

# BUYERS' GUIDE

by Clarence H. Peacock

Within the past few years, many of the alert and more progressive companies have discovered that there is a real financial field in the Negro market, and they are giving it serious study.

Many of these companies that are seeking Colored patronage, are advertising their products in the Negro press, and are employing Colored representatives to promote the sale of their products in this market.

The amount of advertising these companies spend in the Negro press, and the number of Colored employees on their payrolls, depends solely upon how well you and I support our own newspapers, and their advertised products.

ducts.

In a recent article, this column pointed out that the colored people in this country were spending over \$240,000,000 a year for liquor, wine and beer, and that the Colored race was not getting the full benefit of this huge purchasing power. They were buying brands of those companies who made no special appeal for Colored patronage.

Some years ago, a survey was made of the liquor stores, bars and grills in Harlem. It was found that certain brands, such as Royal Box Gin, Gold Cup Whiskey, and White Horse Scotch were the best sellers. Since that time the Schenley Products Company, and the Calvert Corporation have come

into the Colored market. Both these companies advertise their products in the Colored newspapers, and the Calvert Corporation has appointed Mr. E. Simpson as their National Negro Representative.

In a recent survey of the liquor stores, bars and grills in Harlem, it was found that the best sellers were those brands that advertised in the Colored newspapers. This shows that the people in Harlem have awakened to the fact that they must support their own newspapers, and buy only their advertised products, if they are to create new employment for the race.

Since the appearance of my first article in "Liquor, Wines and Beer," another liquor company has come in-

to this market. The Hiram Walker Company has appointed a Colored representative, and they are planning an extensive advertising and promotional campaign for the Negro market. Also the Calvert Corporation has added another Colored representative to its staff. Mr. Jesse Owens, famous Olympic Champion, will promote sales for this company in Ohio.

When Colored consumers in other sections throughout the country, give their full support to the advertised products in their own papers, they too, will open up new employment opportunities for the race in their communities.

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### EDITORIALS

#### THE WRONG WAY

Some of President Roosevelt's critics make a lot of noise about the strong support Negroes gave him in past elections and credit that support to relief checks entirely. Of course relief do count heavily, whether given to farmers, Negroes or whites who happen to be stranded and are forced on relief. Right or wrong, the receipt of these checks are credited to Roosevelt and they like him for it.

But these people overlook some of the good things President Roosevelt has done for Negroes and a good many like him for that—even the intelligent Negro.

Recently a Negro teacher was added to the teaching force in New Rochelle, New York, something that had never happened before. Mrs. Roosevelt congratulating it upon appointment. While Mrs. Roosevelt had nothing to do with placing this teacher, the fact that she was broadminded enough to say publicly that she approved the action is bound to raise Roosevelt in the estimation of the Negroes.

Jabbing at the Roosevelts for doing big things for the Negro gets his critics nothing. The Negro is human and will be forever sticking with the fellow who helps him. On the other hand, if the opponents of the Roosevelts hope to make any substantial progress toward winning back their Negro supporters they must be willing and actually do some of these fine things too.

The old adage that "talk is cheap, but it takes money to buy land," holds good here. Negroes want less talk and more performances from those who expect them, to support their cause.

—The Bystander—

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#### FEDERAL JUDGESHIPS

(from The New York Age)

At a recent convention of the National Bar Association in the City of Durham, N. C., a resolution was unanimously adopted calling attention to

the fact that Negro lawyers have been systematically excluded from the federal judiciary, except in the Virgin Islands where a limited judgeship exists. The resolution also called attention to the fact that there are now no vacancies on the District of Columbia bench and that in the federal controlled city whose population is 28 percent colored there is no representation of the colored citizenry in the Police Courts of Washington, and ended by going on record as being unanimously in favor of the appointment of Negro lawyers to some of the vacancies now existing in the federal system. It was also resolved that a committee of seven be appointed to call on President Roosevelt to discuss this matter with him.

While to many laymen, the question of appointing Negro judges to the federal judiciary may not seem important, to the more thoughtful observers it is really squaring in practice the theories of democracy, one of the tenets, which is all groups shall have representation in the government. Too long has the argument been advanced that the Negro is not yet qualified to exercise the full rights of citizenship, and the records of Negro judges in the state courts of New York, Illinois, and Pennsylvania have proved that the Negro lawyer is just as well qualified as the lawyers of other racial groups.

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#### COL. SINGLETON

The death of Col. William Henry Singleton, 103 year old veteran of the Grand Army of the Republic, recalls the heroic role of the Negro people in the Civil War.

Singularly enough, he died in Des Moines, Iowa, Friday, just after participating in a G. A. R. parade.

Col. Singleton was a human symbol of the great part the Negro people played in freeing themselves from chattel slavery and in preserving the Union for democracy and progress under the banner of Lincoln.

Col. Singleton's own brave contribution to the cause of freedom will live ever among the glorious deeds of American history. He and hundreds of other Negro slaves were forced into the army of the Confederates to fight against his own liberty. Risking death, he escaped and volunteered with the Union Army. He made such an excellent record as a soldier that President Lincoln commissioned him as a colonel. At the funeral of Lincoln, he commanded a Negro regiment.

In addition, the Negro people as a whole gave richly to the victory of democracy. More than 180,000 Negro soldiers served in the Union Armies during the Civil War. They compris-

ed some 161 regiments and approximately 70,000 gave their lives.

Not only did the Negro participate as soldiers for democracy, but during the brief Reconstruction period when they had the ballot and could hold public office, their statesmanlike talents were manifest in the adoption of the public school system and other progressive measures in the South.

Just as the fight against Negro slavery was essential for democracy in 1866, so is the fight for Negro rights essential to democracy and progress for the whole American people today.

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#### THE SCHOOLS NEED THE PARENTS

Now that the children have returned to school, there should be no illusions about the parents' duties and interests if teachers are to get the best result under the circumstances.

As parents, most of us are intelligent enough now to take a genuine interest in what it takes to get the most out of school for our children. But in order to get the best out of school, we must put this interest in. Becoming interested in one's child's welfare depends largely upon our attitude toward the family.

If children are really wanted, really loved, then interest in their welfare in any direction is not hard. Taking that interest is a great substitute for law and prison which sometimes comes into children's lives later because a loving interest was not there in the beginning.

Let's see that children are well-groomed, well clothed and well fed before leaving home. These details, properly attended to, are great personality builders.

Let us join the Parent-Teacher Association. Maybe we will learn some thing ourselves which we badly need to know. Maybe we will find out that Johnny is not the sweet little angel we thought he was and that he needs taking in hand.

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#### GOOD HEALTH FOR THE PEOPLE

The Public Health Service in Washington has reported that there are at least 350,000 unemployed persons who are incapacitated because of illness. This means that even if these workers were beneficiaries of some miraculous piece of luck and were offered jobs, they would be unable to accept them.

The main cause of this frightful situation is the miserable starvation relief standards. In most cities, the a-

mount of relief is totally inadequate for food, clothing and shelter—to say nothing of an "extra dollar" for medical service.

Medical care must be brought within the reach of the ill-clad, ill-housed, ill clothed third of the nation—within the reach of the lowest income American. President Roosevelt's Health Conference in Washington was a significant step in the right direction.

Good health is no longer a narrow individual concern. Labor and progressives must fight for Federal and state health insurance systems just as they do for wage-hour legislation, collective bargaining, civil liberties and other vital needs of the American people.

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#### Promoting Fire Prevention Advertising

The National Board of Fire Underwriters has for some time carried on an advertising campaign in magazines of National circulation, designed to help the cause of fire control and fire prevention. Now it is readapting these advertisements so that they may be inserted by local agents as paid advertising in their home town newspapers.

Each national advertisement is to be redrawn and made available in three column, ten inch mat form. Space is left at the bottom for the agent's name and address. The mats will be sent free to any agent or local insurance board on application to the Public Relations Bureau of the National Board 85 John Street, New York City.

This marks a worthwhile innovation in the fight against fire. Advertisements of this kind sponsored by local agents, will be an important factor in the selling of insurance coverage. And, more important, if used in thousands of local newspapers, they will bring to millions of people vividly illustrated facts that will awaken them to the menace of America's disgraceful fire loss—and how it may be reduced by systematic cooperative and individual effort.

In about a month Fire Prevention Week will be observed, and will run from October 9 to 15. During this time, every person in this country should have the dread word "fire" brought to his notice on every possible occasion—over the radio, in his newspaper, and through advertisements. An alert public consciousness and nothing else can prevent fire.