

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 other 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.

EDITORIALS

GET WOOL OUT OF YOUR EYES

It is generally agreed that healthy heavy industry is absolutely necessary to normal employment, normal spending, normal conditions.

One of the greatest, and ordinarily steadiest, heavy industries is light and power—and yet this industry has been one of the "poorest spenders" in recent years. Why? Put it in one word—government!

In the ten year period ending in 1932, investors poured an average of \$675,000,000 annually into the utility industry. In the four years following, investments in utilities averaged just 33 percent of the ten year normal—or \$22,750,000!

Can it be called a coincidence that the almost complete cessation of utility investment started in the year that witnessed the inauguration of the most vicious "utility baiting" campaign in American history?

To continue with the figures, had utility investment between 1933 and 1936, inclusive, been made at the normal level the total for the four years would have been \$2,702,000,000. The total invested in that time was \$91,000,000. This leaves an accumulated deficit of the normal as against the actual of \$2,611,000,000. That deficit is of course much greater now—the same trend obtained in 1937, for which complete statistics are not yet available.

It is estimated, by government authority that the industry should spend about \$7500,000,000 of new money for construction in the next five years—which would mean the creation of 1,275,000 useful jobs. What a tremendous potential source of wealth, employment, opportunity and purchasing power exists here—damped up because of a government policy of competition and intimidation that is socially, economically and morally indefensible, unless a socialistic government is desired. It's time the people got the political wool out of their eyes—and saw the utility situation in its true perspective.

PROGRESS BEFORE PUNISHMENT

Speaking from the bench of his traffic court recently, a New York magistrate read a formal statement: "We have reached," he said, "the peak safety that can be accomplished by the punishment of the motorist."

Specifically his complaints were against certain inadequacies and inefficiencies in the physical and technical system for controlling today's mammoth traffic volume—in the street system itself, in traffic signals, signs and other control devices, and the confounding lack of uniformity among such devices.

The magistrate's remarks hit a situation which is fundamental to the whole motor traffic problem: The failure to provide the motorist with streets and highways made as safe as possible, but at the same time demanding from him an optimum of caution in his driving. Too much emphasis has been placed on the carelessness of the driver and not enough on the carelessness which allows removable physical hazards to remain in the street and highway pattern.

Industry, the National Conservation Bureau reminds us, long ago this lesson. Efforts to drag the working man into avoiding accidents, industrial management learned, were futile until he was first provided with safe working conditions and equipment. Just trying couldn't safeguard a work-

er in a hazardous environment. That management recognized and acted upon this principle is the fundamental reason why accidents have been halved during the past 20 years.

If the driver is given facilities from which basic hazard has been removed to the greatest possible degree, and if he is governed by intelligent traffic laws intelligently enforced, the major responsibility for traffic accidents devolves upon him. Then we shall make real headway not only in bringing motor traffic under control but in greatly facilitating traffic.

STOP FIRES BY BUILDING A BRIGHT FUTURE

One of the most encouraging auguries for the future of agriculture lies in the loyalty with which farmers have supported their farm cooperative marketing associations.

This movement shows a steady growth in membership, influence and results. The railroads haven't always been able to secure a fair price for their members' produce, or to solve vexatious production and distribution problems. But they have worked hard and efficiently—and their members have backed them up.

A movement with a history like this cannot help but have a bright future. Political experiments have been tried and discarded, current problems change, new problems arise—but year in and year out the farm marketing cooperatives carry on their work, and always on the same economic philosophy—efficient production, efficient distribution.

THE POLITICAL SPONGE

On June 11, the New York stock market had the lowest trading session in 20 years. A variety of excuses can be advanced for this, but you can't laugh off the fact that the continuous drive against American business, capital and earnings by vote-seeking politicians has had its deadly effect in beating industry to its knees, discouraging the investor and raising public debt and taxes to the danger point.

Organized politics is the worst monopoly that the consumer the laborer or the investor face today. It confiscates the savings of productive enterprise; it destroys regular jobs for political patronage, and it produces no new capital—it simply absorbs like a sponge the savings of the nation.

BEST FRIENDS

It isn't fun to be thrifty when you're young. It's more pleasant to spend ten dollars for amusements than to put it in a bank or a life insurance policy. When you grow old it becomes a different story.

Tens of thousands of men now in dire want, once had good jobs, substantial incomes, and even fortunes. They had "fun" then. They're paying the piper now. They can look forward to spending their declining years as wards of public or private charitable agencies, remembering with bitterness what might have been.

Every man owes it to himself, to his dependents and to the society in which he lives to prepare for the exigencies of the future. Life insurance and similar instruments of thrift are the best friends the average has.

SAFELY

From Washington and state capitals come reports of government loans for building projects. Whether these are for large-scale housing, individual dwellings or industry, money and trouble will be saved in later years if sound rules of construction are followed. Many a building fire has been prevented while the plans were on the drafting board.

More important still, one sure way to reduce the great loss of life from fire is to build safely.

In dwellings, such features as firestops in walls, and ceilings of cement on metal lath in cellars, serve to retard the spread of flames. A fire-resistant roof, proper chimney construction and correct installation of heating plants, all help to prevent fires.

In factories and mercantile build-

ings it is imperative that stairways and elevator shafts be enclosed and firewalls be installed to separate the various sections of structures. This will prevent flames spreading upward from floor to floor or sweeping laterally through large areas. Openings in firewalls should be equipped with fire doors. In order to resist flames coming from adjacent buildings, windows should be wired glass in metal frames.

Probably there will always be accidental ignition fires, but the horrible toll of human life taken by fires annually, can be curtailed to a large extent when buildings are constructed properly. Then occupants will have a chance to escape before the fire spreads.

Adequate municipal building codes help bring about safer conditions. Hundreds of such ordinances are modeled after the Recommended Building Code of the National Board of Fire Underwriters.

FARM COOPERATION WITH DEPRESSION

It is in times such as the present, with the country deep in depression, that the agricultural marketing cooperatives make some of their finest contributions to the welfare of agriculture.

With markets thinning and prices declining, the need for business-like cooperation in producing, handling and selling the products of the farm becomes steadily greater. And while cooperatives cannot keep prices at desired levels, or force the consumer to use more goods than he can buy, they can and do exert measure of control over the problem that prevents ruinous waste and loss.

It is not an accident that the membership rolls of the better cooperatives rise in bad times as well as good. In many cases it takes an economic upheaval to awaken farmers to the value of cooperation.

USE MORE MILK!

At the request of producers, a nationwide drive for moving huge quantities of surplus dairy products has been started. The opening gun of the drive sounded on June 9, and it will run a month.

The 200,000 stores cooperating in this great voluntary effort to avert an agricultural crisis make up a virtual "Who's Who" of American merchandising. They include 3,000 drug stores, 3,000 chain stores variety stores, nearly 40,000 chain stores, and 153,000 independent stores. It is believed that practically every community in the United States will be reached in the drive. According to Charles W. Holman of the National Cooperative Milk Producers' Federation, "Never before has there been such a large aggregation of distributing outlets concentrated upon a program of service to dairy farmers."

The figures afford ample proof of the need for such a campaign. In the typical month of April, production of the principal manufactured dairy products was nearly 12 per cent above a year ago, and more than 12 per cent above the five year average. Consumption has been below normal. The result is a constantly rising surplus which must be disposed of by the creation of unusually large consumer demand if the nation's dairy farmers are to be saved ruinous losses.

The benefits from this campaign, if it is successful—and all precedent in the consumer-producer campaigns initiated by the chain stores two years ago indicates that it will be—beyond calculation. The desire of consumers to buy and use greater quantities of healthful dairy products, at a fair price will be stimulated. Increased income will go to farmers in every state, and will be felt in higher farm purchasing power. This will be especially beneficial to the smaller communities of the land. These are just a few of the splendid results of retailer cooperation with agricultural producers.

NEED OF FREE ECONOMY

Probably no better example exists of the need for economy free of political or government interference than

that furnished by the modern low-cost retail store. These stores are typical of American business energy. They came into existence in answer to a nationwide consumer demand for greater efficiency and lower prices in the field of retail distribution. They remain in business solely because they continue to meet demand. If when they cease to meet it some other form of enterprise will supersede them. That is the way of a free economy and it is the reason why a free economy must be kept alive in this country.

A free economy is the surest guarantee of steady progress. As long as it exists, the lazy and unresourceful will have tough sledding. Abuses are promptly punished, for the very obvious cause that once they become Mr. and Mrs. Consumer shift their patronage to a more honest competitor.

During recent years there has been an unprecedented attack on chain stores. Countless efforts have been made to drive them into bankruptcy through punitive taxation and regulation. Basically these attacks are nothing but attempts to cripple the present system of a free economy. Their net result is to restrict competition and shelter the inefficient, to say nothing of tending to destroy a generation of merchandising progress. Instead of wiping out imaginary monopoly, punitive attacks on chain stores actually foster it because anything which hampers the functioning of a free economy creates a condition that breeds true monopoly. When consumers are forced to patronize a certain type of establishment because the concern of their preference has been wiped out by law, what remains but a monopoly?

STRAIGHT THINKING ABOUT THE RAILROADS

The Association of American Railroads has issued a compelling booklet entitled "Straight Thinking About the Railroads." It shows the seriousness of the railroad problems today, with carloadings running 30 per cent below last year, and with railroad profits at the vanishing point.

The booklet does more than paint a dismal picture—it makes a number of concrete suggestions toward solving a problem in which every American worker and industry has a tremendous stake. Some of these suggestions are:

1. The rule for establishing railroad rates should be changed to the extent that the lines are guaranteed rates will bring a fair return upon investment.
2. Railroad revenues must be increased, especially in periods of normal business, so that the industry must store up "some fat as a cushion against famine."
3. Of equal importance is the necessity for reducing railroad expenses. Costs of operation within the control of the industry have been cut to the bone. The next essential steps are a reasonable reduction in wages and a revision of the present wasteful rules and working conditions applicable to the train service crafts.
4. Pre arranged, artificial and inelastic plans for forcing railroads consolidations should be abandoned. Consolidations should be effected by agreement of all concerned, rather than by legislative fiat, and with careful consideration of the rights of workers and the welfare of communities served by rail.

There are many other points, but these are four of the most important. It is difficult to see how they can be justly opposed. Wage boosts, social security taxes and higher material costs have added almost \$300,000,000 a year to railway operating expense. On top of that, a request for a reasonable rate boost was granted only in part, and the tremendous slump in general business has been still another blow. Drastic action is necessary if the railroad industry is to keep going—and is to continue to provide America with that remarkably high and improving standard of service we need and expect.

Calvin's Digest

By Floyd Calvin

(Listed by EDITOR & PUBLISHER

A. A. Schomburg

The Negro York Negro has added another brilliant star to his shining crown of achievement with the passing of Mr. Arthur A. Schomburg. Note especially he is not Dr. Schomburg, nor Rev. Schomburg, but plain Mr. Schomburg. It was pleasing to see that the New York daily newspapers, giving generous headlines and news space to the story of his late career, referred to him as "Mr. Arthur Alonzo Schomburg." We think it a unique mark of distinction when a Negro can live such a life outside professional circles that at his death his story is told to the general public under the simple yet dignified title of "Mister."

A. A. Schomburg was collector of literature on the Negro. Year by year he added to his store, through sheer love of the work, until finally the collection was purchased by the Carnegie Foundation for 10,000 and presented to the New York Public Library. The collection is housed in the 135th Street (Harlem) Branch of the Public Library, and is popularly known as the Schomburg Collection.

Through his love of books on the Negro—a hobby—Mr. Schomburg built his own monument. It will last as long as the collection lasts; the Collection will last as long as the New York Public Library will last as long as the City lasts.

In any evaluation of the Negro in New York, we hope that our real individuals of achievement, like Arthur Schomburg will be named first, and the Negro in New York will have nothing to fear by comparison.

School Progress

In spite of the doldrums in economics, we are delighted to note instances of substantial progress in the fields of education. Storer College and Bethune College announce their rise from the Junior to the Senior College level.

West Virginia State announces that members of the regular teaching staff of Ohio State University will give courses during five of the nine weeks of summer school.

Virginia State College announces: "Old Virginia Hall has gone, demolished in the college's march of progress, and on its site the graduates saw three new buildings, modern in every respect, nearing completion. New Science, administration, and library buildings will provide the best facilities ever for the college's work."

And from Pennsylvania comes this announcement which touches the emotions and stirs the pride: "After serving as secretary of the Board of Trustees of Downingtown Industrial School for 33 years, John C. Asbury announced his retirement at the school's commencement exercises on June 9. He had served on the Board ever since the founding of the school in 1905. It is probable that Mr. Asbury's son, David Asbury, a rising young Philadelphia attorney, will succeed to his father's position."

And at Tuskegee we hear that: "Ben Biggers and Emory James, chief and second cook, respectively of Grandma's Kitchen, Miami, Fla., feeding 2,700 guests daily, have signed up for their third annual summer short course in commercial dietetics, which is running from June 10 through August 24."

The Baptism

Baptizing little Rae Pace Alexander in Philadelphia recently, Bishop R. R. Wright, Jr., remarked: "In these days, when women do not have have children, it is indeed a fine thing to note that the best blood of our race is propagating and that these people are bringing their children into the church for baptism. The baptism of Rae Pace Alexander gives promise and encouragement that the educated women of our race are assuming their responsibility of developing family life, the basis of the success of any race of people."

The mother of little Rae holds the Ph. D. degree from the University of Pennsylvania and the LL. B. degree from the University of Pennsylvania Law School, and is Assistant Solicitor of the City of Philadelphia, while her father holds the LL. B. from Harvard, and has qualified as one of Philadelphia's Most Successful Men under 40. The maternal great-grandfather of little Rae was Bishop Benjamin Tucker Tanner, and her maternal great uncle was the great artist who lived in Paris Henry Ossawa Tanner.

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