

THE OMAHA GUIDE

A WEEKLY NEWSPAPER

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H. J. Ford, Pres. Mrs. Flurna Cooper, Vice Pres. C. C. Galloway, Publisher and Acting Editor Boyd V. Galloway, Sec'y and Treas.

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EDITORIALS

Pioneering A New Field; Metal Arts Company Employs Seven Negro Salesmen

Memphis, Aug. 12 (by Lewis O. Swingler for ANP) Until recently the existence of a vast commercial market predominantly Negro in its racial aspect had not been recognized by white business institutions. Negroes themselves were not altogether cognizant of the strength they represented in terms of dollars and cents. Here in America were more than 12,000,000 people, whose lives, while inextricably woven with the general business conditions of the country, were separate and apart because of the peculiar practice these people have developed methods of self-sufficiency—creating a distinctive commercial field within the general industrial life of the nation.

The growing commercial mindedness of the Negro is beginning to manifest itself in many respects; especially during this period of economic trials. Young men and women in college are making studies of correct business procedures. Today they are beginning to learn methods by which doors of work opportunities here-to-fore closed to them are opened. A fine example of this fact is the story behind the employment of a Negro sales-force by Metal Arts Company, Rochester, N. Y., manufacturer of jewelries.

Nearly four years ago, Aaron L. Allen, while a student at Fisk university, Nashville, made a study of companies engaged in the manufacture and sale of class rings, pins, keys, invitations, souvenirs, etc. to Negro schools and Greek letter societies. At that time not a single one of these companies employed Negroes in the capacity of sales men, altho doing a large business with these institutions and organizations. Mr. Allen, in his study, revealed that from \$15,000 to \$30,000 in sales were being made to Greek-letter organizations alone. These facts, coupled with his knowledge of salesmanship, led him to write several manufacturers of jewelries. This was the beginning of a "New Frontier of Employment" for trained, young Negro men.

Quoting from a signed article by Mr. Allen in the February, 1939 edition of "The National Educational Outlook", he said, in part:—

"Out of more than 30 or 40 replies all of which took the stand that they had a well trained staff of college salesmen and, even though they did a lot of Negro business, they did not see a necessity of changing their present force just to give a Negro a job. Some of the answers were, if you are able to finance yourself in traveling from town to town, soliciting business, we will be willing to supply your customers. This was just another nice way of saying that Negro employment was not wanted, for one can well understand what it would mean to finance such a business."

Mr. Allen did not become disheartened. Determined in spirit, he continued to make contact with these companies; the same firms in many instances. Metal Arts Company, sizing up the situation as explained by Mr. Allen, decided to give it a trial. No "strings attached" to the proposition. The young Fiskite was given the full status of a salesman, with financial backing to work in the territory he himself designated as a starting point. It was up to him to make good—to blaze the trail for others. Failure, perhaps, would have muffled another opportunity of this kind for years to come. But Mr. Allen did not fail.

Today, Metal Arts company, within a period of three years, has employed seven full-time Negro salesmen, and three part time representatives. The entire force consists of a director of sales who is Mr. Allen. Mr. Allen is a representative of Tennessee, Kentucky and Mississippi; other salesmen represent some of the leading colleges of the country. Lonnie F. Briscoe, Le Moyne college, travels in Texas and Louisiana; W. O. Yarbrough, graduate of Fisk, is a North Carolina representative; C. L. Blackwell, Hampton institute, former Dean of Thyne institute, travels in Virginia and West Virginia District of Columbia, and Maryland; A. S. Spain, A. B. Fisk, M. A. University of Michigan, representative of Oklahoma, Arkansas and Missouri.

Negroes Should Oppose Universal Compulsory Conscription (by A. Philip Randolph)

Universal, military, compulsory conscription is unnecessary in times of peace. If enacted by the Congress of the United States, it will sound the death knell of American democracy. It is of the essence of totalitarianism. It means the regimentation of our social economic and political life. Under it, minority groups will be helpless to prosecute and fight for democratic rights and privileges. Questions of the enactment of the Anti-lynching law, abolition of the Poll Tax and White Primaries, suppression of the Klu Klux Klan will all be subordinate to the one big cause of American militarism.

Universal, compulsory, military conscription will not solve the problem of unemployment, but will disrupt the orderly processes of our industrial and economic life. Under it, anybody may be snatched from their jobs, businesses or professions and placed in some military unit under the guise of the necessity of national defense. It will paralyze and break up the trade union movement, because it will sweep away all the safeguards of collective bargaining. Strikes will be outlawed, picketing curbed and the freedom of individuals to pursue their ways of life will be definitely curtailed and subjected to a militarized political and industrial system.

If the Congress enacts this Bill for universal, military conscription, it means that the citizen will be subordinated to the soldier and the voice of the army will be more powerful than that of the ballot.

This Bill to conscript the manpower of the nation should be defeated. That does not mean that preparedness is not necessary. The nation should be prepared completely and adequately but the American people should set their faces definitely toward the preservation of their social and labor gains opposition to America entering the war and opposition to sending a single soldier to fight in Europe.

But we should mobilize all of our forces to increase the army in size and power through the volunteer system, until it reaches the point satisfactory to American military, air and naval leaders and experts. Moreover, if we conscript labor, we conscript wealth.



Mrs. Garret Tookes Lamb, the only daughter of Bishop and Mrs. H. Y. Tookes of Florida, who is spending her vacation in the north and east. Mrs. Lamb heads the department of history at Edward Waters College, Jacksonville. She received her A. B. and M. A. degrees from Howard university and has studied on her doctorate at Oxford University, London. (ANP)

SOCIAL NEWS

A SON IS BORN

A fine son was born to Mr. and Mrs. Ingrid Harcomb, 2618 Erskine St., last week. They are both doing nicely.

TO PITTSBURGH

Miss Charlotte Lawson, daughter of Mr. and Mrs. Sam Lawson, 2214 North 29th St., left Omaha last Saturday for Pittsburgh, Pa. to visit her aunt Mrs. Nina Colbert. Charlotte's stay is indefinite.

CHICKEN FRY

The Mingo Club girls honored their husbands and friends at a Chicken fry, Monday evening Aug. 5, at Hummel Park and an enjoyable time was had by all those there. Those present were Mr. and Mrs. Kenneth Moore, Mr. and Mrs. George Caldwell, Mr. and Mrs. Bowley Miller, Mr. and Mrs. Edward Anthony, Jr., Miss Mabel Thomas, Mr. Ebb Barner, Mrs. Edna Thomas. The next meeting of the club will be held at the home of Olivia Anthony. Hattie Moore, President. Hazel Miller secretary, Mabel Thomas, Treasurer, Olivia Anthony, Reporter.

Grand Jury Terms Negro Flogging 'Outrageous'

Spartanburg, S. C., Aug. 3 (ANP)—The Spartanburg grand jury termed the flogging of four innocent Negroes here last week as "outrageous". The grand jury said in part in its presentment "We have no place in our community for this kind of lawlessness. It is never justifiable for hooded and robed men to take the law into their hands".

The jury urged citizens of the county to cooperate with the police in an effort to bring to justice that band of hooded and robed men, who, in the night time took advantage of innocent Negroes and beat them unmercifully. Shortly after the presentment of the grand jury, circulars appeared on the street here defend-

ing the action of the floggers. Captioned in huge letters, the circulars mentioned the alleged attack of a white girl by a young Negro about a week ago. In this case, in no way connected with the flogging of the four Negroes, the girl stated that she was not harmed and a medical examination also revealed that she was unharmed.

The usual klan method when the authorities are close on their trail was evidenced in this case. A Negro is usually falsely accused of rape to distract attention from their own crime and to justify their action. The action of the grand jury has undoubtedly created fear in the klan ranks. For the first time here a grand jury has pledged to bring to justice hooded night riding bands.

CCC Becomes National Defense Unit

Washington, D. C., (C) In order to transform the CCC "from a relief agency into a true service organization, capable of supplying the needs of this country in matters of national defense and industrial rehabilitation", officials of the Civilian Conservation Corps have opened its enrollment to college boys whose families are in the moderate income group. Paul V. McNutt, Federal Security Administrator announced the modification last week.

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H. H. B.—All the time I'm with my boy, friend seems like a ghost touches me and I can't rest at night and I can't eat. Something must be wrong with me. Help me?

Ans: It's LOVE, sister, nothing but Love. This person has thrilled you so much that you can not rest, sleep or eat. There is no ghost—it is just the "thrill" of being in his company that makes you feel as you do. Many, many many young people go thru the same feeling when their true love comes along.

J. M. J.—Please tell me if I should go ahead and make plans to build my home or should I wait? I can't seem to make up my mind.

Ans: Go right ahead with your plans. It seems to me that it would be to your advantage to wait it before the cold weather. I also think that it would be a good investment for you to purchase the land adjoining your place—it is really more valuable than your own land.

C. C. B.—Pease Sir, Tell me if my husband could get his old job back in Alabama if he were to go there?

Ans: No—the job has been taken. If you two expect to make a change it would be best for you to go into a larger city so your chances for work would be greater. I don't think you would profit to any great extent to return to the south.

H. B. H.—This man and I was suppose to marry. When his aunt found out she got in between us. She knew if he married me she wouldn't get his board money any longer. Tell me if she is responsible.

Ans: Not altogether. Naturally she didn't approve of him getting married since he was partly her support. Although my dear young friend you were the main reason why he changed his mind. He didn't like to have anyone running after him, calling him on the phone and etc. You've lost him, and you need not blame his aunt.

M. L. B.—I need your help badly. Will it hurt me to let my boy friend do what he has asked me to do? Answer next week so I will know before I see him again?

Ans: Young lady you had better give him the "NO SIGN" and don't change your mind either. He has absolutely nothing to lose if you say yes, but you have your reputation, pride and respect to think about. Don't let this little "romeo" sway you to do wrong.

L. E. B.—Tell me if I should

plan to enter the business that I have in mind right away?

Ans: Not immediately. It is my suggestion that you regain your strength and get yourself in better shape physically before you try the strain of handling a business of your own. The late fall will be a good time to enter this business.

W. E. L.—I worked for a man and he took advantage of my ignorance and forced his love on me. I soon waked up and stopped working for him and he has always been nice to my family and did everything he could for them. I dispise him and he writes and tells me he is going to visit me. Tell me what to do?

Ans: Inform your family not to permit his entering your home for a vacationing. This man is married. He has a family and an invalid wife and you shouldn't have anything to do with him. It's my suggestion that you arrange to be out of the city when he tries to visit you. Any consideration you show this man will have a tendency to hurt your reputation.

READ THE OMAHA GUIDE

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