

# THE OMAHA GUIDE

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tions must be in our office not later than  
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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.

James H. Williams & James E. Seay—Linotype  
operators and Pressmen. Paul Barnett—Foreman.

## EDITORIALS

### WHO IS THE ROBBER?

When public power projects reduce the rates below those charged by private companies operating under the same conditions, there's a reason: public projects pay little or nothing in taxes, are allowed to charge off a portion of their expenditures to other activities, such as navigation and flood control, and, with all the credit of the government behind them, are able to get money at extremely low interest rates. Director Lilienthal of TVA admitted this at the congressional investigating last summer.

Some recent figures concerning a specific case cast a bright light on this situation. The Consolidated Edison Company, the largest private utility in the nation, pays in taxes 21½ cents out of every dollar it receives. If it were taxed on the same basis as the TVA, (which, with the municipalities distributing its power sets aside a maximum of 8½ per cent—a far greater reduction than any government project has yet put into effect.

Another glaring example of public ownership short-change is the Ontario Hydro Electric Commission. It pays but one mill in taxes out of each dollar of revenue. If Consolidated Edison were given the same tax freedom, it could cut its domestic rate by 66-2/3 per cent.

"How is your son getting along at the Ford factory, Joe?"  
"Fine, Ed—he's been promoted."  
"Promoted? You don't say!"  
"Yess! He used to put on chassis nut number 34, and they jumped him right up to nut number 37."

### HE WHO DOES THE SLAPPING

It was an act of typical Southern bourbonism the other day when Rep. Cox, anti-New Deal Democrat of Georgia arrogantly slapped the face of a constituent who had come to Washington to protest Cox's opposition to the President's WPA request.

The man slapped was a progressive white Southerner—and there are thousands of them coming up to plague the Coxes today!—who made the trip to Washington with his fellow constituent a Negro. Their very presence bespoke the growing Negro and white unity in the South. Their trip showed they have common sense, common need—and Cox showed they have a common enemy.

When the white worker asked the high and mighty Cox to listen to the Negro, Cox replied with a slap—which was a blow against the most vital interests of the South and the nation.

In Negro and white unity arising in the South, Cox and the other reactionaries see the handwriting on the wall. And the calm words of the white worker, dooms Cox even more: "If that is the way you feel, we will remember this at the election."

### PLUGGING THE HOLE

Lower wage scales in the South have long been a drag upon the economic development that section of the country and, at the same time, a menace to the wage structure up here in the North.

The recommendation of the Textile Committee of the Wages-Hours Board for a 32½ cent minimum for the textile industry both in the North and the South—eliminating the differential—is, therefore, a notable one and may well prove to be a precedent of great importance.

The new minimum, if enacted would not only tend to bring Southern wages up to the Northern level, but would help put an end to the practice of putting the Negro textile worker in a special category even below that of the Southern white worker.

It is hoped that despite the pressure now being exerted by Southern mill owners, Wages-Hours Administrator Andrews will give his official approval to the proposed minimum. Plugging the hole made by Southern employers in the wage structure, would be a boom to the entire country.

Page Joe Owen

First Amateur Golfer: Hey, wait a minute! How do you address the ball?

Second Amateur Golfer: Do you mean before I hit it or after I lose it?

### END OF SEASON WARNING

How safe from fire hazards will your home be for the balance of the time you run your heating plant?

Fire losses take a decided spurt at the end of the cold weather season. It isn't necessary to look far to find the cause of this. Householders have been running their heating plants steadily since the first cold snap in the fall. Defects are apt to develop in stoves, furnaces or chimneys. Chimney flues may become clogged with soot.

A fire prevention engineer gives suggestions for avoiding fires from defective heating systems at this time of year. He warns against forcing furnaces or stoves and says that if you can't get enough warmth from them, it will pay you to call in a heating expert. He suggests that householders check over their heating systems to look for such defects as broken parts, holes in the smoke pipe, burnable material near the smoke pipe or any very hot part of the heating plant that becomes charred from the radiated heat. Look for dirty or defective chimneys.

If you don't feel entirely sure that your heating system is safe, it is best not to wait until you have let the fire go out in the spring. In fact it may be decidedly dangerous in blustery weather. Heating plant fires, particularly, are a menace to life, because they are so apt to occur in the early morning hours or at night.

Act on this suggestion for safety's sake!

"I've come to New York to make an honest living."  
Well, there're not much competition.

### HOPKINS FACES FACTS

Secretary of Commerce Hopkins' recent Iowa speech pointed directly and unerringly to the heart of our present domestic difficulties.

There can't be stability in this country so long as labor warfare disrupts industry and the ranks of labor alike. There can be no prosperity so long as great industries exist in a vacuum, because of fear of governmental compe-

dition and "crack-down" legislation. There can be no recovery worthy of the name so long as our relief rolls stay at record levels and private business stagnates, unable to absorb the unemployed. There can be no confidence to revive business so long as investors are in constant fear of some legislative bombshell being exploded in Washington.

Mr. Hopkins did well to recognize these conditions and not attempt to dodge facts. Business does not want to remain in a state of paralysis. Investors don't want to hoard their money. Most of the unemployed don't want to stay on relief. To the contrary, business wants to expand and go ahead—investors want to put their money to work building up the country, the unemployed want real jobs.

This is a great country. Its capacities to produce and consume are close to limitless. There is no available ceiling to the extent to which it should be possible to raise the standard of living of everyone. But—and there is a big "but" indeed—private business, which makes all material progress possible must have confidence. It must have faith. It must not be taxed to death. It must not be legislated to death. It must be encouraged to take the risks that are an inescapable part of economic growth and social development.

If this government actually puts into effect a constructive policy such as described by Mr. Hopkins, there will be a resurgence of industrial expansion that will really bring recovery. He has pointed to the sound way out of the doldrums. It remains to be seen now whether other men in high position will take a similarly constructive stand.

Here's one about a dumb stenographer who didn't mail the circular letters because she couldn't find any round envelopes.

### SPORTS AND ART

The material progress Negroes have made in the South in the past 75 years is often contrasted with that made by the same group in the North, and the conclusion is generally reached that we have not made the most of our opportunities north of the Mason and Dixon Line.

There is, however a type of progress found largely in the large urban centers of the North not generally found in the South. We refer to the achievements in sports and the arts, especially in recent years, and when we consider the advertising value of these achievements to the race we cannot but feel that the North has contributed its share to the advancement of the Negro in America.

The stage has done much to gain greater respect for the Negro, and the present season has been an outstanding one for the colored thespian. The concert stage, through the efforts of Marion Anderson, Roland Hayes, Paul Robeson and numerous choral groups have also contributed its share. Then there are composers such as William Grant Still, R. Nathaniel Dett, Will Vodery, Duke Ellington, etc., who have done remarkably well. Mr. Still's theme music for the New York World's Fair Dr. Dett's oratorio, "The Ordering of Moses," are signal achievements in the music world without regard to race or color.

In the sport world the Negro has fared equally well in the North. No one can doubt that Joe Louis would ever have been given opportunity to become the world's heavyweight champion had he remained in Alabama, nor would Henry Armstrong have gotten the chance to win three world's titles

in St. Louis. The Negro track stars have been given the opportunity to compete with all other races in the North and have been consistent winners over a long period of years, so that they now reign supreme in track. In basketball and football, they have been outstanding stars in many of the leading college teams.

True, there are occasional showings of poor sportsmanship like the example of Johnny McHugh in the case of John Borican, but these have become the exception rather than the rule. It is our opinion that as many whites deplore these incidents as Negroes and we have faith that eventually the weight of public opinion will put a stop to them.

On the whole, we believe that while the North has not accorded the Negro full economic opportunity, it has given him much more freedom in the arts, sports and politics than have any other sections of the country. And the use the Northern Negro has made of these opportunities has reflected general credit to the race throughout the country.

—N. Y. Age—

### BUYER'S GUIDE

By Clarence H. Peacock

Last year Colored people spent approximately two million dollars for hair preparations. In the same year manufacturers of hair dressings and pomades spent over \$100,000 for advertising their products in the Colored press. An additional \$25,000 was spent in this market for miscellaneous advertising in the Colored sections.

The Nelson Manufacturing Company, manufacturers of Nelson's Hair Dressing, one of the oldest hair dressings on the market, appreciates the loyal support that Colored people have given their advertisements in the Colored papers throughout the country.

This company shows its appreciation of Colored patronage through the continued employment of Negroes in their manufacturing, sales and advertising departments and through their consistent advertising in the Negro press.

The Nelson Manufacturing Company was established thirty seven years ago and has been successfully operated ever since without interruption. Only through manufacturing a quality product and through consistent advertising has this company been able to survive this length of time. This company does not use objectionable and offensive advertising copy as their advertisements are made up with the Colored consumer solely in mind.

For greater economic security read our papers and patronize their advertised products.

### BROKE AT SIXTY-FIVE

The majority of men who have money at 35 are stone broke at 65! Business failures, bad investments, illness and other unexpected cataclysms tell the story.

The majority of these men could have enjoyed financially independent old age, instead of having to depend on charity or the bounty of relatives—had they put aside money at the time when earning power was at its height, in some plan such as those offered by life insurance.

Only charity can help the indigent old whose savings have disappeared. We can witness these pitiful examples and guide our own course accordingly.

We know a man who speculates in airmail stamps—because they're to go up.