

Anderson Sees Change In Southern Agriculture

Declaring that a revolution in under, Secretary of Agriculture Clinton P. Anderson told farmers in an address at North Carolina State College last week that a well-balanced, diversified agricultural program is the pattern for the future in the South.

The Secretary praised the white and colored farmers of North Carolina for the leadership which they have taken in the farm revolution of the South. Colored farmers of that state number 57,000, making up 20 per cent of all farmers in the state. They farm 2,728,000 acres, or 15 per cent of the State's farm land.

Reviewing the progress which the North Carolina farmers have made in diversification, Secretary Anderson said "Just think back to North Carolina of 20 years ago then your dominant crop was cotton. For 60 years cotton acreage had gone up and up until in 1926 North Carolina harvested close to two million acres of it. Cotton was the king of North Carolina, just as it was king in almost all of the Southland."

"And cotton was a tyrant in the South, making demands that were hard on both the people and the land. Cotton, in a word that was coming to be the only animal power, required hand labor, and from it an economy based on the unit of a man with a chopping hoe, or a man with a mule. Cotton decreed clean-tilling, and erosion followed the cotton rows, and the night follows day, stripping the mantle of topsoil from millions of acres."

Continuing Secretary said, "And furthermore, too much cotton and the system of farming that cotton encourages, usurped acres needed for the development of the highly diversified agriculture of which the South is capable; it held back the production of milk, eggs, vegetables, meat needed to provide a full nourishing diet for your farm and city people."

Pointing to the diversified farming program of North Carolina, the Secretary said "In that State, among others, have made a declaration of independence. They still produce cotton—but they have been shifting the crop to the acres best suited for cotton and cotton is no longer king in the State."

"Today slightly more than half a million acres of cotton are being grown and it is more efficiently produced, resulting in higher yields. The land thus released has been used, along with other lands, to build a much more diversified agriculture. The pattern of the future—the kind of a pattern needed throughout the South, has been developed—rapidly in the Tar Heel State."

Secretary Anderson pointed out that North Carolina has set an example for some other sections by increasing its production of peanuts, corn, milk, and poultry. This means, he said, that your families are living better and are more secure. Both farmers and townpeople have benefited in the better diet produced from North Carolina's acres. And there has been a most satisfactory difference in the jingle of coins in the farmer's purse. Cash receipts from your diversified marketings mounted from about 250 million dollars 20 years ago, to well over 600 million dollars in 1946.

The Waiter's Column

By H. W. Smith

Bill Davis of the US Army extended a hearty welcome to his many friends.

Ed Lee talking to a friend on 24th Street and Lake.

George Lipton making good at the Fontenelle Hotel.

Gip Gordon going good at the Cave of the Hill Hotel.

Blackstone Hotel streamlined room service waiter topping the service at all times.

Musicians head waiter and Capt. Earl Jones of the Omaha Club entertain some friends in a Northside business house.

Capt. Mitchell of the OAC off duty with a crippled hand.

John Evens top man at the Rome Hotel.

Dave Stevens dropped in the Guide office and reports that the Omaha Club waiters are topping the service with a smile.

Paxton Hotel headwaiter and crew very much on the job on service.

Waiters at the Regis Hotel and White Horse Inn on the front line on service.

RR boys improving on very fine service.

All waiters should give special attention to their life insurance policies and pay before they are due.

Have you started the New Year by attending church on Sunday.

COAL TO COST 10 CENTS MORE PER TON

Washington—Consumers of coal, coke and other solid fuels will have to pay 10 cents a ton extra on delivered sales, the Office of Price Administration announced last week.

This general increase, effective January 2, 1946, to April 30, 1946, is to compensate dealers for the higher costs of operation, mainly for labor and for the replacement and repair of equipment, and is to assure essential supplies during the current heating season, OPA said.

This is the first general increase granted to the retail coal industry since price control went into effect. The only increases allowed previously have been individual adjustments or area adjustments given because of hardship or to avoid a threatened local shortage.

New York Show Fronts...

By Don De Leighbur

Is the Big Name Band Era Coming to An End?

New York—Is the Big Name Band Era coming to an end? Some booking agents and ballroom managers and promoters think it is. The most pessimistic among them freely predict the big crash in the next five or seven years or less. Others are more cautious and think it will taper out in the next ten. Most, however, were agreed that unless something happened to regulate prices, the Big Name bands would be hard hit in the big dancehalls and nightclubs.

Bands Have Big Organizations
Big Name policy for orchestras and musical attractions has become a giant business enterprise with farflung, high-priced organizations built around each band or personality. Agents, managers, advertising men, clerical help, clockers, statisticians, poll samplers, research personnel, contact men and women, pluggers, doormen, ticket sellers, promoters, transportation workers, bus drivers, chauffeurs, etc., are included in the people who make such bands as Lionel Hampton, Duke Ellington, Count Basie and others such high-priced attractions.

Put in the musicians, themselves with arrangers, rehearsal directors, valets, flunkies, secretaries, then add the musicians' unions and you'll realize the magnitude of the picture. Salaries run all the way from \$25 a week for valets, flunkies, etc., to the \$1,000 per night and more earned by the orchestra leaders. All of which means that few dancehalls, ballrooms, hotels or nightclubs can afford to hire such outfits for long engagements without charging correspondingly high prices to the customers and guests.

One Nighters Draw More Profits
This points out why so many of our big name bands and attractions have to be on the road so much, playing one-nighters in country dancehalls and at county and state fairs.

The average middle-sized town theatre can afford a big name band for a couple of weeks because it can put on four to six shows daily at high prices that will insure a profit. Even at that, the margin is too small to take many chances.

That is why Frank Schiffman at the Apollo Theatre probably makes it a house policy for his nationally known Harlem fun emcee, to keep a great band or attraction for only one week. This policy has been violated but three times. The late Chick Webb's band with Ella Fitzgerald was given two weeks; the King Cole Trio played two successive weeks and so Louis Jordan's band.

Bands find it more profitable to play one-nighters and theatre dates than long stands at ballrooms. Charlie Buchanan, general manager of the Savoy Ballroom in Harlem, a vice-president of Gale, Inc., the agency that handles such attractions as Lucky Millinder, Cootie Williams, Erskine Hawkins, Luis Russell, Ella Fitzgerald, the Ink Spots, and Savannah Churchill, told me it was definitely unprofitable to both the Savoy and the attractions under the Gale banner to keep name bands at the Savoy for more than a week. In fact, Buchanan indicated that a week was too long.

Where in the past Millinder, Hawkins and others played tour for six week stands at the world famous Home of Happy Feet, for, say, \$2,500, these orchestras can earn as much as \$1,250 for a single night at the average ballroom while, on the road, and sometimes double that amount by playing two engagements a night. Thus by calling in a band to play the Savoy for two or three weeks would injure the earning power of the orchestra and undermine the profit possibilities of the ballroom itself.

Think Band Business Gets out of Hand
Agents, managers and promoters thus think that the band business has gotten completely out of hand with bands demanding and getting more each time. With conditions in the postwar era apparently showing a trend toward the pre-war days of 1935 and even 1932, it is felt that the end must be in sight. Radio, it is felt, isn't supplying the answer as expected because in the case of Negro bands who form the majority of big name orchestra attractions, the color line is still in evidence. Television hasn't provided the answer as yet because that industry is still experimenting. The movie industry so far, hasn't given the employment to Negro name attractions that would nip out, so the bands have to depend mostly on "Cornfield Junction" and "Hobacco Town" for the tremendous profits that must be earned to keep them going.

of fuel. An increase was allowed on one ton deliveries for a short period last winter.

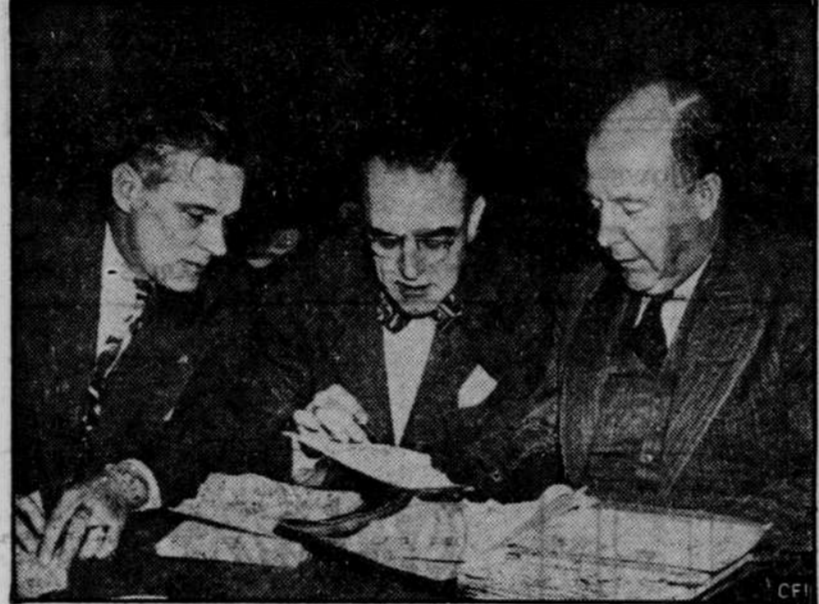
TIRE RATIONING ENDS
Washington—Automobile tires were released from rationing at midnight, December 31, the Office of Price Administration announced.

Rationing is being ended because production of tires, particularly passenger tires, the shortage of which has been most acute has increased steadily during the past two months, reaching an output for this quarter of about 11,000,000, Chester Bowles, OPA Administrator, said.

Termination of rationing, however, does not mean that there is ample supply to meet all requests for tires. For many months it will remain important that motorists and truck drivers continue to do everything possible to avoid excessive wear and tear on tires. There will be many who will have to wait to get their tires. However, the increase in production rate will make it possible for most motorists to get tires within a reasonable period of time.



ROMANCE IN WARTIME—Rosamund John, well-known British stage and screen beauty, is shown here in a romantic interlude with Michael Redgrave, who plays the part of her R.A.F. pilot husband in the forthcoming United Artists release, "Johnny in the Clouds." The story has to do with the days when American and British air fighters were defending "the tight little isle" from attacks by the now defunct Nazi Luftwaffe.



CONCILIATORS IN WESTERN ELECTRIC STRIKE

New York, N. Y., Soundphoto—US Conciliator J. R. Mandelbaum, center, meets with Earnest Weaver, left, national president of Communication Equipment Workers and J. P. Lafferty, Manager of Western Electric Installation Department in an effort to settle matters of dispute in Western Electric Co. strike. Telephone installation workers throughout the country called a strike against Western Electric which may lead to a nationwide tieup of telephone communications.



UNO OPENS IN LONDON
London, Eng. Radiophoto, and Soundphoto—Prime Minister Attlee of England is shown addressing a delegate, as he opened his historic first meeting of United Nations General Assembly in London. Prime Minister performed a ceremony with a solemn warning highly civilized portions of man to delegates that they must make kind choice between life or death for peoples of world. He said that "coming of atomic bomb was only last of a series of warnings to mankind that unless the powers of destruction could be controlled by a worldwide treaty of peace, the world would be lot of most of delegates that they must make kind."

SALUTE MRS. ROOSEVELT



Victims of infantile paralysis saluted Mrs. Eleanor Roosevelt at a Victory Bond rally-dinner given recently by South Central Association at Hotel Stevens in Chicago. These youngsters are aided by Cook County Chapter of the National Foundation for Infantile Paralysis. Half of the contributions to the National Foundation's March of Dimes, January 14-31, remains with the local chapter to be used for special equipment, hospitalization, transportation, treatment and care of polio patients. The other half goes to the National Foundation for research, education and emergency aid during epidemics. The late President Franklin D. Roosevelt founded the National Foundation for Infantile Paralysis.



JUNE RICHMOND IS BIG GIRL WITH GREAT BIG VOICE

New York City, (Calvin's News Service)—June Richmond only weighs 220 pounds. And she puts 220 pounds worth of weight behind each song. She's got that hefty, throaty voice that types her as a lady of the blues and Broadway right now is excited over her. Little Miss Richmond (she is short) is nightly singing "Poor Little Me" and "Just Beyond the Rainbow" at the Century Theatre in the new musical "Are You With It?"

June is a Chicago girl. She sang opera at 12; jazz at 15. In "Harlem To Broadway", June was a feature singing "St. Louis Blues" in a new way. Soon she had her share of trouble. Married just 3 years to a dancer Jeff Thompson, that career was ended when Jeff was accidentally shot and killed. The two had had their own lounge bar in Milwaukee.

Stunned and saddened, June worked harder to forget. At the Cotton Club Bing Crosby and Jimmy Dorsey listened to her, saw top material and hired her for a radio show. Andy Kirk, Jimmy Dorsey and Cab Calloway have used her as their singing star. It's the punch she puts into each number that they liked.

A Comedienne as well as an impressive singer, June is voted most likely to be among the all-time-greats of 1946. Meanwhile, her recent recording "Are You With It", (the musical's title song) for Mercury Records, that new company in Chicago which has recorded some fine blues material recently, will be reaching swing fans soon. And we predict that when it makes the rounds, it will make everybody "waa it".

been granted a raise of eight per cent over and above the increase of 4 per cent authorized by OPA last September and 6 per cent granted in June.

The Northern agreement provided a 10 per cent increase in hourly and piece rates. It was put into effect on November 5, 1945. The common labor rate is 75 cents an hour and the molder's day rate is \$1.05. The foundries involved are located in Pennsylvania and Southern New Jersey.

Cast iron pipe distributors have



ONLY TWO IN THE ARMY—Chaplain (Captain) John W. Bowman, Surrey Avenue, Lafayette, Louisiana (left), and Chaplain (Captain) William C. Grau, 10509 Harvard Avenue, Cleveland, Ohio, are the only two Negro Catholic chaplains in the Army. Chaplain Bowman, formerly a parish priest in Lafayette, has been with the 93rd Infantry Division since he finished the Chaplain's School at Harvard University in September 1942. Chaplain Grau served at Lackawanna, New York, parish before being commissioned. After attending the Chaplain's School he was assigned to the 92nd Division where he remained until the Division was inactivated. Both went overseas with their respective divisions. Chaplain Grau was awarded the Bronze Star. (U. S. Signal Corps photo from Bureau of Public Relations.)



GI DEMONSTRATION
Manila, P. I., US Signal Corps Radiophoto—Photo shows a portion of more than 20,000 soldiers who gathered near Manila's city hall, January 7th, in mass protest of the War Department's announcement of a slowdown in the army's demobilization program.



MABEL FAIRBANKS THE ICE SKATING QUEEN

WHO WEAB-TAN MOST FORWARD-FOOT SQUARE AMERICAS

CAN SKATE WARDS FASTER SKATERS CAN FIRST LEARNED TO SKATE ON A RINK SIX-AND IN LESS THAN FOUR YEARS BECAME LEADING NEGRO SKATER.

The Well Known Poet
LANGSTON HUGHES
WAS ELECTED AS CLASS POET OF HIS 8th GRADE GRADUATING CLASS IN 1916, ALTHOUGH HE HAD NEVER WRITTEN A LINE OF VERSE.

Beer industry self-regulation together with well-administered legal control, has in Nebraska pointed the way to alcoholic beverage control that is effective and permanent," declared Charles E. Sandall Tuesday in an address before the annual convention of the Nebraska Beer Wholesalers Association, held in Omaha. As state director of the Nebraska Committee, United States brewers Foundation, Mr. Sandall heads beer industry self-regulation in the state. Beer wholesalers, and brewers, comprise the Nebraska Committee membership.

"In Nebraska we have demonstrated that there are two essentials of good control," Mr. Sandall said. "One essential is a good liquor control law, with officers and the general public insisting upon its strict enforcement. The other is the beer industry's own self-regulation program, carried through with intelligence and persistence, and in cooperation with public authority. These two forces, working together, attain the kind of beer retailing conditions the public approves. That is why in Nebraska we have one of the best situations in the nation."

Mr. Sandall warned against relaxation of effort. "Constant vigilance against those conditions which arouse public displeasure will continue to be the price of success in the future as in the past. He observed, "It is a very reasonable price to pay when measured against the very great benefits for both the industry and the public."

MAJOR LEGION CHAIRMEN FOR 1946 ARE ANNOUNCED

Indianapolis, Ind.—Chairmen for major American Legion national committees for 1946 as appointed by Commander John Stelle in:

We wish to Announce THE OPENING OF THE **G & J Smoke Shop** 2118 NORTH 24th Street Everything in the Line of CIGARS, CIGARETTES, & SOFT DRINKS Jackson & Godbey, Props.



Gross JEWELRY & LOAN CO.

Phone JA-4635 formerly at 24th and Erskine St. NEW LOCATION—514 N. 16th ST.

Here's a SENSIBLE way to relieve distress of periodic FEMALE WEAKNESS

(Also a Grand Stomachic Tonic)
Have you at such times noticed yourself feeling nervous, irritable, so tired, a bit blue—due to female functional periodic disturbances? Then don't delay! Try this great medicine—Lydia E. Pinkham's Vegetable Compound—to relieve such symptoms. It's so effective because it has a soothing effect on one of woman's most important organs.

Important To Know!
Pinkham's Compound does more than relieve such monthly cramps, headache, backache. It also relieves accompanying tired, nervous, irritable feelings—due to this cause. Taken regularly—it helps build up resistance against such distress. Pinkham's Compound HELPS NATURE. Also grand stomachic tonic.

DIRECTIONS: Take one tablespoonful 4 times a day before meals and at bedtime. Follow label directions.

Lydia E. Pinkham's VEGETABLE COMPOUND

GOOD OPPORTUNITY
TWO lots, corner and adjoining, on southwest corner 21st and Grace. Extensive frontage on both 21st and Grace. Ideal for 2 or more homes, or especially suited as Church grounds. Make reasonable offer IMMEDIATELY. Address BOX A336 or Call HA-0806.

ANGRY

Please don't be angry at us if you can't always get Smith Bros. Cough Drops. Our output is still restricted. Soon, we hope, there'll again be plenty of Smith Brothers' soothing, delicious, Black or Menthol, 5¢.

SMITH BROS. COUGH DROPS BLACK OR MENTHOL—5¢