

THE OMAHA GUIDE

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JUSTICE OF EQUALITY ALL THE NEWS WHILE IT IS NEWS HEW TO THE LINE

LARGEST ACCREDITED NEGRO NEWSPAPER WEST OF CHICAGO AND NORTH OF KANSAS CITY —MEMBER OF THE ASSOCIATED NEGRO PRESS

Entered as Second-Class Matter at The Post Office, Omaha, Nebraska Under Act of March 3, 1874—Business Phone: WE. 1517 Saturday, Dec. 5, 1942 Our 15th Year, No. 43 City Edition, 5c Copy

Buying Power of Negroes' Is Ten-billion Dollars

NEGRO RACE BRAND CONSCIOUS

The buying power of the Negro population of this country amounts to \$7,000,000,000 to \$10,000,000,000 annually. It was reported at a panel discussion on the Negro market sponsored by the American Marketing Association at the Hotel Commodore. The marketing men were told that a new racial loyalty is developing steadily among the Negro people, which therefore makes it advisable for manufacturers to employ Negro salesmen when seeking to tap the Negro market.

Among the other facts about the Negro market brought out in the course of the discussion were these: Negroes are very brand conscious; 65 per cent in the New York market listen to the radio; total circulation of the 400 Negro papers amounts to about 2,500,000; Negro papers give more detailed and comprehensive merchandising assistance to manufacturers than do other papers; 17 percent of the nation's drug store business is done with Negroes despite the fact that they account for only 10 percent of the population; 10-cent size packages are very important in drug stores, with some distributors repackaging expensive cosmetic lines, for example, in these sizes for the Negro trade.

The speakers were David J. Sullivan, former advertising manager, New York Amsterdam Star News; Mrs. Sullivan; William G. Black, sales manager, Interstate United Newspapers; Joseph Christian, former advertising manager, The People's Voice; Joseph Weston, Interstate United Newspapers, and Hazel Sharper.

WILBERFORCE ACCELERATES ITS EDUCATIONAL PROGRAM

Wilberforce, Ohio.—As a part of the general program to help the government in its all-out war efforts, the members of the Wilberforce University faculty voted unanimously to return to the Quarter System beginning with the next academic year. The special committee recommending this change also urged the administration to institute an accelerated program of studies by introducing a full quarter of summer school. This would divide the year into four quarters and enable a student to graduate in three years.

THE MOST DISGRACEFUL SPECTACLE OF DEMOCRACY IN ACTION

Says A. Philip Randolph

TO RENEW FIGHT FOR PASSAGE OF ANTI-POLL TAX BILL

BILL TO BE REINTRODUCED TO 75TH CONGRESS IN JAN.

Washington, D. C.—Fearing that the NAACP is "not in the least deterred" by the temporary setback experienced in the passage of anti-poll tax legislation which occurred when a bourbon senate majority killed the bill on November 23, Walter White, executive secretary of the National Association for the Advancement of Colored People announced this week in a statement to the press that the NAACP, working in cooperation with other agencies, will renew the poll tax fight with the very first day of the 75th Congress convening on January 3, 1943.

Stating that it is the conviction of the NAACP that "the repetition of filibusters which tie up the country's business during war time will be completely avoided."

Returned to Leadership



CHARLES F. DAVIS, Exalted Ruler of the Colored Elks of Omaha, who Wednesday night, was returned to office at an election of officers.

Washington, D. C.—A. Philip Randolph, national director of the March-on-Washington Movement and international president of the Brotherhood of Sleeping Car Porters, issued this statement on the victory of the poll tax filibuster in the Senate:

"The most disgraceful spectacle of democracy in action witnessed in America in contemporary times was the bi-partisan conspiracy of Republicans and Democrats to defeat the anti-poll tax bill. A small band of willful southern politicians seized the reins of democratic procedure in the Senate and blackjacked this entire institution into abject submission to its present policy. It served definitely to disillusion the Negro masses, North, South, East and West with respect to the Republican Party constituting the ship for their salvation, or the Democratic Party representing any hope whatsoever.

"It also served to make Negroes completely aware of the fact that the New Deal, even under President Roosevelt's leadership, is absolutely bankrupt so far as providing any fundamental answer to the problem of the Negro masses is concerned. In the highways and on the farms, on the railroads, and on the steamships, in the hotels and domestic kitchens, the Negro will have one thought and that is that "The President let us down at a crucial hour in our history."

"The final speech of Senator Barkley on the poll tax sounded passionate. However his willingness to make the deal indicates that he was meticulously following the cue of the President in his speeches last Tuesday in which he said, "...while long range social and economic problems are by no means forgotten, they are a little like books which for the moment we have laid aside in order that we might get out the old atlas to study the geo-

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To Serve Again



By Bureau of Public Relations, U. S. War Dept., Wash., D. C.

OSCAR C. FISHER, Greensboro, N. C., a former commanding officer of Post 183, American Legion, awarded the Croix de Guerre with Palm, is back in the Army "to do all I can to prevent sabotage and stop the insidious propaganda aimed at my people by the Axis leaders."

ELKS TO HOLD ANNUAL CHARITY BALL DEC. 7TH

The Elks Annual Charity Ball will be held Monday, December 7, 1942 at the Elks hall.

San Diego Plant Upgrades Skilled Negro Workers

San Diego, Calif.—In an interview with Roy Wilkins, assistant executive secretary of the NAACP, J. H. Waterbury, personnel manager of Consolidated Aircraft here which in the employment of Negroes still lags behind the Douglas and Lockheed plants stated this week that Negro workers at Consolidated are being upgraded slowly and that some machinists were being employed but were being treated as individual cases.

Waterbury admitted that his plant has been "cautious" and slow in employing Negroes in skilled work but stated that the process of upgrading workers already was functioning smoothly. The Consolidated plant now employs about 150 Negro women.

FIGHT BIRMINGHAM BAN ON DEFENSE TRAINEES

Birmingham, Ala.—Reports that Alabama Training Authorities have closed war courses to Negroes earned this week protests from the local branch and the National Office of the National Association for the Advancement of Colored People. The move was reported to George M. Johnson at the President's Committee on Fair Employment Practice who acknowledged an awareness of the seriousness of the situation and stated that immediate action would be taken to correct it.

The Birmingham NAACP Branch further urged that the appropriate officials within the War Manpower Commission give their consideration to the matter.

EDITORIAL OF THE WEEK

(from the Des Moines Register, November 14)

RACE FACTS, NOT FICTIONS

Many of us have smiled over the assumption of some persons in foreign countries that we all live in multi-roomed mansions and drive 16 cylinder cars because that is what Americans seem to do in the motion pictures we see them.

Yet a good many white Americans have absorbed just as crazy slants about the Negro, said Walter White, executive secretary of the NAACP during his recent visit here. "White told of a Wisconsin woman who asserted she 'didn't like Negroes.'" She assured White that he was an exception, and it then developed that she knew none of the few Negroes in her town. But still she knew she didn't like Negroes because they "are lazy and shiftless." She knew this, she added, because she had seen them in the movies.



"WE'LL REMEMBER—AND YOU WON'T BE ALLOWED TO FORGET!!"

ONE YEAR AT WAR

This year December 7th is a significant date—the anniversary of the black day when the war lords of Japan cast the die for international treachery and the United States was precipitated from neutrality into war.

Throughout the nation, and far beyond our shores wherever our fighting forces may be, the people of the United States will mark this day. Bitterness at the memory of the treacherous character of the attack will exist, of course, but it seems certain that the true temper of the day will be akin to the solemn temper of the first Thanksgiving Day.

There are striking parallels between the two days. That first Thanksgiving, people thanked God they were alive and had

survived the cataclysmic dangers of the months past. They took stock of the issues for which they had fought and suffered, of what they had and of what they had to do. They looked ahead to a hard winter and knew things would be worse before they would be better. But they knew they were right, that what they fought for was worth the hardships and sacrifices involved, and they faced the future with a calm trust in God and a grim determination to do what had to be done.

ENRAGED SOLDIERS ROUT ANTI-NEGRO CAFE OWNER

Ogden, Utah.—When confronted with a refusal of a cafe proprietor to serve them because of their race it is alleged that a group of Negro soldiers stationed here retaliated by chasing the proprietor across the street and into the shelter of an undertaking establishment.

TWO TEXANS INDICTED ON PEONAGE CHARGE

The Department of Justice announced this week that pleas of not guilty were entered by Albert Skrobarczyk and his daughter, Susie, of Beville, Texas, Monday when they were arraigned at Corpus Christi, Texas, on charges of violating the Federal anti-peonage statutes.

The Skrobarczyks were indicted by a Federal Grand Jury at Laredo, Texas, on November 9, 1942, on charges of holding a Negro, Alfred Irving, in a condition of peonage and slavery for a period of four years to work out a pretended debt.

According to the indictment, the Skrobarczyks paid Irving \$4.65 monthly in addition to \$12.50 for food and clothing during the four year period.

At the time of defendants' arrest Irving was found in a badly undernourished condition, bleeding at the mouth, and with his body, face and arms covered with fresh cuts as well as old scars. He testified that on various occasions he had been beaten with a "whip, rope, chain, and plank." Twice when he ran away from the Skrobarczyks farm, Irving claimed, he was returned by the defendants to involuntary servitude.

The Skrobarczyks were indicted under Section 443 and 444, Title 18, U. S. Code, both of which carry a maximum penalty of 5 years imprisonment, or a \$5000 fine, or both.

The Grand Jury investigation, requested by Assistant Attorney General Wendell Berge, in charge of the Criminal Division, following the return of a no-bill by a State grand jury, was directed by U. S. Attorney Douglas McGregor.

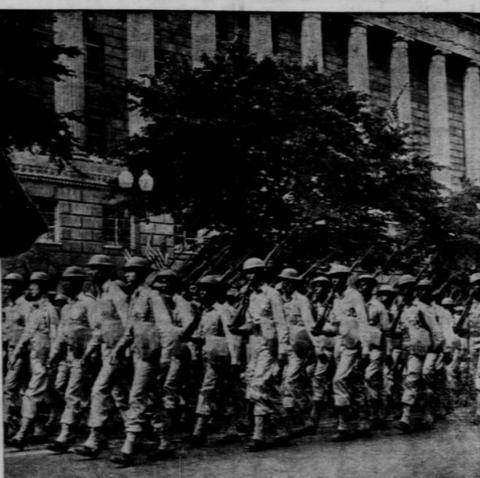
A step to eliminate one cause of such attitudes was made during the summer by White and Wendell Willie, in conference with picture producers in Hollywood.

All the producers, according to White, pledged to portray Negroes in the future not merely as comic but as normal human beings.

Naturally, the screen version of the Negro is not going to revolutionize overnight. But several pictures have already been affected.

HELP KEEP THE COAST CLEAR Enlist in the Coast Guard, now: 317 P. O. Building, Omaha.

NEGROES GET SQUARE DEAL IN THE ARMED SERVICES



ON THE MARCH are Negro troops from the Replacement Center of Engineers at Fort Belvoir, Va. They are seen as they parade past the Commerce Building in Washington, D. C. The occasion was Memorial Day.

COLOR BEARERS of the Negro regiment at Fort Huachuca, Arizona, prepare to march in review. The men, left to right, are: 1st Class Pvt. Robert Rose, Staff Sgt Peter Hardy Jr., Sgt Isaac McWane and Pvt Robert Lewis.

Advancement Based Solely on Ability

This is the fourth of a series of articles on the important part being played by the Negro in the nation's war effort in the factories and in the Armies of the United

States. Taken from the Chicago Sun.)

BY FOWLER B. HARPER

Chairman Joint Army and Navy Committee on Welfare and Recreation, and Deputy Chairman War Manpower Commission.

"I've got the best Uncle in the

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