

# THE OMAHA GUIDE

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All News Copy of Churches and add 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

### DRIFTWOOD

—oOo—

Too often the current is filled with driftwood. Until it is picked up by the tide, it is not driftwood, but a potential mahogany cabinet, or a potential part of an ocean liner bearing men and valuable cargo made by the machines of men. Lying along the shore, it is swept up by the current and ruthlessly rushed along downstream where it may eventually be used for a poor fisherman's fire.

Thomas Gray thought as did the wise men of old when he mused over this world's disappointments and wrote his memorable "Eulogy in a Country Churchyard." Similar eulogies could be written upon the scene of "The American Breadline" where potential "mahogany china cabinets" have become driftwood. Slum districts were men revel and seek to lose their worries through the medium of intoxication would also evoke an eulogy. Here is driftwood that has been reduced to such by the world. True, there are some who could stay out of the bread lines—be other than driftwood, but it is much harder. There are those in greater number, however, who made valiant attempts but have been buffeted about the world to such a degree that they have decided that there is no use of taking another fling at "cruel" life. They content themselves with following the line of least resistance.

The axe that is made of good steel and that has a keen edge will not be dulled when tried against the time-toughened oak. The inferior still cannot stand the gaff and will be tossed upon the scrap heap. Life will give a man's mettle its most severe test. A wreath to him whose mettle survives the test; and pity and air, rather than scorn, to him who is unfortunate enough to be forced by the world to cast his lot with the driftwood.

From the devastating tide that is ever sweeping the shore can still be snatched the driftwood. Ere it reaches the fisherman's fire it can be towed ashore and used to build a castle.

—Edwin A. Wilson

## THE COST OF FIRE INSURANCE

There is considerable misunderstanding of the basis upon which the cost of fire insurance is determined—and also of the record made by the insurance companies, especially the stock companies, in reducing their rates.

Insurance companies have no premium revenues save those derived from their policyholders. Their expense hinge upon the number of fires for which they must pay. Thus, when fire losses go up, rates must rise. And when fire losses go down, rates decline.

Naturally, a community cannot have one good year so far as fire losses are concerned and then expect immediate reductions. Rates are fixed over a considerable period of time—and a community must prove that there is good expectancy that loss will stay down before it is possible to slice its rate.

For over a generation the stock fire insurance companies have constantly reduced rates, and they are now at the lowest level in history. Their overhead costs, considering the complicated nature of business, are held to a very low percentage. They constantly advance their standards of routine efficiency, in the interest of the policyholder.

We will have further reductions in the cost of insurance as we earn them. We cannot have them if we continue our national habit of permitting fire hazards to exist and multiply on property until a blaze results. Several hundreds of millions a year in property values go up in smoke—and at least eighty per cent of that loss could be avoided with simple precautions.

The stock companies are as eager as their policyholders to lower rates. Whether rates will go down or up in the future is a matter that is up to all of us. If we indulge in the careless and slothful habits that cause fire, we must pay the bill.

## DRIVING, A PRIVILEGE—NOT A RIGHT

It is high time we realized that the operation of a motor car on the public highways is a privilege—not a right.

Every automobile is a potentially lethal weapon. Properly used, it is one of man's most desirable mechanical servants. Improperly used, it is a terrible menace to the lives, health and property of everyone in the area it travels.

Rigid training is necessary to obtain a license to pilot an airplane—yet the plane travels empty airways where, generally speaking, it cannot endanger others. Locomotive engineers must likewise undergo years of arduous ex-

perience, and must prove their physical and mental competence and responsibility before being entrusted with a train—yet a train operates on tracks, and has no traffic congestion problems. Still, in most states, we allow anyone, whether he be competent or incompetent, careless or reckless, of good habits or bad—to drive a car on crowded arteries of travel where the slightest error of judgement may cause a death!

It is an undeniable fact that a considerable percentage of the people now driving should either be denied that privilege or forced to undergo a period of training to make them abler, safer car operators. Some of these people are physically incapable of driving properly. Many more are mentally incapable, congenitally incompetent, or reckless. And the toll is 35,000 lives a year.

We will never solve the accident problem until we adopt drivers' licensing regulations that will keep the incompetent and reckless driver off the public roads. No man has a "right" to drive until he can show how definitely that he is worthy of the "privilege" bestowed upon him.

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Is it consonant with democratic principles for the government to go directly into competition with the properties of its citizens, Is it proper for government to subsidize this competition with money received, in the forms of taxes, from all citizens—including those property it competes? Can socialism, whether it goes by that name or not, be extended without destroying the time honored American principle of individual enterprise and initiative? Can a politically constituted and managed body be trusted to serve the public as efficiently and economically as a stringently regulated private body?

It should not be forgotten that Norman Thomas, head of the Socialist party in this country, once termed the TVA the only genuinely socialistic experiment undertaken by the government. Nor should it be forgotten that if the power properties of the country can be socialized by the TVA and similar bodies, so can the insurance business, the banking business, the grocery business, or any other business, if the politicians decide on it. Socialism is easy to start—and difficult to stop.

The Supreme Court has the final legal say on the TVA, but the final decision on the principle of government the TVA represents can only be made by the people.

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It is apparent that the young men on the average of our time do not appreciate as they should the avenues open to them. For the most they care little about outside work and where they can find something on which to

lean they become wholly resigned to the favors of their friends and relatives.

Many young men who could be in college today are out because they do not have that urge of self help. They are unwilling to make the sacrifices necessary for their support.

What this age and the race in particular needs today are young men with a backbone. Manhood is the crying need of the day and a lazy indifferent person, thinking he is too good for common labor is a parasite to our program.

It is hoped that the young men will catch the spirit of the fathers, those brave men who came along when it took real steel to stand the rigors of oppression and race prejudice. The task before us is demanding more efficiency than the former age. We are met on the threshold of a new day and a new era. We must have brave men to take the helm. At no time was it more conspicuous than now that old men are falling out of the lines. Big places are becoming available for great men every day. The youth of the day must fill these places and they are demanding the highest standards.

We have faith in our young men. We want them to enable us to keep that faith. Our future is bright, but we cannot hold fast those fine friends that have ever stood at our back with a palpable and questionable leadership.

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## Definition

The identity of the young lady in withheld, but the memory of her answer lingers on with the instructor conducting a science course at a local high school. One of the requirements in the written quiz was: "Define a bolt and nut and explain the difference if any." The girl wrote: "A bolt is a thing like a stick of hard metal, such as iron with a square bunch on one end and a lot of scratching wound around the other end. A nut is similar to the bolt only just the opposite, being a hole in a little chunk of iron sawed off short with wrinkles around the inside of the hole."

The startled professor marked that one with a large "A."

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## Naturally

Usher: How far down do you wish to sit, lady?

Lady: All the way, of course.

—oOo—

## Machine Age

Jock: How do you like your radio, Mack?

Mack: Man, it's grand, but the wee light's hard to read by.

# BUYER'S GUIDE

by Clarence H. Peacock

Colored Americans are beginning to recognize the important part their newspapers play in the economic development of the race. They have been made to realize that it is only through their newspapers that the race can augment its strength with those in business and industry who supply them with the common necessities and luxuries of life.

Because of the increased loyalty and support of Colored people to their papers, many of the larger papers carry more local and national advertising than any other papers of a racial minority group in America.

An example of the loyalty and re-

spect that Negroes have for their newspapers and their advertised merchandise is shown in the city of Norfolk Virginia. The Journal and Guide, a weekly with a circulation over 27,000 carries more lines of nationally advertised merchandise than the local White daily paper the Norfolk Virginia-Pilot whose total circulation is 47,000.

In comparing the November 5th editions of these two papers, I found that there is not only a greater number of national advertisements in the Journal and Guide, but these advertisements on a whole were larger in size than those in the White daily, the Norfolk Virginia-Pilot.

A number of the white daily papers have been quick to recognize the influence, prestige and power of the Negro press. Some of these white daily papers in an effort to increase their circulation revenue, have given employment to a number of Negroes. The papers also devote a certain amount of space to news that is of particular interest to Negroes.

The Negro Press, educators and the leaders of the race should spend more time and effort in publicizing and pointing out those instances where group action has brought about greater benefits to the individual and race. It is this type of publicity that will do

much to increase and inspire confidence among Negroes for race betterment.

Colorde people must give greater support to our newspapers. It is the Negro press that moulds public opinion favorable to bettering our economic & social conditions. Our papers perform a definite educational and social function through the dissemination of information which the White press could not possibly perform. These papers also give profitable employment to hundreds of Negroes.

For economic, security, support our papers and their advertised merchandise.