

Case Involves Question of Engineers

National Labor Relations Board hearing in the case between the Communications Workers of America, Northwestern Division No. 45 and the Northwestern Bell Telephone Company were completed before Hearing Officer, C. A. Meter of the Eighteenth Regional Office of the NLRB at Minneapolis, Minnesota, in the Douglas County Court House at Omaha, Nebraska on April

14th, 1948. The hearing started on Monday, April 12, 1948. The case involves the important question as to whether the Engineers now employed by the Company in the five North western States are "professional" and Management employees with-in the meaning of the Taft-Hartley Law and therefore, ineligible to membership in the Union. The Company is also claim-

ing that its PBX Instructors who are members of the Union should be excluded, as Management employees. Although the case affects only a little over two hundred workers of this Company, it is important because of its effect on the status of thousands of other telephone workers in the Bell System throughout the country. The Union called several

witnesses from the various states it covers to support its contention that all of these workers properly belong to the Union. Company officials were called to support the Company's claim that Engineers and PBX Instructors should be eliminated from the bargaining unit represented by the Union. The Union was represented General Council for CWA Nor-

thwestern Division No. 45 and its Division President, R. L. Mayer, of the New York City, at the hearing by Mr. Henry Rogers of Des Moines, Iowa. The Company was represented by its General Counsel and Vice-President, Tracy J. Peck and Associate Counsel H. G. Burke as well as its Personnel Vice-President, J. H. Kreners.

NEW KANSAS CITY STORE DRAWS 1,000 AT OPENING

Although they've just opened a brand new, spic and span, modern food store, members of the Wise Buyers Mart, Inc., new co-op in Kansas City, Mo., aren't stopping to rest. They're out urging their friends and neighbors to join them in the new business enterprise.

These folks know the value of working together. Some yrs. ago they formed the Kansas City Council of Negro Employees, a mutual benefit organization to help the Kansas City members solve their financial problems, the council sponsored the Negro Employees Credit Union, which during the past 13 years, has grown into a successful institution with assets of more than \$65,000.

The grocery store didn't "just happen" For some time interested groups with enthusiastic leaders, met at intervals to study cooperative principles then went out to secure more members, met at intervals to study cooperative principles, then went out to secure more members. "It Can Be Done" was their motto.

Some people would say it couldn't be done. But on Thursday night, January 29th, the Wise Buyers had a membership of more than 400, had raised capital of \$11,000 in cash and were opening an up to date store at 2601 Prospect Street, a corner location.

More than a thousand guests thronged the store the night of the "open house" and inspected the neat rows of canned goods, the refrigerated self-service, storage for dairy products, the meat department, and the modern display of fresh fruits and vegetables.

W. N. Raspberry, acted as the master of ceremonies. By means of a public address system visitors were told the history of the organization, its aims, and services to be rendered. Highlight was a talk by Reverend D. A. Holmes, pastor of the Pasea Baptist Church and president of the Kansas City Ministerial Alliance, who urged all those present to give full support to the enterprise, thereby improving their economic status.

An immediate hit with the crowd was an original ditty sung by Mr. Raspberry's daughter, Villa: "When I was a girl, her Grandma said, My mama's chile ate storten-bread. But your diet's balanced, And then what's more, Your food comes from The Co-op Store!"

Refreshments of co-op coffee, fruit juices, and ice cream were served in the meeting hall upstairs.

One of the "spark plugs" of Wise Buyers Mart is Fred W. Williams, president of the board of directors. W. A. McDonald, member of the store board and president of the Negro Employees Credit Union, was one of the first to become actively interested in co-op's years ago.

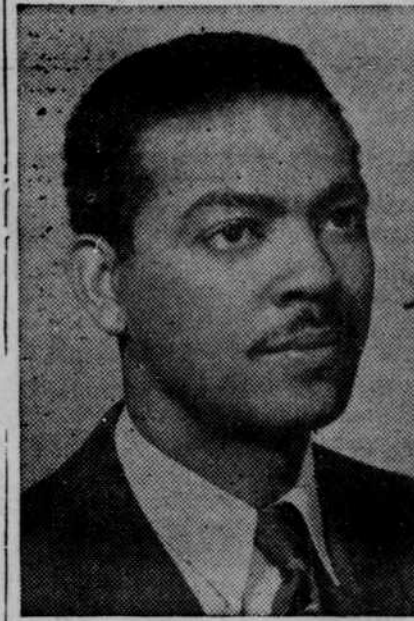
Manager of the new store is Amos R. Johnson, Jr., who served for 10 years as manager-treasurer of the credit union. Johnson attended Kansas State Teachers College and is a veteran of World War II. Recently he received additional training in co-op management at the Commonwealth Co-operative, Gary, Indiana.

Barbara Vaughan is vice-president of the board and W. B. Willoughby is secretary. Other directors include W. A. McDonald, Robert P. Lyons, Editha Russell, Bennie L. Bryant, Roberta Coffee and W. N. Raspberry. Ann H. Joshua acts as treasurer.

Pigeons Travel Far
Messages have been carried as far as 800 miles by homing pigeons.



Peter Abrahams, author of "Path of Thunder," a novel which deals with the love of two people of different races in South Africa. The book is heralded by reviewers as being "completely convincing and approaching the quality of universality that good writing should have." Abrahams was born in Johannesburg, South Africa, less than 30 years ago, but is described as a writer with "rare talent."



Dr. Preston Valien, professor of Sociology, has been appointed head of the department of sociology and director of research at Fisk University. He is succeeding Dr. Chas. S. Johnson, who became president of the institution in 1947. (Photo F. P. Roberts' Studio)

SEEDS OF DESTINY
"Seeds of Destiny," a documentary film about the Displaced Persons (D.P.'s), will be made available for Omahans next week.

This 21 minute picture, taken in European D.P. camps, will be given private showings on both Tuesday and Wednesday at 10:30 A.M. and 2:00 P.M. These will be in Room 703 (south end of hall) in the Federal building, 15th and Dodge streets.

The film has been brought to the City under the sponsorship of the American Brotherhood (National Conference of Christians and Jews). Co-operation has been given for this by the Office of the Nebraska State Senior Instructor, O. R. Civic groups interested in their own showings of the picture are asked to contact the American Brotherhood, 1504 Dodge St. (AT 8555).

Said Earle Conover, Regional Director, "We appreciate the privilege of being able to present this powerful picture about the D. P. s. If one picture is still worth ten thousand words interesting people will grasp this opportunity."

Save Little Fat Too
Many women think of saving used kitchen fat only when they have lots of it, frying bacon, for instance. But all meats have some fat, and bones and table scraps will yield a surprising amount when they are heated, and every drop is scraped into your fat salvage container.

Warm Water for Plants
Tepid water instead of cold water should be used for watering house plants. Cold water may shock the plants, damage the roots and retard growth.



The above photo was taken at the Veterans hospital, Tuskegee, and shows from left to right, standing, Dr. T. T. Tildon, manager; seated, Dr. Richard Lyman, professor of neuropsychiatry, Duke university, loaned to the VA for eight

months, now stationed at Tuskegee; standing, Dr. Bingham Dai, psychanalyst on the faculty of Duke university Medical school. Dr. Dai was visiting lecturer at Tuskegee during the first week in February. (ANP)

OUR Guest Column

CAPITAL COMMENT
Democratic National Com.

A major milestone in America foreign policy was passed last week when the President signed the foreign aid bill—the European Recovery Program bill and appropriations to aid Greece, Turkey and China.

The bill was signed at a simple ceremony in the Presidents office attended by Cabinet members and Congressional leaders. The President described the signing of the act as "a momentous occasion in the world's quest for enduring peace" and commended the Congress for its co-operation in the prompt passage of the measure.

The President added: "Its passage is a striking manifestation of the fact that a bi-partisan foreign policy can lead to effective action. It is even more striking in its proof that swift and vigorous action for peace is not incompatible with Those who are skeptical of the effectiveness of a democratic system should ponder the lesson of the enactment of this measure."

"The foreign assistance act is the best answer that this country can make in reply to the vicious and distorted misrepresentations of our efforts for peace which have been spread abroad by those who do not wish our efforts to succeed. The measure is America's answer to the challenge facing the free world."

The President followed this stern warning, which was plain to the peace. He said: "It (the bill he signed) is a measure for reconstruction, stability and peace. Its purly addressed to Russia and its program of Communist aggression, with a statement of his own faith that we can win peace by assisting in the preservation of conditions under which free institutions can survive in the world."

"I believe that the determination of the American people to work for conditions of enduring peace throughout the world will encourage free men and women everywhere and will give renewed hope to all mankind that there will one day be peace on earth, good will among men."

But even as this bill was being signed the Russians were creating an incident in Berlin to seek to divert attention from the American move toward peace. Russian activities made it plain that national prudence required the American nation to keep its defenses strong while it sought to help rebuild the free nations of Europe.

Before the Congress was the President's March 17 proposal for universal training and temporary selective service. The Congress showed no disposition to give the President the defense program he asked for. Isolationist Republicans who had sought to delay and whittle down the European Recovery Program bitterly attacked the Presidents proposals. They were joined by the Wallace third party and the Communist newspaper, the Daily Worker.

But administration leaders took the facts to the Capital hill and patiently worked for bi-partisan support to put through the President's requests. Neither universal training nor selective service are regarded as good proposals politically in an election year and many Republicans lacked the courage to face up to international realities as did the President on March 17.

Many GOP polities sought some easier way out by seeking to temporize with the critical situation abroad and by pretending that manpower is not an essential part of the national defense.

There was also another serious bit of evidence that the Republican Party was far from united in its support of the bi-partism foreign policy.

Chairman John Taber (R., N. Y.) of the powerful House Appropriations Committee said that he would be in no hurry to bring out appropriations to implement the European Recovery Program. He wanted to study "needs" of every participating nation.

It is the habit of Mr. Taber to display his power by delaying action on appropriations. (Continued to Page 3)

THE OMAHA GUIDE

JUSTICE OF EQUALITY
EQUAL OPPORTUNITY

ALL THE NEWS WHILE IT IS NEWS

HEW TO THE LINE

2420 GRANT ST

PHONE HA. 0800

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THE OMAHA GUIDE OMAHA, NEBR. Saturday, May 7th, 1948

ONLY TEN CENTS PER COPY

Bait Advertising

BETTER BUSINESS BUREAU OF OMAHA, INC. Have You Ever Benn the Victim of Bait Advertising?

Bait advertising is an alluring and insincere offer to sell something. Its principal purpose is to get the customer into the store. Bait offers include merchandise the advertiser does not intend to sell, the knock-in of advertising merchandise by sales people for the purpose of switching the customer to an item which is more advantageous for the merchant to sell and several other methods are used to switch from the advertised merchandise.

The legitimate merchant does not perpetrate such practices upon the consuming public for he realizes that, in order to get the best return for his advertising dollar, he must sell his story truthfully and factually, and he does not indulge in these practices because he realizes also that they are unethical and destroy public confidence in business.

However, there are others, such as the merchant who might advertise rebuilt vacuum cleaners as good as new, but then in return when people write phone, or come into the store for the advertised machine to the prospect but continually run it down claiming it has poor suction, a bad motor, or point out some other defect. The machine might ever have the suction blocked, carbon brushes filed down to a point so that it doesn't have any power, or it might have parts removed. The idea of course is to get the customer into the store for the agent to get into the home in order to sell a new machine. If the customer insists on buying one of the rebuilt machines, he is told that that particular machine is only a demonstrator and that they have other people to show it to, or that all the rebuilt machines have just been sold. In any case, the customer never gets the machine that has been demonstrated.

Yes, these practices are actually being perpetuated upon the buying public and any such practices should immediately brought to the attention of the Bureau as these methods destroy confidence in advertising and business.

"Twasn't So"

An appliance store advertised "New Records—29 cents." They also listed the records as being made by the well known manufacturers. Investigation by the Bureau disclosed that some of the records were used and those that were not used were up to 20 years old.

After a discussion with the

owner of the store, the ad was changed to disclose the true facts, that the records were used and of the outmoded variety.

Failure To Disclose True Material Content Brings \$64,500 Suit

The Bureau sends out several letters a day requesting advertisers to disclose the true material content of their merchandise.

Some terms, such as balbriggan, broadcloth, damask, gabardine, poplin, velour, etc., indicate fabrics having a certain weave, construction, or finish. Some of these fabrics may be made in any one of several materials or combinations of materials. In such instances it is desirable to have the fabric term accompanied by words which accurately specify the material content, such as cotton velour, etc.

The failure to do this on the part of a New York manufacturer proved very costly when the New York Supreme Court recently awarded \$64,500 to the parents of a deceased boy for whom they had purchased a cowboy suit. The suit contained a rayon which burst into flames and burned the boy to death when he got too near the fire. In this case the judgement was against the manufacturer and not the retailer. Judgement also included the maker of the fabric and the sales agent representing the manufacturer. They were adjudged guilty of negligence in failing to warn purchasers of the combustible nature of the garment.

This firmly proves that failure to disclose can sometimes be very costly. Avoid trouble and misunderstanding by giving all the true facts in the copy of your ads.

Used Merchandise Must Be Advertised As Used

Recently there has been a general laxness on the part of certain war surplus stores in goods by not disclosing the fact that it is used.

This is not only violating the "Truthful Advertising Law" but it is also a direct ordinance No. 15161, which forbids the advertising for sale, the offering for sale, the displaying for sale, and the sale of goods, wares, or merchandise which consists wholly or partly of second hand material or "seconds," without stating the fact and labeling each article or unit as such.

This ordinance provides penalties for its violation.

MERCANDISE DIVISION BETTER BUSINESS BUREAU OF OMAHA, INC.



PLAN FOR NAACP REGIONAL CONFERENCE

The coordinating committee of the Tuskegee NAACP chapter met in Dorothy Hall recently to discuss plans for the regional conference at Tuskegee Saturday and Sunday, March 20-21. The conference will include the states of Alabama,

Mississippi, North Carolina, South Carolina, Georgia, Florida and Tennessee.

Seated left to right, are: Mrs. Betty Hodge, L. W. Hermon, Mrs. Milton Love, C. G. Gommillion, Mrs. William T. Peterson, Dr. Joseph Berry, pres-

ident of the local chapter, W. T. Mitchell, chairman of the coordinating committee, Mrs. Willie Miller, Daniel Boasley, Mrs. Hattie Flennoy, R. E. Guinn and S. E. Walker.



SORIAL PLEDGES WHITE TEACHER

The above photo shows a group of pledgees to Zeta chapter, Philadelphia, of Phi Delta Kappa sorority.

From left to right: Evangeline Moore, Ruby G. Smith, Elaine Thomas, Ethel Hibbert and Jessue Coverdale.

Mrs. Hibbert is the first white teacher to become a pledgee of Zeta chapter.



FORT VALLEY GRADUATE AWARDED MASTERS DEGREE

Harold W. Alexander was awarded the master of arts de-

gree by Iowa university on January 1 and has passed the qualifying examinations for further studies leading to the degree of doctor of philosophy. Mr. Alexander was graduated from Fort Valley State college June, 1942. He served as acting registrar of Fort Valley from January 1, 1946 to Jan. 1,



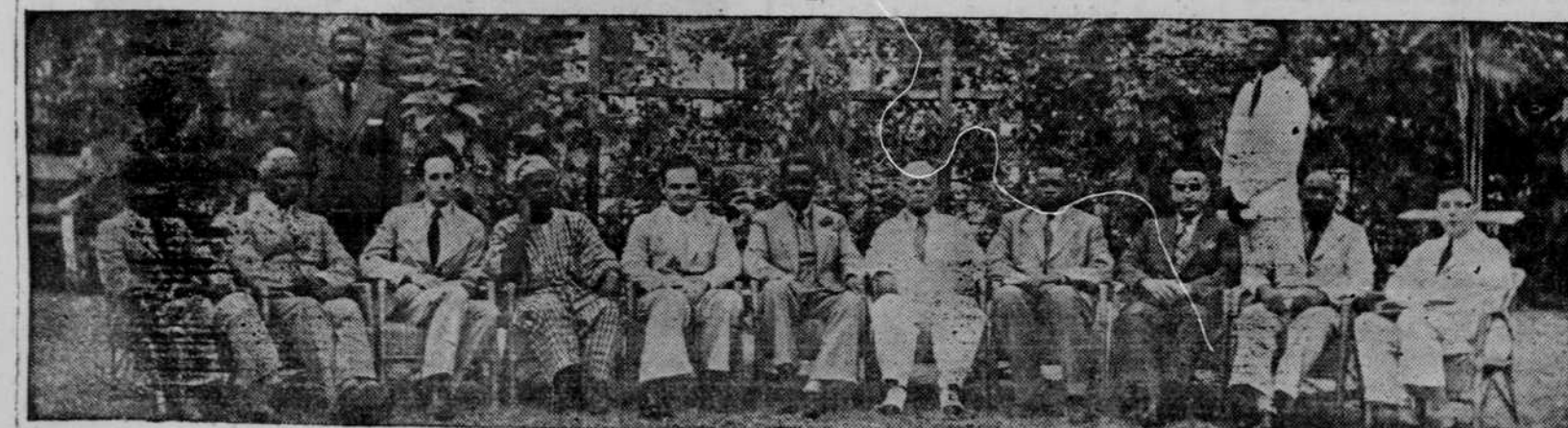
Dr. Dwight H. Wilson, international archivist who assumed office as the first Archivist for Fisk University on April 1. He worked for a number of years with the National Archives in Washington, D.C., and served in Rome, Italy, as Archival Consultant, Allied Commission Archives; and Deputy Director, Allied Force Administration Archives. (Photo F. P. Roberts' Studio)

Rise in Cancer
During the past 25 years, cancer has climbed from seventh to second place as a direct cause of death. It is now second to heart trouble as a cause of death. About 175,000 Americans will die of cancer this year and of the total population of 140 million now living, some 17 million will die of cancer.

Is Not Inherited
Tuberculosis is not inherited. It is a disease which well people catch from people who have active tuberculosis. While it is a serious disease it can be cured and its spread can be prevented.

Value of Milk
A quart of milk—four glasses—supplies approximately these percentages of the daily nutritive requirements of an average man: Calcium, 100 per cent plus; riboflavin (vitamin G), 82 per cent; phosphorus, 67 per cent; protein, 49 per cent; vitamin A, 30 per cent; thiamin, 22 per cent; calories, 22 per cent; vitamin C, 19 per cent; niacin, 6 per cent, and iron, 3 per cent.

Large Erosion Acreage
It is estimated that in the United States at least half the acreage needed this year for intertilled and close growing crops is subject to erosion.



FORM RACE RELATIONS INSTITUTE IN AFRICA

To remove racial misunderstanding and improve relation between the races, the Nigerian Institute of Race Relations has been set up in Nigeria, British West Africa. Founder is a young Nigerian farmer, A. N. Obi. The institute, which

hopes to establish branches all over Nigeria, now has a membership representing evenness in the country and every shade of political opinion. The picture shows President and officers of the institute: Sitting, from left to right, fou-

nder and president, A. N. Obi; the Rev. M. O. Dada, D. A. Becher, author of best-seller "My Africa"; Mazi Mhonu Ojike; Greek consul J. Mondilas; the institutes president; Sir A. deyemo Alakija; Michael Elias (Lebanese); C. F. Ojukwa,

F. J. Nabhan (Syrian), leader of the Nigerian Youth movement; Dr. A. Maja, and Nigerian Chief Scout Commissioner Arthur Brown. Standing: Institute secretary, Gen. Mr. A. A. Kotun; and Liaison Secretary, J. J. O. Kusau.