

The Omaha Urban League

When an agency changes from a group work program to a community organization program misunderstanding as to the agency's new aims and philosophy may arise in the community. A group work agency is primarily concerned in working with and influencing groups of individuals. It works to improve the lot of persons who, as members of the community, who may influence others. This it may do by organizing and sponsoring clubs and classes in recreational, vocational and social activities.

A community organization program, which the Omaha Urban League has adopted, is directed toward the improvement of the total community rather than any particular individuals or groups of individuals. Second, the League's formal for attaining its ends is to form working committees of interested persons representing a cross section of the community. These committees under the direction of the Executive or the Industrial Secretary carry out programs designed to improve the community and thus the individual members of the community. Essentially, a community organization program is one of organizing community leaders to work toward overall neighborhood and community betterment.

The Urban League works in the fields of Industrial and Vocational adjustments, Health, Race Relations, Housing, Welfare, Education and Research. Some of the accomplishments of the League since its change in program are as follows:

1. Industrial and Vocational Since February 18, 1947, 271 persons registered for employment with the Industrial Department. Eighty-five (85) were placed through referrals, making a total of ninety-seven (97) persons who received jobs through the League's efforts. Figuring the average income of each person as one hundred dollars per month, the total monthly income of the group would be \$9,700 for a yearly gross of \$116,400. This income is a factor in determining living standards in the Negro community and business development in the area.

The Industrial Department does not compete with either State or private employment agencies, rather, it supplements their work and cooperates with them. The State Employment Service has used the League's Industrial Department many times to find jobs for Negroes whom they could not place. The reason for this is simple. The Industrial Department seeks out work opportunities for Negroes. To this end conferences have been held with the Utility and Power Districts, State Veterans Service, Omaha Cold Storage Company, C. A. Swan, son Company, City Directory Company, Sterling Manufacturing Company, Victor Machine Company, Tumpance Manufacturing Company and others. Concurrently with these activities the Industrial Department is advising and counselling Negro applicants and workers regarding job training, job conduct and job responsibilities. A special Vocational Campaign was put on last March in which over 700 workers and youths were reached. Housing

Housing is still the number one social problem which the community must eventually face. In addition to the overall lack of sufficient number of homes; the problem of Negro housing is aggravated by: (1) the low income of Negro workers; (2) the rise in rental rates due to the removal of OAP controls; (3) restriction as to areas where the Negro may rent or purchase homes; and last the eviction of 76 Negro families, consisting of 236 persons from the Fontenelle Logan and Southside Terrace homes beginning in January of 1948.

The newly formed Housing Committee has hardly been able to even scratch the surface in trying to meet these problems. The committee did make known to representative agency, civic and business heads at a meeting in the Council Chamber the problem and plight of the Negro housing in Omaha and urged need for immediate action. Also the Housing chairman has brought the matter directly to the Mayor.

Other projects which the committee has sponsored are: advising the Police Department of the need for better traffic control in the Near Northside district; holding an educational mass meeting to acquaint interested agencies with the housing problems of Negroes in Omaha and working with other organizations in the promotion of better homes, yards, etc. Education

There is a common feeling among all citizens that our educational institutions fall short of the desired standard. The problem is neither new nor unusual. The Omaha situation, as in other communities, is the result of school neglect and indifference. The upsetting war years and the shortage of qualified teachers are contributing factors.

The Urban League is working with the school's administrative heads and school principals to give impetus to the solving of these problems. The League executive has given his services as race relations advisor on matters affecting Negro-white relationships in the Omaha public schools.

Race Relations The Race Relations Committee has been the most active committee in the League program. It has distributed over fifteen hundred (1500) pieces of appeal literature. It has placed selected issues of publications on race and minority problems in the high schools and public libraries. It has promoted a mass fellowship service at Joslyn Memorial.

Lime Essential

Lime is essential on acid soils for proper growth of many crop and pasture plants. To promote this desired growth, sufficient lime should be applied to change the acid condition to a near neutral point. Under most conditions in the upland area the addition of lime to the soil also provides calcium for plant growth. Commercial fertilizer, incorporated with the soil management practices previously mentioned, is essential for continued high crop production. Every crop harvested for grain, forage or other use removes plant food from the soil. Soils under continuous cropping systems, coupled with erosion, lose their plant nutrients faster than they can be replaced by nature.

1918. Into the United States from Italy in Clover From Italy

PREJUDICE IS EXPENSIVE

By Leo Cherne, Executive Secretary, Research Institute of America

Whatever the nature and how far the extent of our participation in world affairs, discrimination—particularly that directed against the Negro—is the heaviest millstone around the neck of American foreign policy. In our effort to prevent Soviet domination of independent and democratic nations, a federal law against discrimination in employment would, in our influence abroad, be worth the sum we have appropriated under Truman Doctrine. And so that I may be completely understood, may I say that I wholeheartedly support every peaceful effort that will successfully impede the westward march of the Russian police state.

There are equally valid day-to-day, dollars-and-cents reasons right here at home for the elimination of prejudice in employment. Any community of workers that is discriminated against in employment is also a community of consumers who discriminates against the purchase of American-made goods. Any man who can't earn can't buy. The bare subsistence group in the American community is not on the market for radios, automobiles, washing machines, nor even bathtubs. When the average salary of one teacher in southern elementary schools is only 60 per cent of that of another teacher, quite obviously that teacher is only 60 per cent the purchaser. He provides only three-fifths the economic stimulation to our total society that he is capable of.

In the rural south, the Negro family's income is only one-half that of his white neighbor. In the southern city it is only one-third as large. In the north, the average white family's income is almost 60 per cent. It is estimated that in the south 80 per cent of all Negroes fall into the lowest income bracket as compared to less than 25 per cent of the white population; and while in a normal year 18 per cent of the white population will earn over \$2,000, only one-tenth of 1 per cent of the Negroes will do so.

If other words, America's magnificent productive capacity and its even more remarkable standard of living are not shared by one in ten of our citizens.

Furthermore, the costs of discrimination in terms of productivity, although difficult to measure, are substantial. When an employer is limited in his choice of qualified employees to certain racial or religious groups, he cannot always choose the most skilled man for the job. Every time he must hire the poorer man, productivity suffers and costs of production are increased. Likewise, when a skilled mechanic must take a job as a servant, the community suffers a double loss. Not only is his productive capacity unutilized, but our investment in his education is wasted.

No economist can precisely indicate the dollar-and-cents cost of certain aspects of discrimination. But we do know that the following conditions involve an enormous national cost.

The Negro's average life is ten years shorter than that of the white population. Three times more Negro than white women die in childbirth. Illness and disease do not confine themselves conveniently within color groups. Wherever the death rate for the Negro is highest, so too does the death rate rise for the members of the white race. In those states in which infant mortality among the Negroes is greatest, the deaths of infant white children are greatest. There are many times when an economist wishes he could actually compute the dollars-and-cents value to our nation of a single life. We know that life has a value. A live person works, buys, builds, expands, stimulates every face of our economic activity. To the extent that we fail to protect the lives of any group, we diminish the fruits of our society and the share of each of us in them.

All the factors add up to an enormous cost to any area where a large segment of the population is discriminated against. The greatest, whereas the income for the more democratic states was the highest per capita in the country, averaging \$800. There have even been responsible estimates that the total cost of discrimination in our country is between \$15 billion and \$30 billion a year.

There are valid economic reasons for the United States seeking and enjoying markets in other countries. There are few people who question that any increase in the living standard of the Chinese or the English or those in Greece and Italy will enlarge the demand for American goods and services. There can be

LYNCHING FIGURE ASKS \$50,000 SUIT DISMISSAL

SHREVEPORT, La. — A plea to the jurisdiction of United States District Court asking the dismissal of the \$50,000 damages brought by Mrs. Carrie Lee Jones, widow of John C. Jones, Minden lynch mob victim, against Oscar Henry Haynes, Sr., sheriff of Webster Parish.

In seeking the dismissal of the suit, Attorney Harry D. Booth of Shreveport, of the Booth, Lockard and Jack law firm, represented Sheriff Haynes and raised several exceptions on which he based the plea.

Haynes' attorneys contended that Mrs. Jones is not a bona fide resident of California, as was stated in her petition, and that if she is now living in California she is merely there for the sole and "exclusive purpose of attempting to vest jurisdiction" in the federal court.

It was further contended that on or about August 7, 1946, Mrs. Jones was a resident and citizen of Webster Parish, La., and continued to be a resident and citizen and that her present residency in California was brought about by the intervention of a third person solely for the purpose of bringing the suit and attempting to vest jurisdiction thereof in the federal courts.

In conclusion, it was requested that plaintiff's suit be dismissed for lack of jurisdiction. NAACP Attorney A. P. Tureaud, representing Mrs. Jones, described the plea as an attempt to raise "sectional prejudices" in the case.

John C. Jones, a World War I veteran, was taken from the Webster Parish jail at Minden, La., where Haynes is sheriff, on August 7, 1946 and was lynched by a white mob at Dorcheat Bayou. His 17-year-old cousin, Albert "Sonny Man" Harris, also taken from the jail with Jones where both were held on suspicion of spying on a white woman, was severely beaten but feigned death and was successful in escaping the mob and fleeing to the New York headquarters of the National Association for the Advancement of Colored People where he told a full story of the lynching.

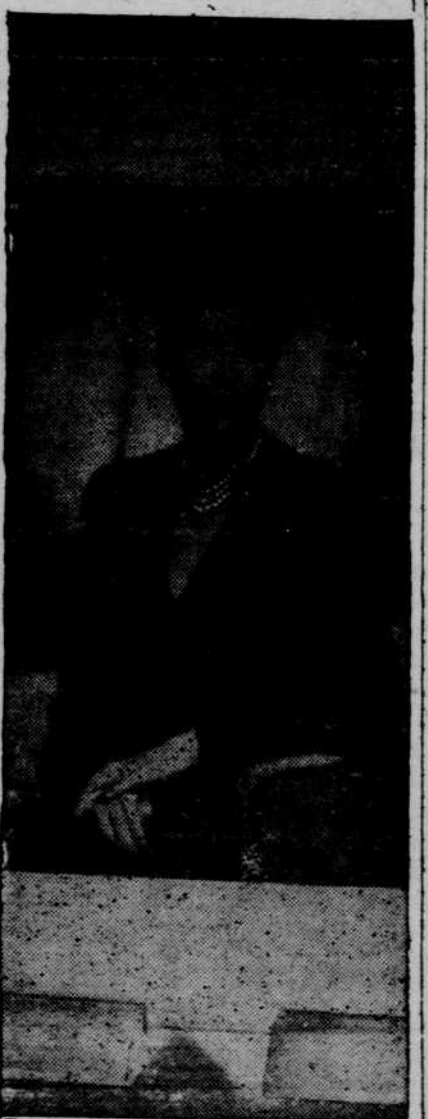
New Orleans newspapermen and NAACP officials conducted an on-the-scene investigation of the affair and secured the names of several alleged members of the mob. Five of the persons were brought to trial and were found not guilty.

Mrs. Jones fled her home in Cotton Valley shortly after the investigation, going to Shreveport thence to Los Angeles, California. At that time Mrs. Jones told newspapermen that she feared for her life.

viously, therefore, be no valid arguments against the removal of those arbitrary barriers to the expansion of economic opportunity for all groups in our own country now suffering discrimination. Each economic advance in the history of the United States has been achieved by the elimination of an area of distaste, social myth or prejudice.

"Sweet Sea" The Amazon river is sometimes known as the "sweet sea."

PORTRAIT IN GLASS



This photograph is printed in not on a new glass, which through prescribed use of ultraviolet light and heat, can receive permanent colored prints with three-dimensional effect, according to National Patent Council. Photographic reproductions in this newly patented glass have an ageless quality. They will not fade. Sensitive only to ultraviolet light, the glass does not have to be handled with the care required of photographic paper. There is no "grain" in the design.

Forgotten Inventor

THE HOLLYWOOD LOWDOWN

By Sid

INSIDE BRIEFS!!!

Joyce Reynolds is limping around the Warner lot with a pair of sore feet, cut by coral when she tried to spear a fish while vacationing in Hawaii—Hurd (the actor) Hatfield is a devotee of unique amusements. His favorite diversion, he says, is snubbing snobs!—Jane Wyman is having a routine health checkup, after which she'll begin her starring role in "Johnny Belinda" at Warners—Claude Rains wants to know if this is "re-venge!" In Michael Curtis' mystery-thriller, "The Unsuspected" (coming soon he slays Audrey (peachy) Totter with same pistol Bette Davis used to kill him in "Deception")—Once upon time stellar Robert Hutton was an usher at the New York Strand—Add Hollywoododdities: Peter Lorre is writing a book of humorous poetry—"Joan of Lorraine" (with Bergman) is now scheduled to roll at the Hal Roach lot on Sept. 16—after two false starts—Add working wives: Mrs. Eric Blore manages the Ann Meredith Snack Bar in Beverly Hills—Speaking of music: David Raskin's 450-page score for "Forever Amber" was written in 71 days, recorded in another 18 and plays through 118 minutes of the picture, all but 16 minutes of the entire running time—Rural note: Gale Robbins, recently arrived from Gotham to make her screen debut in "Ever the Beginning" bakes the best angel food cakes

in all Hollywood!—Add Lilli Palmer fell from one of those high boy, 1880-bicycles while starring in the same film—Bette Davis



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OUR RADIO MINISTRY

The Council of Churches offers a ministry of the air to the Omaha area in its daily radio program, "Morning Devotions", broadcast over Station KBON, which is now housed on the sixth floor of the Saunders-Kennedy Building at 18th and Douglas.

Please note that on Monday, September 29th, the time for the "Morning Devotions" broadcast will be changed to 8:15.

Ministers in charge are:

Sept. 1-5: Rev. E. W. Brown

Sept. 8-12: Rev. Everett Cormack

Sept. 15-19: Rev. Joseph B. Barnett

Sept. 22-26: Rev. J. B. Brooks

Sept. 29-Oct. 3: Rev. Charles Livingston

Oct. 13-17: Rev. Allen C. Bergquist

Oct. 20-24: Canon George St. G. Tyner

Oct. 27-31: Rev. Harvey Clark

APOLOGIES TO COUNCIL BLUFFS

We intended to broadcast for the Council Bluffs Sunday School Parade Sept. 13 an invitation to Omaha. We are late.

READ THE OMAHA GUIDE

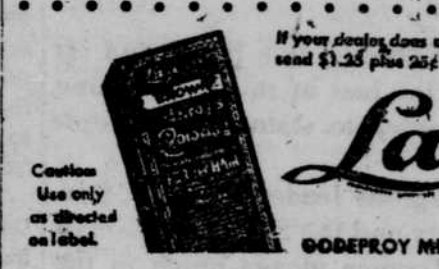
Handled Many Times Iron ore is handled five times from the time it is removed from the earth until it emerges from the furnace as liquid metal.

Only Huguenot Church in America is at Charleston, S. C. It was founded in 1687.



Look years younger
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To give your hair new, rich, natural-looking color (black, brown, blonde) using L'Oréal's L'Oréal Hair Coloring NOW... you quickly—easily—work rub off or wash out—without heat—permits permanent and stylish hairdressing... known and used for over 50 years. Your dealer will give you money back if you're not 100% satisfied. Have an easy, professional application at your favorite beauty shop or buy L'Oréal at any cosmetic department or drugstore.



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NELSON EDDY TURNS ADVENTURER IN REPUBLIC'S "NORTHWEST OUTPOST"



TED YATES PUBLICATIONS

Baritone Nelson Eddy in a new type of role—that of a swashbuckling adventurer—in Republic's thrilling tale of California's last frontier days, "Northwest Outpost." Ilona Massey co-stars in the big-budget picture for which Rudolf Friml composed the entire musical score. Featured in top supporting roles are Joseph Schildkraut, Elsa Lanchester, Hugo Haas and Lenore Ulric.