

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.

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

EDITORIALS

APPRECIATION of MOTHERS

When Mother's Day was first established a number of years ago, many people thought it would be just a temporary kind of observance, an expression of feeling that would soon be succeeded by something else, as happens in so many ways in our rapidly changing American life. But it has not proved so. The custom has become apparently a permanent one, and each year it is observed in countless churches, and noted in innumerable homes.

Power is given to that feeling by the general recognition that people have never appreciated their mothers as they should. Children rarely realize what their mothers have done for them, or the extent of the sacrifices they have made. They accept these sacrifices, these labors, and this affection, as a matter of course, something to be expected and not wonderful in any way.

As years go on, however, people see how utterly selfish and wrong that point of view was. They realize that the love and devotion which their mothers gave them was something marvelous and beyond the power of words to express. As the years go on, they desire to express this sentiment in some tangible way. And so this custom has come about, of observing the second Sunday in May in this manner.

May it long continue, and may it inspire all children, young and old, to testify to an affection so deep that every mother will feel rewarded for all the devotion she has lavished on her offspring.

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AMERICA SPENDS

A wag once remarked that the only reason any of us ever worked was in order that we might play. Well, there are such trifling items as the rent and the grocery bills to keep us reminded of our jobs. But whatever the reason for, and however one may have to work to obtain it, most will agree that a period of rest and play is a high spot in the life of any individual. And what a gigantic business this health and recreational activity has created for scores of industries and organizations and for millions of individuals!

If you are statistically inclined, you can obtain from the railways, from the steamship companies, from the buses and from the airways, the exact number of "passenger miles." You can check the registrations at the hotels and at the resorts. And by approximation you will know about how many of these travelers are strictly pleasure seekers. You can know how many million lusty football and baseball fans pass through turnstiles.

Then too, you can get a fairly close approximation of the vast numbers of dollars spent every year in advertising this great business of recreation. The media advertising volume would be readily obtainable; we pre-

dict a Hurdlean task in arriving at a reasonably accurate total for the enormous volume of travel literature. Why this phase of business alone actually staggers the imagination!

Yes you could, if you chose, gather long reams of figures to determine fairly accurately just to what magnitude this strictly recreational business reached. But, we defy you to approximate the amount of additional business it creates of a completely miscellaneous and general character nature! After all—speaking in a commercial sense—is not a vacation in most any form that of a period for unusual spending? During such an event, is it not a fact that dollars flow more freely than in perhaps any similar period? Think of the myriads of odds and ends in apparel and accessories and for the endless variety of impulse purchases. And then think of the tremendous power of the printed word.

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CARRYING MONEY

A recent business note records a demand from the men for larger pocket books.

Does this mean that they have more money, so that a more spacious purse is required?

Whatever this sign indicates, American men have a lot to learn about carrying money. Many of them carry far too much in their pockets. It is this habit of carrying money that has made the hold-up trade what it is. In spite of all the talk of poverty, it is a common thing to read of some man being held up on a dark street or country road, and being compelled to hand over a roll of several hundred dollars to some gunman.

Every time such a robbery is committed, more desperate young men are emboldened to hold up the wayfarer, and many a celebration in the underworld is financed with the spoils thereby abstracted from honest citizens.

The traditional place of concealment for the feminine world was the stocking. It was about as safe a place as could be devised. If the ladies should return to that fashion, the handbag snatchers would have to go out of business. As for the men, they need some safer way to carry money. The man who goes out with a thick wad in his vest pocket, which he frequently unrolls and displays publicly, forms the raw material out of which the crook world extracts a handsome business.

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BUYER'S GUIDE

by Clarence H. Peacock

The tobacco industry plays a large and important part in the economic life of our country. American people spend more than a billion dollars yearly for tobacco and cigarettes. Last year this industry paid more than 500 million dollars in taxes to our Federal government.

Within the last twenty years the per capita consumption of cigarettes has increased from one and a half pounds a year, while the consumption of chewing, smoking and cigar tobacco has dropped from five pounds per person a year.

The R. J. Reynolds tobacco company of Winston-Salem, North Carolina, manufactures of Camel Cigarettes and Prince Albert Tobacco, contribute much to the economic life of the Colored people of that state. This company employs hundreds of Negroes in many capacities throughout their clean and sanitary factories. They also advertise the year around in the Colored newspapers throughout the state.

It is estimated that Colored people

spend over 80 million dollars a year for tobacco. It is needless to say that if this huge buying power was concentrated with those companies that employ Negroes and who advertise in our newspapers, we could open up more avenues of employment for the members of our race.

For greater economic security read our newspapers, patronize their advertisements and support those companies that give employment to Negroes.

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The Most Pressing Problems

The officers of one of the leading public utility companies of the nation, in their annual report to stockholders, recently said: "The problems raised by the federal power program are the most pressing now confronting the industry and its investors.

"It is to be presumed that the objectives of both government and the utilities must be the widest possible use of electric service at the lowest possible cost. The achievement of this end and the solution of the existing problems of competition lie in cooperation between the government and the privately owned electric utilities and the coordinated use of the existing generating and transmission facilities of both. We believe that such a program would go far beyond the direct benefits which would accrue and would be helpful in encouraging general business expansion and increasing employment."

One of the worst phases of the whole federally subsidized government ownership movement has been the rampant, unnecessary duplication of facilities which already existed. Towns have applied for and been given federal grants and loans for the purpose of building municipal systems in spite of the fact that adequate, up-to-date private companies had abundant generating and distributing equipment to serve their needs. Down in the TVA area in the Southeast, the government has built transmission lines which virtually parallel existing lines more than capable of carrying the load. And out in the Pacific Northwest, it is proposed to build a costly federal transmission network to carry Bonneville and Grand Coulee power—a network which will practically blanket a territory which has been served long, well and cheaply by the private industry.

Responsible utility executives have signified their willingness to cooperate with government 100 percent. They have offered to buy and distribute the power generated at the government dams, at rates to be approved by government officials, and to be regulated by government bureaus. Yet the wasteful duplication goes on—to the destruction of private enterprise, and at the expense of every taxpayer in America.

Is it any wonder that the thinking public is becoming weary of the drive to socialize the electric industry—and that the opinion is growing widely that fair treatment for this great industry, which under favorable conditions would spend billions of private dollars (not tax dollars) for expansion, is essential to orderly recovery?

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Tax Government Bonds

The Supreme Court's decision that government employes may be taxed, in the opinion of a number of well known lawyers, opens the way to stopping the issuance of any additional tax free government bonds, if Congress will pass a bill to that effect. According to the legal experts, the principle is identical and there is no constitu-

tional obligation which holds that government securities must always be tax free.

Various high government officials, including several Presidents, have at times spoken of the desirability of taxing government bonds. At present, government issues are a haven for those who wish to escape taxation of income. In many cases, where large sums of money are involved, the net return to the investor on a government bond paying three percent is larger than on a private security paying five or six. Two unfortunate results follow this. First, the nation is deprived of tax revenue from the billions of dollars worth of government issues now outstanding. Secondly, the attractiveness of tax-free bonds deprives private industry of capital it sorely needs.

Certainly there is no reason why a man with an income in five figures from government bonds should entirely escape taxation, while a man with an income from private sources is taxed to the hilt. And, as matters stand now when private industry goes into the money market for the capital needed for expansion and improvement, it cannot compete with the tax-free issues. More and more of the nation's wealth is going into non-productive channels—at the expense of private employment and opportunity.

The court decision making possible the taxation of government workers on the same basis as private workers is a long step in the right direction. The next step should be a refusal by Congress to permit the issuance of any more tax-free securities.

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"FARM RELIEF" FALLS AGAIN

According to Washington reports, the current government farm relief plan comes nearer and nearer to a breakdown. Carried on at colossal expense to all taxpayers, it has likewise failed to satisfy a large segment of American agriculture. Most government farm relief programs have had a similar sad history in the post-war years.

Such non-political tools of progress as the producer-owned and controlled farm marketing cooperatives have probably done more to permanently advance the interest of agriculture than have all the government paniceas ever devised.

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THINK IT OVER

All too often opponents of "special" taxation against chain stores are criticized as mouthpieces for the chains, and the principles underlying their arguments are overlooked.

As a matter of fact, a discussion of the vital question of taxation and the extent to which it shall be used to regulate American industrial and business enterprises has nothing to do with individual sentiment over the chain stores themselves. Their welfare is a comparatively irrelevant matter.

What does matter is the fact that if they are destroyed by means of punitive taxation, no other private undertaking in the country is safe from similar attack. Any citizens who successfully develop an industry and serve the community economically and efficiently—as the chains undeniably have done—will be subject to political oppression. The Monessen, Pennsylvania, Independent makes this point clear with the following comment:

"The power to tax is the power to destroy. And if it can be used to eliminate chain stores, it can be used to eliminate other kinds of business which might happen to fall into disfavor with any given political regime."

Think it over