

# THE OMAHA GUIDE

Published Every Saturday at 2418-20 Grant St.  
Omaha, Nebraska  
Phone Webster 1517

Entered as Second Class Matter March 15, 1927,  
at the Post Office at Omaha, Nebr., under  
Act of Congress of March 3, 1879.

TERMS OF SUBSCRIPTION \$2.00 PER YEAR

## EDITORIALS

### SALVATION IN NEW UNDER- STANDING

The year just closed was a momentous one, not only for the United States but for the entire civilized world. It was a year of crises, of dramatic and far-reaching changes in the structure of governments and peoples. By the narrowest of margins, a world war that seemed certain was averted. Yet, at the same time, major, though undeclared wars are in progress on two of the continents, brute forces has become the principal weapon of modern diplomacy and there can be no real stability in the world, no permanent rest for the nerves of the troubled billions who inhabit it, so long as this is true.

Coming home to our own country, 1938 opened with business declining on every hand, and with depression deepening. At the year's end, one of the sharpest improvements in business in our history was registered over a period of five months, and the immediate prospects favor a continuation of this trend. Some of the grave differences between industry at large and the National Administration seem to be nearing reconciliation. The inevitable deduction to be made from the important off year elections in November is that the thinking of the electorate is turning toward the conservative side. Spokesmen for manufacturing industry publicly express confidence. All this is highly encouraging. It gives great cause for hope that a depression a decade long may be at last nearing its end. But, even though this is true, it would be folly to overlook or to underestimate, the many vital and unsettled problems that the American people still face.

Our largest single industry, railroading, finds its condition growing steadily worse. Better business during recent months has naturally resulted in some increase in railroad traffic. But the basic difficulties facing the lines—rate problems excessively stringent regulation, heavy taxation, and direct & indirect subsidization by government of their principal competitors—remain the same. There can be no real prosperity in America so long as an industry which spends a billion a year for supplies in normal times, which employs hundreds of thousands of well-paid workers, and on which we depend for the transportation of the great bulk of the products of our farms and factories can look forward to nothing save increasing deficits.

The political problems affecting the public service industries are similarly unsolved. There has been much talk for instance of "accords" and "conciliations" whereby the Federal government would modify its socialization program of subsidizing publicly owned gas and electric systems. But there has been no definite action. Such agencies as the TVA continue their astounding policy of refusing third-party arbitration of the prices to be paid for private properties they wish to purchase, and to hold the threat of building duplicate plants and transmission lines over the heads of utilities which refuse to sell at prices which would entail serious losses to their bond and stockholders. As a result, utility spending remains at low ebb and this great industry, which could do so much toward revitalizing America, must mark time, while its owners and workers wonder what an unpredictable future will bring.

### LEARNING THE HARD WAY

A release from the Claims Bureau of the Association of Casualty and Surety Executives points out that the widespread drive against fake accident claim rackets, in which the police and capital stock insurance companies have joined forces to protect the insuring public against heavy losses, is going forward with undiminished vigor.

This work is comparatively new—but it has resulted in the arrest and conviction of hundreds of racketeers, including members of old-established gangs who moved about from city to city, and state to state perpetrating their frauds—frauds which every insurance policyholder must pay for, through higher insurance rates. As the Association says, "Accident fakers constitute one of the strangest criminal types known to the police. They will stop at nothing, not even personal injury, to get 'easy' money from some innocent motorist, taxicab company, railroad, or other individual or utility." Over a period of time, the "take" from the rackets runs far into the millions.

One of the recently convicted racketeers, it has been found in the business for 15 years. Operating from Massachusetts to New Jersey, he was forever getting caught in trolley doors, falling off broken seats, tumbling over umbrellas in trains, and getting hit by automobile fenders. He always had witness ready at hand to swear that his accident was the result of someone else's carelessness or negligence—and usually he obtained a generous settlement. Now he has started serving a prison sentence, along with others of the same profession.

This drive against the faked claim artist is as important as a deterrent to others as it is in punishing those it actually catches and convicts. The accident racketeer is at last learning that "crime doesn't pay"—and learning it the hard way.

### THE ECONOMIST'S WARNING

It is impossible to measure the suffering that will result from the shaving of WPA rolls during the next several weeks. Hunger, malnutrition, fear and desperation do not lend themselves readily to the yard-stick.

But the effect that the lay-offs will have on the economy of the country is more easily calculated. Sixty-nine outstanding American economists, after examining the pending curtailment of WPA, have told President Roosevelt that it would mean a blow to the economic welfare of the entire nation.

Pointing out that the plan invokes a reduction of more than \$50,000,000 a month in direct wage payments in addition to some \$30,000,000 in related expenditures, these economists put it in blunt terms:

**Such a cut in consumer purchasing power, would, we believe, constitute a severe threat to the continuance of the present economic recovery.**

### SCIENCE AT THE SERVICE OF DEMOCRACY

America's anthropologists have again put fascist racial "theories" on the dissecting table.

And they have found them foul and false to the core.

Three hundred leading anthropologists of the American Anthropological Society meeting at the Hotel Commodore passed a resolution Thursday on racial propaganda.

With the clear eye of scientific truth, with lives devoted to the study of all manner of mankind from anthropological aspects, these men of science concluded:

**"The terms 'aryan' and 'semitic' have no racial significance whatsoever.**

**"Anthropology provides no scientific basis for discrimination against any people on the ground of racial inferior-**

**ity, religious affiliation or linguistic heritage."**

Thus a political truth long known, repeatedly attested to by science, again is the unanimous verdict of America's 300 leading anthropologists.

And while these scientists were reaffirming established truth against fascist venom, Dr. John Swanton of the U. S. Bureau of Ethnology, retiring vice president of the American Association for the Advancement of Science, was making his contribution to debunking racial "theories."

The gist of his remarks were: **development of different races and ethnic groups does not depend in any way on so-called "inferior" or superior traits, which do not exist.**

Here is a branch of science which has long known and established these truths about race coming forward actively refuting the baneful spoutings of fascism.

Science is stepping out of its laboratories and onto the stage of public life in the interest of truth, progress and scientific advancement itself.

All the more certain will this make the freedom or research in the laboratories unhampered by brute fascism.

Honest men can indeed rejoice when the word goes round from Richmond, Virginia, where the nation's scientists have foregathered, that practical steps have been launched by a group of prominent scientists to place science at the service of democracy.

Both science and democracy will profit thereby.

### ECONOMIC HIGHLIGHTS

The United States government—unless there is unlooked-for oppositions in the forthcoming Congress—has started to fight the dictators with their own weapons of government—subsidized trade and financial credits to needy friendly nations.

That, in the view of political experts, is the only deduction that can be made from two remarkable events which occurred during the week ending December 17th.

First, in a cautiously worded announcement, Secretary Morgenthau said that the Treasury was studying a plan to use Federal funds, to help finance trade with South America. Coming on the heels of the Lima conference in which the American delegates tried, with moderate success, to cement cracked Pan-American relations, the meaning of this is apparent. We have been steadily losing ground in South America. Germany, with her blocked market barter system, has been steadily gaining, as has Italy to a lesser degree. With foreign trade in its present state of doldrums, private capital is not in any position to fight a trade war in which the "enemy" has behind it the resources of a powerful government. Therefore, it is argued, this government must help American business in a way very similar to the way the Fascist and Nazi governments help their businesses.

Second, there was announced an extremely complicated plan which will give the hard-pressed Chinese national government a sizable U. S. Treasury credit. As Washington correspondents Alsop and Kintner write, "The highly involved form of the Chinese credit all but obscures the vital fact that it will bring desperately needed supplies to the tattered armies of Chiang Kai-Shek. But, however, complex the method, supplying the Chinese patriots is an assault on the invading Japanese."

There is a moral issue in all this—our government definitely dislikes the dictators, and various surveys have shown the American people to be almost solidly behind the Administration in its attack on totalitarian states and methods. At the same time, there is also a very practical, dollars and cents issue involved in our giving support to

China, as well as in our trying to regain lost South American business. At the beginning of the undeclared Sino-Japanese war, the representatives of the aggressive little Eastern empire were extremely vocal in assuring interested foreign powers that, whatever came to pass, the traditional "open door" theory of China trade would be maintained. Since then, much has happened—notably the creation of the Rome Berlin Tokyo axis, which makes Japan an ally of Germany and Italy, both in commerce and in potential war. And Japan has gradually but ruthlessly squeezed out. And a few months ago came an official Nipponese announcement which, though it was framed in the careful diplomatic language in which the Japanese statesmen excel, made it perfectly clear that the "open door" policy was to be much modified—even to the extent that the Chinese trade of other powers would be stopped, or subjected to ruinous economic burdens, if the government of the Son of Heaven so desires.

Thus a Japanese victory in China would mean, in all probability, the loss of hundreds of millions of dollars in trade to American industry—and, at the same time, would immensely increase the economic resources of an empire which our military leaders view as a potential enemy in a Pacific war. The Chinese armies have been steadily losing, due in large part to lack of money and supplies, and it seems inevitable that an ultimate Japanese victory is a certainty unless Chiang Kai-Shek is given what he needs. The Treasury credit is apparently designed to help him solve that vital problem. The new international technique is to fight wars with the weapon of trade, before resorting to the weapons of physical violence. And it seems that the relentless press of events has at last forced us to adopt that course of action, it only to a limited extent, as yet.

### BUYERS GUIDE

### PEACOCK

With the coming of the new year, let us hope that Negro business men will make plans for an up to date advertising program. It does not matter what their line of business is, whether it be large or small, they should develop a definite advertising budget.

Advertising has transformed American life, it has grown marvelously in power and in beneficent services. Advertising, by creating desires for new things has produced enthusiastic endeavor on the part of millions and from that endeavor has come the marvelous development of our national wealth.

Advertising performs countless public services no other agency of public information could possibly perform. It has rescued the housewife from drudgery by telling her of labor-saving devices. It saved countless lives by selling better refrigeration, by getting dust out of homes, by promoting health-giving foods, by suggesting more healthful clothing, better beds and better ventilation.

In 1938 American business men spent approximately \$450,000,000 for advertising. These business men have increased the volume of their businesses, lowered their operating costs and reduced their prices to the consumer.

The Negro newspapers afford to all business men an opportunity to develop a rich and hitherto almost hidden market. The advertising manager of this paper will be glad to aid you in laying out an advertising program, and in determining the amount required to carry the program through. Many alert and progressive companies are now advertising in our papers and are getting satisfactory results.