

"SINCE BY MAN COMETH DEATH, BY MAN ALSO COME THE RESURRECTION OF THE DEAD."—1st Cor. 15-21-22 This Text was Given by Rev. O.J. Burckhardt, Pastor of Christ Temple Church.

THE OMAHA GUIDE

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EDITORIALS!

TRUE LEADERSHIP

As we glance through the mirrors of public press, we find a universal plea for true leadership. A leadership of service for humanity. We yield to superiority of mankind when we find those who are willing to share privileges and opportunities with others. Those who can lead us out of our present difficulties without a selfish motive involved. Those who are willing to sacrifice their time and energy for the comfort and happiness of others. We have many forceful leaders who are intelligently qualified but who fail to render service without a personal Back Up. We need a Leader of Service to carry us safely through this crisis. There are many opportunities offered our group, if we can unite ourselves in one common interest and support a Leader whom we can trust. The Negro will take his rightful place in the social and economic world when he has proven his competent leadership.

Community Spirit

The advancement of community spirit is sincerely welcomed in this community. Its longfelt need has been shown among us for many years. A community cannot exist without united effort. To progress and advance, there must be a bond of neighborly interest in the welfare of the community as well as the individual.

A movement is underway to build this community by securing a closer relationship and understanding among the independent neighborhood merchants and among the people of this district. It is a wonderful effort and a huge task. The fulfillment of this mission will bring a better, growing community.

With the publication of the Community News, a weekly newspaper devoted to the interests and welfare of this community, its editor and publisher Mr. Harry Finkenstein, one of our home products, has established the foundation for the renewal of community spirit.

Mr. Finkenstein is aiding the independent merchants in this area to organize in groups so as to come to a more mutual business relationship and a stronger understanding of the community problems. Through organization it enables them to meet outside competition and is also a boon to the consumer because of the advantages of economy in buying and reduction in the cost of merchandising to the trade.

Our people know the value and need of organization. It is the lever that controls the destinies of the individual and through proper handling can better leave us to the just pursuit of life, liberty and happiness. Is there anything more glorified than the accomplishments of a group or organized body in aiding the welfare and growth of a community?

We therefore take our hats off to one who had the initiative and foresight to advance this wonderful work in this community and wish him well towards the success of his enterprise and splendid endeavors.

THE 14TH AMENDMENT AT WORK

We all rejoice in the victory achieved by our group in New Orleans, over a scheme to deprive them of the privilege to work on the public docks of that city, but this achievement would not have been possible had not large interests feared their business would be affected; thus again the 14th Amendment was made to play the role of protecting vested rights. The steamship companies got out an injunction on the plea that the ordinance would deprive steamship companies of their property without due process of law; that it would interfere with interstate commerce and that its purpose was political. Though our race benefitted, let us not mistake the motive was not altruistic, and that selfishness and greed are placed above human rights.

ONCE REPRESENTED RACE IN HALLS OF CONGRESS



The above picture shows our representatives in the House of Congress when we were first set free from Chattel Slavery. We were then classed as ignorant and uneducated—WHAT'S WRONG NOW!

THE UTILITIES AS TAXPAYERS

A good many officeholders have had a pleasant time damning the utilities of the country. By rights, they should really feel somewhat obliged to them, inasmuch as the utility industry, as a taxpayer, is one of the largest and most stable contributors to the cost of running the government.

In 1929, according to an article in Public Utilities Fortnightly, 2,772 utility companies submitting balance sheets to the Commissioner of Internal Revenue earned a net of \$793,271,185. Out of this they paid an income tax of \$85,064,517. Other taxes amounted to \$219,608,517, or a total of almost \$305,000,000. Furthermore, 1,460 utility companies which went in the red during the year were forced to pay taxes aggregating \$15,434,218. As a consequence, total taxes for the reporting companies were more than \$320,000,000—close to half of the total income reported to the Revenue Bureau.

What may such a tax policy as this do to the utility industry? Now, as in the past, it is one of the most progressive of industries. It has maintained its employment and wage standards at an extraordinarily high level during depression. Even so, there can be no question that the fear of more exorbitant taxation deters executives and stockholders from authorizing developments and expansions that would otherwise be made. No industry can do its best when it is wondering how long it will be before it is taxed out of existence. The utility companies and their customers should pay a fair share of government expense. But when taxes begin to approximate 50 per cent of profit, it is time we did some serious thinking.

There is a lot of Philosophy and good common sense in the announcement of the Married Men's Unemployment League.

"We heartily endorse their platform." We believe that we can have no stable prosperity unless industry makes a reasonable profit after paying to its employees a purchasing wage.

There is a Law called by economists "The Law of Diminishing Returns." This Rule tells us by ruthless logic that the more we cut wages, the less buying power remains in the country.

Factories can not run without orders. Merchants cannot sell goods with customers. Farmers cannot move crops unless the workers eat three full meals a day.

Cannot we learn from past follies or must we always be spanked by good Mother Experience before we practice common sense.

Labor runs from 10 to 12 per cent of the cost of the average manufactured article. Prosperity cannot be conjured back by words, it must be brought back by giving to our workers a wage that will satisfy their common wants.

Let us give a cordial greeting to the representative of the Married Men's Unemployment Council when he calls on us.

Should we not have cash, we may be able to swap and get some much needed labor done around the place.

We will help ourselves when we help our neighbor of the Unemployed Married Men's Council.

Should you have a job wanting a workman, Phone

J.A. 1548, or WE. 1750, and they will send you a competent man.

The jobs they give out will mean more money or goods in circulation and less worry and anxiety in the Home.

WHAT IS THE UNEMPLOYED MARRIED MEN'S COUNCIL

Briefly, the Unemployed Married Men's Council is an organization to prevent suffering; to prevent strong men who want to work, and who through no fault of their own cannot find a job, from being humiliated by begging. Some men would rather die than to be called or considered a beggar. Many ambitious men commit suicide before they will be considered such. The preamble of the Unemployed Married Men's Council was printed in the Omaha Guide last week. We hope you read it. If you did not, we are reprinting it in this issue. Find the preamble, read it, and cut it out. There is more food for thought in these few paragraphs for the unemployed married men's council preamble than anything we've read since the depression began. There is also a digestive thought for the so-called capitalist class and for the working man.

Give us your written opinion about the preamble. The originator of this idea should be given great credit for the efforts to put this thought into a workable organization. The Unemployed Married Men's Council's purpose is to give work to citizens of Omaha to prevent suffering. If you have some work in your home, such as paperhanging, plumbing, house cleaning, yard cleaning or any odd jobs, and haven't the cash to pay for the work, remember the Unemployed Married Men's Council will furnish you a man to do the work in exchange for such things as clothing, vegetables or fruits, or old furniture. Call headquarters or any branch of the Unemployed Working Men's Council and a representative will be sent to you. The organization does not take in exchange, goods for work from anyone who is able to pay cash. In other words they do not wish to lower the scale of wages or stop people from paying cash for their work, if they wish to do so.

How well do I remember

It was sometime last September

As I slowly wobbled down the winding road.

My heart was all a-flutter

As I lay down in the gutter

And a hog came up and laid down by my side.

A lady jasserby

Looked down with a sigh

And this is what she had to say:

"You can tell a man who boozes

By the company he chooses."

And the hog got up and slowly walked away.

ANNUAL ELECTRIC REFRIGERATION SHOW

"Invest In An Electric Refrigerator."

Omaha distributors of electric refrigerators decided today to hold their annual Electric Refrigeration Show this year from October 1 to 8, in the Electric Building, 17th and Harney Streets. The entire first floor of the Electric Show will be turned over to the show. Thirteen distributors will display their refrigerators.

R. C. Geppert, chairman of the Omaha Electric Refrigeration Bureau said today that the purpose of the show was to display all of the new refrigeration models. Some of the refrigerators will be shown for the first time in Omaha at the show, according to Mr. Geppert.

"This refrigeration mart will give the people an opportunity to see all of the different models and makes of electric refrigeration at one time. It will be much easier for them to decide which one they want in their home after they have seen them all," Mr. Geppert said. "Our last year's show was a tremendous success and we anticipate similar interest this year. People everywhere are becoming more and more electric refrigeration minded and I believe that it will be only a matter of a short time that an electric refrigerator will mean as much to the American home as the electric light."

The Home Service Department of the Nebraska Power Company, of which Madeline Bohlsen is director will be open to the public during the show. Miss Bohlsen will make frozen desserts and other dainties so that her visitors may see the advantages of electric refrigeration.

The show is part of a national activity which has a plan to sell "another million electric refrigerators" during 1932. J. E. Davidson, president of the Nebraska Power Company is national chairman of the activity. The slogan is "Invest in an Electric Refrigerator."

Plans are now being made to hold the show open during the evenings for those who cannot attend during the day. 15 Mixmasters will be given away during the show. It is planned to award 2 Mixmasters every day of the show and on the last night three will be awarded. Definite arrangements have not been made as to how the Mixmasters may be obtained, but it is thought by several distributors that it will be a contest of skill aimed to bring out the advantages of electric refrigeration.