

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

JUDGE LYNCH SITS ON A TRAFFIC CASE

Having issued out justice upholding white supremacy, Judge Lynch, condescends to the level of trying traffic cases. While this belongs to the lower courts and highway patrolmen, who may be working in part on a fee scale, Judge Lynch, felt the absence of the regular cases he was set up to regulate, felt called upon to intercede in a traffic accident down in Daytona Beach, Florida.

His victim, of course, was a colored man, a man of good repute and one of the oldest and trusted taxi cab drivers in the city. His good citizenship and his traffic accident record were of no use to him. While he would not for anything have openly committed the accident which claimed the life of a white youth, he was called upon to pay with his life for an accident for which he might not have been at fault.

Here lies the grave danger in allowing lynch law to supercede the civil law. When men are allowed to start out lynching an individual about one crime, they will wind up by lynching him for almost anything else. A dangerous precedent is set and if allowed to stand, men will feel called upon to lynch for failing to stop at red lights, other minor accidents or for stealing a ham.

In this measure constituted authority suffer. It is drawn into disrepute. Its mission will be to serve in those left over cases of such minor importance as would not appeal to those who take the law into their own hands. It will have to limp along behind the mob and in the event it does not carry out the wishes of the mob, as happened in another of recent memory, the mob will proceed to try the case over and administer such justice as it sees fit. We especially refer to an incident in which after a man received his sentence from the hands of the court, he was seized and led off by the mob which proceeded to mete out such punishment as the courts failed to carry out.

We cannot long survive a condition in which the mob is stronger than the court. We cannot long countenance war being made on our own citizens while sponsoring a general plan of world peace and propagating the "Good neighbor" sentiment.

What action will be taken by constituted authority in Daytona Beach remains to be seen. But it is hoped that prompt and adequate action will be taken.

NATIONAL NEGRO INSURANCE WEEK

Thirty-nine member companies of The National Negro Insurance Association began Monday their fifth annual observance of National Negro Insurance Week, with a production goal of \$20,000,000,000. It appears highly certain that this ambitious program will be humanized thereby establishing an all time high for business produced in a single week by Negro Life

Insurance Companies.

During this observance, 8,000 field men wearing the button of the Association will converge on the homes of Colored America carrying a message of twofold service—PROTECTION and EMPLOYMENT. TO RECLAIM THE NERRO FOR THE NEGRO will be the common objectives of these thousands of builders of homes and social security. They will leave no stone unturned in this mass effort to impress upon America's tenth man the importance of seeking full returns on his investments, of realizing that it is not smart to spend your money where you cannot work, of refusing to condone "taxation without representation"; for truly "taxation without representation" is as unjust and despicable today as it was in the days of the "Boston Tea Party when the American colonies were struggling to get from under the crimson cross of England.

USE YOUR BRAINS

The winner of a school prize wrote this: "A match has a head but no brains. When you use its head use your brains!"

That's good advice for every person in this broad land of ours—adult as well as child. For matches and smoking, according to the National Board of Fire Underwriters, cause three times as many fires as any other known cause. They are responsible for four chimneys and flues; and almost six times as many fires as overheated times as many as lightning.

Putting it another way, matches and smoking cause 27 per cent of all and smoking cause 27 per cent of all known cause comprise 83 per cent of the total. That means that misuse of matches is responsible for the burning to death of thousands of people every year—to say nothing of property destruction running into the tens of millions.

The tragic phase of this is that every fire caused by a match or by smoking material is a preventable fire. There is no excuse for going to sleep in bed with a cigarette in your hand—but people do it continually, and a great many of them never again awaken in this world. Nothing is easier than to stamp out a cigar butt when you are finished with it, or to properly dispose of the ashes from a pipe—but each year there are untold instances where this isn't done—and in some thousands of those instances fires big or small, result. It certainly doesn't call for any great effort to dispose of your matches and cigarettes in the ash tray in your car, instead of throwing them out of the window—but millions of acres of ravaged land that once bore magnificent timber, offer mute testimony to how many times this simple smoking precaution is forgotten.

Smoke if you will—but don't forget the obligation every smoker owes to everyone else—and that is to be ever watchful of what happens to smoking materials when he is done with them. The most common cause of fire is the most inexcusable.

PRIVATE RETAILERS CAN DO THE JOB

The general details of a new Government-Business plan for disposing of surplus food products at low cost to the needy, have recently been disclosed. While the plan is subject to further modification and revision, and is not complete as to particulars as yet, one salient point is clear: Both government officials and business leaders appear to be convinced that the surpluses should be moved by using established private trade channels—and not by some superimposed dis-

tribution system to be operated by the government.

It is proposed, for example, that the plan be tested in a group of selected communities before it is extended to nation-wide scope. In each of these cities it would be required that the local relief set-up be cooperative, that records of sale before and after adoption of the plan be provided—and, most important, that there must be good chain and organized independent merchant groups to do the actual work of selling the products.

This is a reasonable approach to the problem. A government distribution system would be immensely costly to the taxpayers. It would undoubtedly become the plaything of politics, as government businesses almost invariably do. It would unnecessarily duplicate existing distribution channels. It would deprive private merchants of business, and perhaps cause them to shut down in some cases, thus throwing men out of work. And it is not needed. Our private "mass merchandisers" have proven that they can do a splendid job of moving surpluses—as witness the producer-consumer campaigns in which both chains and organized independents have participated. And, in the meeting over the new plan, held between Department of Agriculture officials and representatives of private retail outlets, the latter have shown the fullest willingness to cooperate.

There is every evidence that if a plan for aiding agriculture and the needy is necessary in this country, the established retail channels are ready and able to do the job with maximum efficiency. And they'll do it without cost to the taxpayers.

THE AMERICAN MERCHANT

The American merchant, has given the American people the best retail service in the world. A typical small-town store in this country, dealing in food, hardware, drugs, dry goods or anything else, offers a far wider selection of goods, of a far better quality than a typical store in any other land. This goes for single unit as well as multiple-unit merchandising.

Equally important, first-class service hasn't involved high price. In the typical store, costs have been cut to the bone. Centralized buying has reduced handling and distributing expense. Big turnover has made it possible to earn a satisfactory gross profit at a very small unit profit. The result, from the consumer's point of view, is more goods for less money, and a higher standard of living for the family.

Economists, consumer groups, newspapers, government officials and others have been pointing out that our American merchants should be encouraged to the full in this trend. Increased consumption of the produce of farm and factory is the key to increased national income, increased employment—and eventual prosperity. And increased consumption is almost purely an economic matter. The bulk of American families use all they can afford. When prices go up, they buy less. When down, they buy more.

Under a free competitive system, every merchant tries to outdo the merchant next door. He lowers prices when he can. When that is impractical he offers additional service. He increases his advertising, and betters his displays. And the whole community profits. So does the merchant himself, who finds more and more customers entering his door—and taking more and more goods away with them when they leave.

Of late years we have had a legislative epidemic of laws which in one way or another curb competition, force

merchandising sets to rise, and thus tends to reduce the general standard of living. But recently enthusiasm for such laws seems to have considerably cooled. Most of us have come to realize that no one wins in the long run when we put laws in the path of progress in any field.

PREVENT THE FIRES OF TOMORROW

Prevent tomorrow's fires by building today's buildings safely.

There's a motto that should never be out of the mind of anyone planning to erect a structure of any kind—or civic authorities responsible for local building codes.

The National Board of Fire Underwriters has made a new study of building fires. This study shows that there are "several outstanding factors which not only in themselves increase the probability of losses because of inherent conditions, but also prevent effective fire fighting." These factors make up a lengthy list. Some of the major ones are: Excessive areas, open stairways, uninsulated steelwork, lack of girders, and weak floors and structural members which fail swiftly when fire breaks out. Another danger, found in many buildings, is the existence of inaccessible places where fires can grow without discovery until they have gone beyond immediate control.

The solution to bad building, naturally, lies in the passage and rigorous enforcement of up to date building codes. It is true that a sound code may increase costs of construction to some extent. But it is also true, in the words of the National Board that "each day examples arise in which some cheapening of construction has caused the loss of a life or the destruction of property values which may influence the economic well being of the entire community." Certainly saving a few dollars in the initial cost of a building, isn't worth the risk entailed.

The National Board has also issued a new bulletin on building codes as an instrument of fire prevention, which will be sent free upon application to its offices at 85 John Street, New York City. There isn't a town in America, no matter how small, that can afford to be without a sound building code—or to continue in force a code that is obsolete and out of accord with the conditions of today.

NO MAGIC

Much of the most important agricultural history of the last two decades has been written by the marketing cooperatives. In the brief span of a generation, they have grown and developed to their present dominant place in the economic and social life of the farmer.

During that time, many a cooperative has been started with high hopes—only to fail and fall by the wayside. In some cases that was due to inadequate financing. In others it was due to inexperienced management. In a few it was due to insufficient support from producers in its areas. And in a good many it was due to branching out into other fields of endeavor, such as purchasing, at the expense of the primary purpose of the real marketing cooperative—the sale of the produce of its members.

Cooperation has done great things. But it hasn't done them by magic. The successful marketing cooperatives have been built on sound business principles. They have been managed by efficient executives, and they have merited and won the loyal support of farmers. And they have stuck to their lasts.