

# 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 whil will stand  
the acid test of good.

## EDITORIALS

### EARN. SPEND. SAVE

"Buy the things you want and can afford to have." That is the thought expressed in a fine editorial printed recently in the Mansfield, Ohio, News-Journal.

"There's too much inactive money" the editorial says. "There has been postponement of buying clothing, furniture, floor covering, draperies, electrical conveniences of various kinds—as well as numberless other large and small items.

"Construction of new homes, or remodeling of old ones, has been put off—

"Out-dated automobiles have been continued in use by motorists who can well afford a new car.

"All of these things have contributed to the general slow down of industry and business—thus encouraging the reign of fear that has engulfed so much of the nation—

"Money is of no earthly good—except for use!

"'Earn, spend, save,' is a formula under which individual and national progress is assured."

The man who spends less than his means would normally dictate, is as much of a burden on the country as the man who continually spends more than he can afford. This country possesses an almost limitless market for commodities of all kinds. We need more homes, more cars, more roads, more farm and factory machinery, more clothing, more labor saving devices in home and industry. It is purchases of things such as these that make new jobs, new purchasing power higher national income, and greater opportunity for both capital and labor.

Spend wisely and frugally. Keep your budget balanced. Don't get your self in the hole. But always remember that sound spending is vital to the maintenance of our standard of living, to the advancement of recovery, and to the ultimate attainment of pros-

perity.

### A LETTER TO MY READERS

By Upton Sinclair

Ever since 1906, when "The Jungle" was published in seventeen languages, there have been millions of humble people who have counted me as a friend. Today, when there are over ten millions copies of my books in existence in more than forty languages I am making an effort to reach these many readers, in what I believe is a grave crisis. To that end I ask the help of the radio stations, and of editors of publications of liberal and democratic tendency, regardless of party or faction.

Being at work upon a play dealing with the French revolution, I have been reading the documents of that time, and in a thousand details am struck by resemblances with events now being reported. History is repeating itself, and mankind has not learned enough from the sufferings of a whole continent over a century and a half.

The people of France attempted in 1789 to break the chains of feudalism, and the monarchies of Europe went to war to put those chains back upon their wrists. The result was the ravaging of a continent by twenty-two years of mass slaughter; the so called Holy Alliance was riveted upon Europe, and the people of France were forced to wage several wars, both foreign and civil, before they won their elementary political rights.

One continent was involved in that struggle; but today we see the same course of events upon three continents. The people of Abyssinia, Spain, and China, are fighting heroically for the rights of self government; four autocracies are banded together against them, several more are lending secret aid, and the whole world is involved in a campaign of official lying. Conditions today are in many ways more sinister and deadly than those which prevailed in revolutionary France. In those days there were few newspapers, and the war of ideas was carried on by leaflets and pamphlets which were easy to print; but today the giant press is in the hands of special privilege, and in the radio the ruling classes have made themselves a master weapon for controlling the mass-mind. In 1789 military weapons were crude; the people of Paris could forge themselves fifty thousand pikes in thirty six hours and with these overthrow a nine hundred year old despoism. But today a people cannot get free without rifles and machines guns and in the last few years it has been demonstrated to the

world that they cannot stay free unless they can manage to persuade the masters munition factories to make them bombing and pursuit planes, giant cannon hauled by tractors—all the equipment of mechanized militarism, costing hundreds of millions of dollars.

The system of production for private profit, dying of the poisons engendered in its own body is today dragging to its doom the civilization which it has helped to spread and develop. Five years ago I defined Fascism as "Capitalism plus murder." That was the truth then. Class privilege, terrified by the spread of revolt against mass suffering, created a new force for its defense. But now we see a further development; the new force turning out to be stronger and more deadly than its creator. Gangsterian has seized the world, and the capitalists too have a master.

At the outbreak of the World War Prussian militarism was called by this writer "the Beast with the brains of an engineer." In the twenty four years that have passed, that Beast has been to school and perfected his technique. He no longer permits opposition methods which have not been known in Europe since the days of Inquisition and the St. Bartholomew Massacre. He burns books upon a scale forgotten Alexandria deprived us of most of the since the destruction of the Library of intellectual treasures of ancient Greece and Rome. He is not content with making slaves of the workers; he takes their children and twists their minds, turning them into little demons strutting with toy guns. He has made antimoralism and anti humanism into a religion and conducts on its behalf a crusade upon the five continents of the earth.

How can such things happen How can this evil thing go on from triumph? The answer is that privileged classes would rather see civilization perish than sacrifice their own power to exploit. In every nation where the profit-system prevails the masters of munitions, of steel and oil and money, speculators, in the means of human life, gamblers in misery, death and destruction, are openly or secretly the friends of Fascism Nazism; still clinging to the hope that they can master it or buy it, and use it for the holding down of the workers the preventing of a new birth of democracy in the world, this time in industry as well as in government.

The result is that patriotism is a deception in our society; class has become more than country, and in every government the rulers are intriguing with other governments to keep the people down, betraying them, betraying civilization itself. That is why in

France the money lords are willing to see Germany fortifying the Pyrenees, and Italy plotting to cut them from Africa, and counter revolution preparing to destroy the democracy of France. That is why the British Tories have been willing to risk the cutting of the lifeline of their Empire, and to see Germany win the World War twenty years after—rather than take the risk of that Socialism which must surely follow a Hitler or a Mussolini defeated in war.

Events are moving so fast that what is written today may be out of date tomorrow. One can only guess at the future; but on Sept. 15, 1938 we see the brave and truly democratic people of Czechoslovakia about to be thrown to the wolves to keep the pack sated a few weeks longer; the people of Hungary, and Roumania and the Balkan states of Denmark, Holland, and the Balkan states, all trembling beneath a rumbling avalanche. Throughout far-off Asia the poison is being spread; there is not a country in South America free from it; and even in my own "sweet land of liberty" we have in our State Department men who are open sympathizers with reaction, and who, with the consent of our President, are using a hypocritical "neutrality act" as a means of strangling the democratically chosen people's government of Spain and denying it the right to purchase arms for its own defense. This action is putting an iron band of Fascism about Spain; it is subjecting France to British Tory intrigue, and in the end it may break democracy in Europe.

Against such array of military and money power there is no defense save in the awakening people. To all workers and producers whether of hand or brain, wherever these words of mine may be able to penetrate, I plead Do not permit this conspiracy against justice and human right to take another step towards triumph. People of France, do not permit the Spanish border to be sealed. People of Britain, stop the deal with Hitler which will permit the sacrifice of the little peoples of Central Europe. People of Soviet Russia, help the world to understand more clearly the difference between producers and exploiters, and why all the hopes of the future lie in the producers. People of Asia lift your voices against the military lords of Japan. People of South America, cherish your revolutionary traditions and do not permit money to become more than liberty and truth.

To the people of my own country, Sons and Daughters of the American Revolution, I plead that they prepare for that new birth of freedom (Continued on page eight)

# BUYERS' GUIDE

by Clarence H. Peacock

Colored Americans must be made aware of the fact that their newspapers are their most effective and respected weapons in their fight for economic security. The Negro press is now an established institution capable of maintaining influence, prestige and power. Within recent years great strides have been made in Negro journalism and in the quality and appearance of our papers.

Although our papers are widely read and absorbed by our people many of them do not fully understand or appreciate the importance of this medium. Every reader should know that he plays an important part in our collective efforts for group betterment.

This year American business men will spend approximately \$450,000,000

for advertising as an expression of their faith in the future. Last year white business men spent \$500,000 for advertising in the Negro press, while Colored business men spent approximately \$25,000 for advertising in their papers.

Negro business men must cultivate this market if they are to reap the full benefits that are found there. They must lead the way by advertising and by developing the art of spreading constructive propaganda. They should participate in all public affairs whenever possible and they should sponsor and create interest in those things that will bring legitimate publicity to their business.

In a recent survey made of the daily morning papers in New York City, it was found that the circulation

in the Harlem area of one paper was 24,704. There are 26,969 families in this section therefore the family coverage for this paper in Harlem is 91.9 per cent. The combined circulation of the four morning papers in Harlem was 34,704. This shows that Negroes as a group as susceptible to advertising as any other group.

Another interesting fact disclosed in this survey was that in the entire borough of Manhattan the median annual family expenditures was \$2,675, while the median annual family expenditure in the Harlem section was \$3,097.

Colored business men and the readers of our papers must give their full support to these papers for it is through this median of expression they can build business and insure the economic future of the race.

### THE INFERIOR

(by William Henry Huff for ANP)

The one who's been unused to things  
Is the one who gets excited  
When freak of fortune quickly brings  
A loaf to him benighted.  
He hoists his head and ups his nose  
To show he is superior;  
This makes his friends his lasting  
foes—  
Such person is inferior.

The things he gets are "best of all,"  
To listen to his raving;  
All other people, too, are small—  
This red rag he is waving,  
But all this tells the wise old world  
A new jackass is braying,  
With all the quips that he has hurl'd  
He's decayed or decaying.