 1936, as compared with a low of 33 per cent in 1932. Four causes for the year to year change in the spread, are given: 1. Changes in hourly wage rates and changes in other cost items; 2. Changes in profits of processors and dealers; 3. Changes in the efficiency of the marketing system; 4. Changes in the amounts of processing and in the amounts of other kinds of service required to deliver goods to ultimate consumer.

From this, it is apparent that the farmers' share of the final selling price of what he produces, is very largely dependent on the economy or lack of it of the distributing and marketing machine. If a large number of middlemen are involved in moving goods, the farmer gets less. If retailers are wasteful, with high overheads which are reflected in the big mark-ups, he gets less. If the cost of carrying on distributor and retailer operations are increased for any reason, he gets less.

There could be no better illustration of the fallacies of laws and special taxes whose inevitable result is to coddle the middleman, whether necessary or efficient, by law; to eliminate all or part of the economies that follow long-established mass-retailing practices and to artificially increase the overhead costs of stores whose policy is to sell a maximum amount of goods at the lowest price.

Such laws and taxes hit the farmer twice—he is a consumer as well as a producer. They make him pay more for what he buys, while he gets less for what he sells.

Chicago Beauticians Form Association to Raise Standards

Chicago, Sept. 16 (ANP)—In order to rid the profession of cut-throat competition and at the same time standardize prices and working conditions to meet state laws, Chicago's leading beauticians met Sunday at the Mme. C. J. Walker College of Beauty Culture to reorganize the Beauticians' Triangular association composed of schools, shop owners and operators.

The association has the backing of the organizations of Master Barbers and Journeymen Barbers who have waged a similar campaign in their field. Mrs. Marjorie Stewart Joyner is president of the Beauticians' association, with Mrs. Dimple Patterson, treasurer, and Mrs. Viola Walton, secretary. They represent respectively beauty schools, shop owners, and operators.

It was pointed out at the meeting that under existing conditions neither shop owners nor operators are making a decent living and often end the week with less money than women employed in the commonest kind of unskilled work. This condition, those assembled were told, exists in no large city except Chicago.

The organization will begin an immediate drive to rid the profession of unlicensed operators, "house shops," unsanitary working conditions and to lift out prices and shorten hours to Illinois requirements. A list of minimum prices for shop services has been printed and sent to shop owners, with the announced fee of \$1.00 for shampoo, press and curl; \$1.25 and \$1.50 for shampoo, press and fancy curl; \$1.50 or \$1.75 for shampoo, press and marcel or finger wave, and \$1.75 or \$2.00 for shampoo, press and krouquage. Shops meeting sanitary requirements and passed by the health department will display window stickers to that effect.

The organization was first formed in 1925 after Illinois passed its first beauty laws. The reorganized group is to be registered in Springfield as a non-profit concern and delegated by the State Department of Registration and Education to clean up every condition that does not pass Illinois requirements or the highest ethics of the profession.

Ben Carter Has A Singiny Novelty In New Cantor Film

Hollywood, Sept. 16 (By Fay M. Jackson for ANP)—Motion picture fans will witness an entirely new treatment of jazz music on the screen when they see and hear Ben Carter's Plantation Boys, augmented by Perkins's Blackbirds and the Jones Boys in "sing hand" of Fox's new Eddie Cantor vehicle, "Ali Baba Goes to Town."

Introducing a descriptive Harlem sequence in the picture, this colorful group of vocal swingers are radically different from any film-musical arrangement yet attempted in motion pictures, a preview of actual production reveals. Responsible for their musical direction in this number are Leon Rone and Ben Carter.

Kids Inspired
 It will be remembered that Carter's introduction to Los Angeles audiences dates back to his presentation of the "Pickaninny Choir," which he organized with the assistance of Mrs. Lauretta Butler from among her Kiddie Minstrels group. So unique was the idea of forming a chorus of young Negro boys and training them for the present of code of swing music that Carter soon found himself with one of the most sensational acts on his hands that has ever hit the west coast.

Interviewed this week as to how he hit upon the idea Carter recalled his work as Assistan Boys Work secretary of the YMCA in Aurora, Ill., where he was the only Negro ever to be employed in that position in a white "Y". He taught special music in the public schools there, also, but finally came to Hollywood to try his luck at entertainment, and, finally, in the movies an attraction for any out-of-stater.

Unique
 "I got a job in the Hangover Club in Hollywood," Carter said. "From there I went to the Biltmore Bowl, the Deauville Beach club, working as a single until I saw Mrs. Butler's kiddies minstrels. Then I got the notion to organize a Pickaninny Choir because I have always worked with children and the unique effects possible with boys' voices have long been considered a musical delight. No one has swing like Negro youths, and when we combine the natural rhythm with correct arrangements and natural personalities—you've got something."

Never an Extra
 Carter brings a wealth of musical teaching and acting experience to his group of singers. Although he "broke" into the movies quite unceremoniously, without previous experience, he started out, luckily enough, doing a bit in "Hollywood Party" for M. G. M., and is proud of the fact that he never was an extra. A series of shorts with his choir followed for Educational release. This was marked by his first musical arrangements that were used in a film.

Skyrocketing in fan favor, the singers went from picture to picture for most of the major studios here, took a fling at the vaudeville circuits along the coast, returned to Los Angeles to headline the Shim-Sham Revue in the Music Box theatre. It was in this show that Carter made contacts with David Gould, Hermal Pan, Winnie Shaw, and Jimmy Timony, which lead to the establishment of his present position as an associate of the Cradunow artists agency.

Talent Scout
 Explaining the service of the agency to Negro performers, Carter said that he and his co-workers not only place actors, but act as talent scouts. "A terrific act," he began in typical Hollywood terms, "that has not had an opportunity to be brought to the attention of studios may be cited by us and placed exactly where it is most needed. There is not hit and miss for the producer, nor the performer."

With his knowledge of talent, the show business, and acquired experience in motion pictures, Carter is fast becoming something of a Negro technical advisor on acts planned for picture use. He points to "A Day at the Races" as the first big musical using his talent which started the current cycle for colored orchestral and choral background.

The Great Civilizer

The magnitude of the electric industry's service to the American people is vividly demonstrated by one fact: Power rates have been revised uniformly and continuously downward, even in periods when the general cost of living and doing business was rapidly rising, to the end that today the American people receive more for their electric dollar than for the dollars spent for any other commodity.

In the 30-year period from 1902 to 1932, according to the Federal Power Commission, the value of the electric central station industry's plant and equipments increased 25 times, while its income increased 23 times. Its generating capacity increased 29 times and its output 32 times. And, in 1902, household power cost an average of 16 cents per kilowatt hour, it today cost less than 5 cents. Similar reductions have been made in the cost of power to large industrial users.

Cheaper power has found its reflection in tremendous increases in volume used by all classes of consumers. Where there were but 3 million wired homes in America in 1912, there were more than 21 million in 1935. Where the average home used but 264 kilowatt hours in 1913, it used 673 in 1935. Where the per capita use of electricity was 39 kilowatt hours in 1902, it was 734 in 1935. Equally remarkable has been the progress made in distributing power to farms. Just a few years ago, in 1923, only 177,000 farms had central station power service. In 1933 almost 800,000 farms were on the lines.

More power and cheaper power has bettered our living standards, increased the average worker's productivity and earnings, made less arduous and more profitable the tasks of agriculture. The politicians who constantly damn the industry and say it has failed in its responsibility, are confounded by the record. No industry has ever shown a more progressive spirit—none has done more to advance the course of our civilization.

Another political item: The possibility that labor will put a ticket in the field in 1940 grows greater.

Major occurrence was John L. Lewis' September 3rd radio speech in which he strongly rebuked the President for his attitude in the steel strike. Key sentence of the address: "It ill behooves one who has supped at labor's table, and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly battle." The obvious reference is the President's "A plague on both your houses" remark.

Feeling is that Mr. Lewis believes the cause of militant labor will get nowhere with the established parties, must create a party of its own. Labor leaders want to get the farmers in with them.

Guide Classified Ads Are Money-getters

What have you to rent or sell, your very closest neighbor may want it, in fact, may need it and maybe getting ready to go out scouting trying to find that which is in your way. THE OMAHA GUIDE classified advertisement moves things. Try it! If you have anything to rent or sell. Let be a room rug, ice box, just call WE 1517, give the office girl a two line classified advertisement and watch it. We get hundreds of calls daily for apartments and rooms you are not using. Remember the phone number. Just call WEBSTER 1517. Tell the office girl what you have to sell or rent and she will write your ad for you or if you prefer, you write your own copy. We say again GIVE US A RING. CALL WEBSTER 1517 and our lightning street get away bicycle boys will pick your copy up in time for the current issue. Don't forget the phone number, WEBSTER 1517.

Literally, millions of workers will be used at the 1939 Golden Gate International Exposition. They will work a 24-hour shift without pay. They are microbes which when placed in the proper medium will transform waste into useful articles, such as medicine, fabrics, explosives and perfumes.

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 mind that age old word, "gossip," and the effect it has on mankind.

Gossip is as old as sight, and speech probably older than gossip.

Judging by the great passion for gossip that exists in modern men and women, they must have gossiped in sign language before they learned to talk with spoken words.

Strangely enough, this miserable habit of gossip blooms lustily among the Afro-Americans, in this golden age of civilization. Voltaire puts it well, "slander, the immortal daughter of self-love and idleness" both of which are the products of an age of civilized leisure.

In such an age, and we are in one now—men and women whose heads are stuffed, not with brains, but with lace, practice the preaching of an Oscar Wilde, "There is only one thing in the world worse than being talked about, and that is not being talked about."

One of the best essays written by Plutarch, dealt with "Busy Bodies." "The vice of the busy body is a love of prying into other peoples troubles, a disease tainted with both envy and malice. To the busy body we might say, "Why so sharp eyed my most maliquant sir, for others faults, yet overlook your own?"

Apply your curiosity to the economic problem of the Negro of Omaha, inquire into the changing of normally consistent Negro jobs now being held by others. Instead of gossiping about the downfall of your neighbors daughter, the no-goodness of your neighbor's son. The overcharging of your race business men to your friends develop the knack of conversing with your friends ways and means of helping those whom others would have you believe are down and may be wrong. Remember Afro-Americans, that the reasonable deduction of a busy body is that unclean living breeds unclean thinking and subsequently unclean gossip about your neighbor. If one lives a clean life he or she invariably will think clean and thus cannot and will not find time to speak unclean of another. Gossips and rumor formed by men and women of mean minds, will choke an honest man—because we are all too ready to believe what is whispered, and to doubt what is denied.

NOTE:—Each week your correspondent takes his pen in hand and writes on local issues as he sees it. Written comments on these Echoes will be welcomed. Just address your letters to "An Echo From My Den" Omaha Guide, 2418 Grant Street, Omaha, Nebr.

THE LOW DOWN from HICKORY GROVE

Perpetual motion, she is great stuff—she would be if she worked. Just think, all we'd need to do would be to give the old wheel one first spin, and after that just keep on ridin'. Hot dog!

Lotsa people still believe in perpetual motion too, 'cause lots of 'em still buy stock in companies, and also lotsa people keep on buyin' gold bricks. You can't tell 'em anything—they are just bound and determined to be suckers.

And they are just the same about all kinds of things like side-shows and India rubber men, and soap box spiellers, and gettin' something for nothing. And that is why the 10 is gettin' more headlines that the A. F. of L. New stuff is the stuff—whether it is baloney or whatever it is.

But I am not a gloom about it—I figure we got to have a variety of bamboozle goin' on, and it takes just about so much bosh, and then we will get tired of sit-downs, and Monday morning will come around and we will go back to work with a bad taste, and broke—and maybe wiser, who knows?

Yours, with the low down,
 Jo Serra

