

THE OMAHA GUIDE

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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.

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.

EDITORIALS

ELECTION TIMES

In a few weeks the American people will go to the poles to vote and elect men to public office. The ballot is a very sacred instrument as well as powerful and can be used to better our economic, political and social conditions. The Negro race has a great opportunity to advance in this Nation and that opportunity should not be cast to the winds. Now is the time to consider the candidates who parade before you and ask for your suffrage. Examine their records on public issues where our people are concerned. Now is the time to make your demands for your rights as citizens and as taxpayers and as voters. Don't wait until election day is over and be disappointed and then cry out, "Well, we will get even at the next election." You have been saying that for the past 40 years, and the candidates don't believe you.

Our leaders must think in terms of the advancement of the race rather than a job for one or two. After all, the Negro race is bigger in the life of Negroes than any partisan politics and our leaders who make their living from the sweat of the working masses had better learn that very thing. The time is at hand when our people must support and vote for men and measures, rather than traditions. Vote for those men seeking public office who are willing to give the Negro a square deal in the economic, political and social development of this Nation. From now until November, candidates will be appearing before you passing out their literature and making promises. It is up to you to weight and consider the evidence in the light of the possible betterment of our race and the nation, and then go to the polls and vote intelligently.

BE WARY

A short time ago it was announced that the post office department was investigating certain "mail order" insur-

ance companies, to see if they were operating in violation of the law.

Whatever the results of this investigation, the prospective insurance buyer will do well to keep on his guard. "Prize" policies, whether for life, accident, or what not, usually contain long lists of exceptions and limiting clauses in fine print which make it impossible for the unwary buyer to actually obtain what he thinks he is purchasing.

Buy your insurance from a well-known company, with agents in your locality. Pay standard rates, and get policies that mean what they say. That's the best insurance protection anyone can obtain.

TWO APPLES A DAY!!!

Because of a number of complicating factors, the apple marketing situation seemed to grow progressively worse for several years. Then last year faced with a bumper crop, intense competition from other fruits, and a downward spiral of consumer purchasing power, apple producers decided it was time to take action if ruinous losses were to be avoided.

They appealed to the organized food chains of the nation for help—and out of this request, came the "National Apple A Day Sale", which was participated in by thousands of chains in all the states.

A report has now been issued on just what the sale accomplished. It is an inspiring example of what organized distribution, buttressed by extensive newspapers advertising, can do for the farmer.

During the eight months from September, 1937, through April, 1938—the period embraced by the campaign and directly following—the chains sold 47 per cent more apples than in the same months a year before. And this was not all. According to retail experts, the campaigns stabilized prices and gave consumers excellent value. It educated thousands of persons to the value of apples, thus creating permanent new demand. It brought producers and retailers closer together in discussing other mutual problems. And of immense importance, it crystallized consumer attention on grading, packing and other phases of apple marketing—thus increasing the sale of high as well as lower grade fruit.

Thus was a big job well done. The surplus problem was greatly alleviated. Farmers got a good cash return for their crop. Many long-range benefits were achieved. It's no wonder that progressive American farmers are coming to look on mass distribution as one of their greatest allies.

GET DOWN TO FUNDAMENTALS

The average American is highly wary of Communism, Fascism or other foreign "isms" which he believes may slip through our borders surreptitiously and destroy freedom and democracy as he knows it. Yet it is highly probable as Dr. Nicholas Murray Butler has pointed out, that the great threat to American Democracy lies within our borders. Abuse of taxing power, gradual centralization of government, and a growing bureaucracy are a few of the evils that are insidiously undermining Democracy from within, observes Dr. Butler.

Political demagogues have taught millions of persons to believe that the way to better things lies in the destruction of wealth, or, if you will "redistribution of wealth," which is another way of putting it. The taxing power of government is being used to do the job. Instead of seeking to create more wealth, more production, and a higher standard of living, the country is backtracking. The people are confused. They are allowing public money to be used to destroy taxpaying enterprises and private jobs under the delusion that they are thereby establishing "social justice," "social security," or some Utopian condition that appeals to mass sentiment.

What is the ultimate solution to this problem? There is only one solution—public education! Just as the three R's readin', 'ritin' and 'rithmetic, are taught to every child, so must the simple fundamentals of economics—the bread and butter side of life, the obligation to produce, the obligation to save—be taught to every individual, child and adult alike. Only in this way can Democracy ultimately survive.

"ACUTE INDIGESTION"

The taxpayers and industries of this country have a vital stake in the railroads. That is the theme of an editorial in the Santa Fe New Mexican, which says in part: "Railroads pay a huge chunk of the taxes which keep up our public institutions. More often than not the railroad is the No. 1 taxpayer in any county. The railroads have financial difficulties. They are entitled to help, but it should not be benevolent paternalism on the part of the government, nor should the government toy with the idea of going into the railroad business. It is to be hoped that railroads can work out some plan whereby they can get financial assistance without having to sell their souls. It is becoming increasingly apparent that if railway business isn't healthy, most other forms of enterprise have acute indigestion, too."

The retrenchment that has been forced on the railroads, because of the failure of regulatory authorities to permit them to charge a "living wage" for their product, has been an important factor in prolonging hard times. Under normal conditions, the lines spend more than a billion dollars a year for supplies. They purchase some 70,000 different items. The little manufacturer of, say pins or blotting paper is a beneficiary of this—as well as the large manufacturer of locomotive air brakes. And it is this vast purchasing, spread throughout the 48 states, that is normally responsible for hundreds of thousands of jobs—skilled, unskilled, technical and clerical.

The solution to the railroad problem is basically simple. The lines must be given rate increases sufficient to pay costs and earn a profit. Inequalities in the method of regulating them and their competitors must be ironed out. Not until this is done, and our largest single industry given a chance to get back on its financial feet, will industry at large be able to rid itself of "acute indigestion."

The Crucial Accident Period

The automobile death and accident rate has shown a steady decline for a number of months. But now the crucial test period is at hand.

We are entering the most dangerous driving months. Fall brings rains, to be followed by the ice and snows of winter, all of which immeasurably increase driving hazards. Equally important, these seasons bring shorter days—and the accident rate at night, is much higher than in daylight.

The wise driver will prepare for this dangerous period. And preparation should take two forms. Put your car in first class condition, so far as brakes, lights, tires and steering are concerned. And put yourself in the proper mental condition for safe driving. Never forget that the human element is the responsible factor in the great majority of accidents. Before anyone can drive safely, he must think safely. He must know the hazards he faces, and be prepared for them. This "safety consciousness" is the first and most vital essential of accident prevention.

Remember that chance-taking isn't clever. Any fool can push the throttle to the floorboards, pass on hills and curves, disregard adverse weather conditions, and perform similar acts of idiotic recklessness. Caution is the product of intelligence.

Drive safely all the time. And be especially careful in the fall and winter seasons. Then the accident rate will continue to go down.

BUYERS' GUIDE

by Clarence H. Peacock

A \$40,000,000 market is large enough, and important enough for any manufacturer to consider seriously, in merchandising his products. Last year Colored consumers throughout the country spent over \$40,000,000 for tobacco.

In 1937, \$25,000,000 was spent in advertising by the four big manufacturers of cigarettes. The manufacturers of Chesterfield cigarettes spent \$8,900,000 in advertising. Camels spent \$8,500,000. Luckies spent \$5,600,000 and Old Gold spent \$4,000,000.

I find that not one of these four companies, during the year of 1937 found it necessary to advertise in the Negro press, or to make any direct appeal for colored patronage in this \$40,000,000.

If these manufacturers had spent as little as 1 per cent of their advertising appropriation in the Negro press, the purchasing power of the Negro race would have been greater by \$250,000, in 1937. This quarter of a million dollars might have given employment for one year, to 184 Colored youths, at \$25 a week.

Why is it that these manufacturers are ignoring this \$40,000,000 market in their advertising? Obviously, they have all the Negro business they want without making any special appeal for Colored patronage. Just as long as the majority of Colored consumers persist in buying almost any brand offered them their economic status will not change.

Some time ago, the R. J. Reynolds Company, manufacturers of Camel ci-

garettes, advertised their products in the Colored newspapers. The response of the Colored consumer to these advertisements evidently was not great enough to warrant them to continue using the Negro press, as an advertising medium.

If Colored smokers had given their full support to these advertisements, by buying Camel cigarettes, Camels would have continued to advertise in the Negro press. As a result, the increased sales would have been a sufficient inducement to have encouraged the company to have employed more Negroes, both in their factories, and also as Colored salesmen and representatives.

At the present time, there are three brands of cigarettes being advertised in

our Colored newspapers. They are Twenty Grand, Domino, and Marvels. These brands deserve your patronage. Demand them when you make your purchase.

LOOK BEFORE LEAPING

Mass distribution is here to stay. Make no mistake about that. One hundred and thirty million people can't be fed, clothed and housed by the same methods that were used in this country a hundred years ago. Seasonable prices and smooth functioning efficiency are essential. And these are the keystones of mass distribution. Do away with it and you will bring about a lower standard of living. These are facts that no amount of political ballyhoo can change.