

THE OMAHA GUIDE

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All News Copy of Churches and adu Organizations must be in our office not later than 5:00 p. m. Monday for curren issue. All Advertising Copy or Paid Articles not later than Wednesday noon, preceeding 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 whil will stand the acid test of good.

EDITORIALS

Abundance or Depression!!!

—oOo—

Speaking on the importance of normal consumption of basic products, Mr. W. M. Jeffers, President of the Union Pacific Railroad, expresses the following common sense ideas that show there is no dividing line between the interests of production, distribution, transportation and employment.

The business depression of the past eight or nine years has focused national attention on the railroads and their problems. It has placed them in the position of parading their troubles before the world and of continually complaining of regulation, taxes and wages, while trying to meet the other fellow's problems as well as their own.

They have given faster service, later departures, earlier arrivals, modernized equipment, smoother handling—any one or all of which may easily be factors of far more importance than a fractional reduction in rate, in the solution of a shipper's difficulties.

Distribution costs have grown tremendously in many lines of business. This may be traced to the merchandising or selling methods of the producer, or to federal or state legislation, or to competitive conditions.

"The grading of agricultural products, the packing of merchandise for sale, the cleaning of your windshield or putting air in your tires when you buy gasoline—all of these and many other services have added to the cost of distribution. I have no quarrel with any of them. They are praiseworthy and successful methods of merchandising. But railroad freight rates and charges have not increased, and today revenue per ton mile is only a fraction of what it was twenty years ago." said Mr. Jeffers.

"This problem of distribution concerns us all. There is need for proper government regulation in connection with distribution, but not for government control. Control can only result in putting the government in business.

the establishment of federal competition with private enterprise.

"We live in a land of plenty—of surplus in many commodities. And still we have millions who are underfed, poorly housed, illy clothed. What a paradox!

"Hundreds of millions have been expended for relief in its various forms, and other hundreds of millions to control surpluses through reducing production.

"Why not expend these hundreds of millions in distributing America's products to the far corners of our land—thus enlarging consumption, production, payrolls, reducing relief and finally restoring private industry to the position of absorbing unemployment.

"The interests of producers, shippers, railroads and labor, are identical. Only one thing will increase traffic and that is greater consumption which in turn means greater production or potatoes, or anything else, if you decrease production or choke consumption. Only by narrowing distributor costs through volume distribution and working together unselfishly with increased production. And only by consumption is it possible to utilize in-mutual appreciation of fair play car that be brought about.

A SIGN OF THE TIMES

—oOo—

A news story yesterday told how the Rev. T. H. Gibson, a white minister refused to be intimidated by a Ku Klux gang, which invaded his church down in Miami, Florida. The mob threatened Rev. Gibson unless he would consent to oust a group of Negro chorus singers who were participating in the church services.

One of the Ku Kluxers, serving as stooge for political reaction demanded that the minister observe "the unwritten law in this town that colored people cannot take part in the services at the white church." But when Rev. Gibson stood his ground and refused to be browbeaten or frightened the news story reports that the cowardly terrorists "went away quietly."

Buried away in the Daily press, it was made to appeal that this item had little or no significance—or that, at best, it fell in a "believe it or not" category.

In actuality, this little story is a sign of the times.

It is what is taking place more frequently in the South, although the Tory Cfifon Ed Smiths and Walter Georges try frantically to conceal it behind a smoke-screen of Negro-baiting and "white supremacy" nonsense.

It shows that the lynch oppression of the Negro people hits the civil

rights of the white people as well. And more important still, that the white people in the South are beginning to realize this more clearly day by day.

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HOME BUILDING IS NEWS

—oOo—

In a recent issue, the magazine Life published a handsome housing portfolio that should come as "news" to millions of American families.

The purpose of the portfolio is to point out that these families can build and buy far better homes than they now rent without increasing their housing budgets, with the aid of modern construction methods and long-time, low interest mortgage loans.

Life does not simply illustrate a variety of homes, with dry-as-dust statistics concerning costs. Instead it takes four actual families, one each in the \$2,000, \$3,000, \$5,000 and \$10,000 income groups, and discusses their housing needs, wants and ambitions. As it says, it "invited them to make their individual housing problems a laboratory test tube."

In pursuing this idea, it retained eight of America's foremost architects to design actual houses for these families. Two architects were assigned to each income level—one to plan a modern house, the other an up-to-date traditional house. It is pointed out that building costs in 1938 average a full ten percent below 1926—and that it is possible for the same amount, to build a far more efficient, attractive and livable home than you could build ten or twelve years ago.

This country needs home building on a vast scale. It needs it because so many families today live in inadequate houses, and can't afford better. It needs it because residential construction provides a big answer to the recovery problem. Every dollar spent for a home creates one hour of labor for a workman. It stimulates the great heavy industries, such as metals, cement and lumber, which are now dormant. Life, and other publications which have taken an interest in this question, are performing a fine public service by dramatizing home building to the public.

NOW THAT THE WEEK IS OVER

Fire Prevention Week is over, But it will be a major tragedy for the nation if we simply forget about it, as if it had never been.

This year unprecedented effort was given to instructing the public on the hazards that breed fire and how they may be eliminated. The radio, newspapers, magazines—all avenues of communication joined in the great work.

And equally important, according to reports, the public showed an increased appetite for information.

So far as you are concerned, every week should be fire prevention week. You have learned of the importance of periodically repairing your heating plant—of the dangers inherent in improper storage of inflammables—of the hazards of accumulations of old newspapers, clothes and other stuff that should go to the junkman—of the chance you take when you amateurishly repair electric cords or put a penny behind a burned-out fuse. If you're wise, you eliminated these hazards in your home during the Week. Now—make a note in your memorandum book to keep your own fire prevention campaign continuously.

LIFE MAGAZINE FOULS

A Recent issue of Life Magazine presented a pictorial study of the growth of the Negro in America, during the last seventy-five years. Along with this presentation, the Editor took the opportunity, in a cowardly way, to hit the race below the belt. This was done by the use of one of those anonymous quotations that might have been written by almost anyone, even the Editor himself.

Such drivel smacks of Georgia. It is as if it were written for the consumption of the deep South. It is like saying "the Negro has done well, but of course you understand he has his limits". A pronouncement of this kind leaves the reader with the feeling that the Editor is reassuring his subscribers in this wise, "we have neither hope, nor brief for the Negro."

If Life wanted to tell the story of the Negro's growth, that was enough. It was not necessary to raise the social issue. The mere story of the Negro's struggles makes a complete picture.

If one just wants to be mean the story of the white man can be told with the sad commentary that after thousands of years of enlightenment, millions of whites have yet to be culturally absorbed. If you desire proof, go to the slums.

Reporter: I've got a perfect news story.

City Editor: The man bite the dog?

Reporter: No, a bull threw a Congressman.

Customer: You'll have to take this steak back and get another piece. I can't even begin to cut it.

Waiter: Sorry sir, I can't take this back now. You've bent it.

BUYERS' GUIDE

by Clarence H. Peacock

While some advancement has been made in the political and social life of the Negroes in Harlem, their economic status has changed but little within the last ten years. In October 1928, the "Advertising And Selling" magazine published an article by H. A. Haring called "Selling to Harlem." The following excerpts from this article will give a clear picture of some of the conditions that exist in this community and in other cities where there is a large concentration of Colored people.

Indigention, and vacity, laxatives, cosmetics and silk stockings are the outstanding traits of Harlem. They point to the secret of Harlem's merchandising, for within the district are hundreds of small merchants growing rich by catering to these traits, perfectly willing for Harlemites to go to

125th Street for their shoes and hats, suits and cloaks, and furniture.

Four times, too was I told, 'If you want to get rich, come up here and open a delicatessen store. The chain store groceries cant make a go here, but a delicatessen—that's a different story!

Throughout Harlem (excepting 125th St.,) there is not a single department store or dry goods store that is worthy of name. On Sunday afternoon, at a haberdashery window next door to a moving picture house, 31 Negroes were found crowding to the window. Without, apparently being observed it was possible to get near enough to discover the cause of their gesticulations. The 22 men aided by the 8 girls were discussing ties!

After the movie doors had opened and the crowd was gone, it was rather

surprising to observe that not a tie in the window was priced for less than \$2.00. On the following evening, I chatted with the owner of the store, and discovered that he had sold four dozen ties that day at \$1.50 and over. "I used to work on lower Broadway," he said where we thought we had the cream of the world. Never again! Here I'm paying \$60 rent and doing more business in socks and ties than Wana-maker does.

At another place, where women's hoisery and underwear filled the windows, the proprietor, who has been seven years at the one location, enlightened me by stating: "Half of the time the women dress in hand me downs given them where they work. But when they dress up it's done to a finish. When a women has five dollars, she

can't get by my window any more than her man can get by the one next door." It was found that the window next door was filled with soft-shelled crab.

The writer might add, that today ten years later, fundamentally these same conditions exist. These conditions are a challenge to all thinking Colored Americans. Will we at the end of the next ten years be in the same rut or will we take advantage of the existing opportunities to solve our economic problems. A planned program for mass action, both for publicizing discrimination and for extending opportunities, a further union with organized labor and an extended program of vocational guidance for Negro youth will do much to correct some of these economic injustices.