

# 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

### THE WAGE AND HOUR BILL

The New Federal Wage and Hour Law, which went into effect last week is potentially of great benefit to the Negro but whether it will be so practically is another question. From reports coming in from various sections of the country the first reaction to the bill has been the laying off of many workers by manufacturers and other employers. This was especially true in the South, where employers of colored labor are reported to have closed down rather than comply with the law insofar as their employees are concerned.

The law makes mandatory the 44 hour week throughout the nation and a minimum wage of \$11 per week for unskilled labor, with set minimums for semi-skilled trades, applying to all workers regardless of race or creed.

We believe that the action of some employers in cutting down of their number of employees in order to keep their payrolls on the present basis is a bluff to embarrass the present administration and to prevent the enforcement of the strict law. The idea is to put the administration in a quandry, so that if the new law is strictly enforced the relief rolls will be increased by those thrown out of a job, whereas if exceptions are made as in the case of Negro employees, these exceptions will defeat the purposes of the law.

The New Deal faces its most severe test in the administration of the law. And we shall watch with interest to see that no exception is made in the enforcement of the law in so far as the Negro is concerned. However, we realize that some time will be needed to perfect the machinery for the proper enforcement of the law and there is need for patience on the part of both employer and employee.

The Puritans used to go out and get their turkeys on the wing. Nowadays, we go out and get them on the cuff.

### BACK TO BARBARISM

Only a state with low standards could send a child to prison for life, and only a Negro child would be so treated so. Louisiana is the state which is guilty of this monstrous crime against childhood and itself when it imprisons an 11 year old boy charged with murder.

Prejudice is a taskmaster. It makes its victims harm themselves for the slim consolation they get out of the wreck they make of other. Louisiana saddles itself with an expense year after year in feeding housing and guarding this boy. Even if it makes him work while in prison, to whatever degree he is productive he interferes with regular industry that much. It will spend a sum on him which, if put into schooling would prepare a dozen like him for useful living.

This dollar loss is only the small part of the evil done. The human values destroyed are to be reckoned. The boy might have the making of a useful citizen. His one act should not damn him body and soul. A multitude of children go about pointing their index finger and saying, "I shoot you." Other carried out the threat. Only he is held responsible. In the other case the community says a child cannot know what he is doing. Few of us who have reached man's standards for what we did as children. Our misdeeds were treated as pranks, and pranks is all they were even where the consequences were grave. A child cannot have evil motives, within in the meaning of the law and therefore cannot be guilty of crime.

If Louisiana were wiser, even if it continued to be prejudiced, it would see that it is cheaper to educate and prepare Negroes than to penalize them. But Louisiana is not wise. Prejudice blinds it to its own interest. No wonder it does not see what is good for Negroes. It does not see what is good for itself. None is so blind as he who refuses to see.

—The Call.

### IN WAREHOUSES

It is three weeks now since Secretary Wallace proposed that the Government take action to turn over the farm "surplus crops" to the millions of unemployed and needy families

A sensible and practical proposition. But thus far, not much has been done about it, except getting the press has been getting purple in the face at the idea, and hurling all kinds of "arguments" against it.

Last week Secretary Wallace re-

turned to the idea in a speech over the radio, and urged its adoption. It is indeed time to act. Let the people consider the facts—

8,000,000 bales of cotton are lying unused in Government warehouses, bought and paid for with Federal funds.

100,000,000 bushels of "surplus" wheat are now available, but unused.

This situation is true also of fruits, butter, milk and corn.

Why not permit the Farm Surplus Corporation to turn into clothes for the facilities which cannot buy? Why not give them, at very cheap prices, or as a relief benefit, the unused food?

### GHOSTS TOWNS

When resources wither, cities die. When dust blown acres supplant the lands of fertile green, when once rich oil strikes dry up, when sweeping timber stands have been ruthlessly slashed to earth, they leave behind them only ghost towns, ghost communities, and poignant memories of the days when natural resources in full prime made them thrive in a hum of prosperity.

It has remained for the last two or three years to show that good will, co-operation between managements and workers for the common, as well as their own good, is also one of the most precious resources any community can boast. And when this resource is exhausted, the threat of a ghost city becomes all too imminent.

Last week, O. M. Morris a prominent Arkon, O., hotelman, who knows whereof he speaks, portrayed a modern industrial tragedy in these words: "Arkon is now dubbed the ghost city. It is still shrinking. The few remaining industries are in the process of joining the exodus to avoid Arkon's incessant labor difficulties. We tried everything in order to survive, and at last we found the answer—Public opinion."

"But public opinion didn't turn back to sanity in time."

News from the business front is almost uniformly good. Typical comment came recently from Alfred B. Sloan, head of General Motors, who said, "I feel encouraged for the first time in many years that American business and industry are headed for a long uphill pull." Inasmuch as Mr. Sloan has often tended to be very pessimistic in the past, this is regarded as being of exceptional significance.

Four about ten successive weeks, the business indicators have shown steady advances. This is largely due to major improvement shown by the

automobile industry, whose new models are now coming on the market. In one late week, car output jumped 50 per cent. Monthly shipment rate, it is expected, will soon be at the 250,000 point.

Construction figures continue to be another bright spot in the picture, with both residential and non-residential building far above the levels of last year. Still more substantial increases in all kinds of building, including public works, are anticipated for this winter and spring.

Retail trade, which hung behind industrial production during most of the summer months, is on the wise now, with Christmas prospects in most parts of the country good.

It is an interesting fact that the wage-hour came into effect without causing much of a ripple in business. One reason is that most large businesses are unaffected by the law's minimums, inasmuch as they have long exceeded them. Another is that most business men believe that moderate reforms of this nature are inevitable and desirable.

### THE WORLD'S BEST MILK

A health specialist recently pointed out that the United States, on a whole, has the best and purest milk supply in the world.

A considerable part of the credit for this immensely important achievement must be given to the large dairy markets of America. Part of their work has been to show farmers how to improve both the health and productivity of their herds—and also how to handle milk in the safest possible manner. These lessons have been widely followed—and our pure milk is the result.

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### Table Talk

At a dinner recently, a man sitting next to a lady was, to say the least inebriated: He leered at her and commented: "Say you are the homeliest woman I've ever seen."

With a show spirit she replied, "Well, you are the drunkest man I've ever seen!"

"I know, madam," the sousse answered, "But I will get over that in the morning."

Young Housewife: Honey, since you have already eaten three helpings of my first batch of biscuits, I'm going to bake some more for you tomorrow. Won't that be lovely? Won't that be—speak to me, darling, speak to me!

# BUYERS' GUIDE

by Clarence H. Peacock

There is probably no other type of retailing today in which the race business man faces more complete and drastic competition than the retailing of grocery products. It was in this field that the chain system of retailing first achieved real success bringing with it the economies of scientific management and large scale operation. In spite of this fact, however more Colored people are engaged in the retailing of groceries in the United States than in the retailing of any other type of consumer merchandise.

There are 6,364 Negro owned and operated grocery stores throughout the country. They reported total sales amounting to \$13,621,000 or an average of \$2,140 per store. These stores give employment to over 15,000 Negroes, their total payrolls amount to

\$545,000 a year.

How many of these 6,364 Colored retail grocery stores will take advantage of this opportunity to create interest in their business by advertising their products in our papers? Here is a chance for Negro business men to spread constructive propaganda of a sort that will increase their sales and build up good will for future business.

In Harlem there are 1,200 retail grocery stores that serve the 260,000 Colored people in that section. At least half of these retail stores are units of seven or eight chains and of the others not over 50 are owned and operated by Negroes. What is true of Harlem is relatively true of every city where there is considerable Negro population.

Colored youth need education and training that will lead them into those

channels of business where they can meet and compete on an equal footing with all other Americans. They must be taught not only to use their hands but they must sharpen their wits and advance their thinking so as to meet the shifting requirements of a changing world. Fortunately a new generation is rising a generation more articulate, more aggressive and more conscious of its economic rights, generation that will fight collectively for the opening of those doors that have been closed to them.

Colored people spend approximately \$4,000,000 a year with the 608 Colored owned and operated drug stores in the country. These stores give employment to approximately 862 people and pay them over \$431,000 a year in salaries.

Negro drug stores are one of the few Negro enterprises whose number did not suffer greatly in the failures during the depression. The reason for this is the law requires that a graduate pharmacist be in charge of the prescription department, which makes it less easy for the uneducated to enter this field of enterprise.

Recently a certain brand of nose drops that were highly advertised, were put off on the public as sure fire for colds. On investigation it was found that these drops were actively detrimental and had in many cases of children's colds, led to lipoid pneumonia and death.

For economic security read your newspapers and buy their advertised products.