

# The "MIRROR"

Omaha, Nebraska, Saturday, December 24, 1932.

Page 3



Published Every Saturday at 2418-20 Grant Street by  
THE OMAHA GUIDE PUBLISHING COMPANY, Incorporated

Phone WEBster 1750

All News Copy must be in our office not later than Monday at 5 p. m., and all Advertising Copy or Paid Articles, not later than Wednesday at Noon.

Entered as Second Class mail matter, March 15, 1927, at the Post office at Omaha, Nebraska, under the act of Congress of Mar. 3, 1873

SUBSCRIPTION RATES (Strictly in Advance)

One Year .....	\$2.00
Six Months .....	1.25
Three Months .....	1.00

TERMS OF SUBSCRIPTION—The Omaha Guide is issued weekly and will be sent to any part of the United States for \$2.00 per year in advance. Canadian subscriptions (including postage) \$2.50 in advance. Foreign subscriptions (including postage) \$3.00 in advance. Trial six months' subscriptions, \$1.25. Trial Three months' subscription \$1.00. Single copy, 5 cents.

RENEWALS—In renewing, give the name just as it appears on the label unless it is incorrect, in which case please call our attention to the mistake; and always give the full address to which your paper has been sent.

CHANGE OF ADDRESS—In ordering a change of address, always give both old and new addresses. If the paper does not reach you regularly, please notify us at once.

ADVERTISING RATES—Given upon application.

REMITTANCES—Send payment by postal or express money order, cash in registered letter, bank check or stamps.

OUR ADDRESS—Send all communications to The Omaha Guide Publishing Company, Incorporated, 2418-20 Grant St., Omaha, Nebr.

to play among them freely according to the customs of children, warning them at the same time against thistles and thorns. And I devise to children the banks of the brooks and the golden sands beneath the waters thereof, and the order of the willows that dip therein, and the white clouds that float high over the giant trees. And I leave the children the long, long days to be, merry in a thousand ways, and the night and the train of the milky way to wonder at, but subject nevertheless to the rights hereinafter given to lovers.

Item 3. I devise to boys, jointly, all the useful idle fields and commons where ball may be played, all pleasant waters, where one may swim, all snow-clad hills where one may coast, and all streams and ponds where one may fish or where, when grim winter comes, one may skate, to hold the same for the period of their boyhood. And all the meadows, with the clover blossoms and butterflies thereof; the woods with their appurtenances; the squirrels and the birds and echoes and strange noises, and all distant places, which may be visited, together with the adventures there found. And I give to said boys each in his own place at the fireside at night, with all pictures that may be seen in the burning wood, to enjoy without let or hindrance or without any encumbrance or care.

Item 4. To lovers I devise their imaginary world, with whatever they may need, as the stars of the sky, the red roses by the wall, the bloom of the hawthorne, the sweet strains of music and aught else they may desire to figure to each other the lastingness and beauty of their love.

Item 5. To young men jointly, I devise and bequeath all the boisterous, inspiring sports of rivalry, and I give to them the disdain of weakness, and undaunted confidence in their own strength. Though they are rude, I leave to them the power to make lasting friendships, and of possessing companions, and to them, exclusively, I give all merry songs and grave choruses to sing with lusty voice.

Item 6. And to those who are no longer children or youths or lovers, I leave memory and bequeath to them the volumes of the poems of Burns and Shakespeare and of other poets, if there be others, to the end that they may live the old days over again, freely and fully, without taint or diminution.

Item 7. To our loved ones with snowy crowns, I bequeath the happiness of Old Age, the love and gratitude of their children until they fall asleep.

(THE END.)



Salem Baptist Church,  
22nd and Seward Sts.,  
Rev. F. S. Goodlett, acting pastor,  
Mr. William Cooper, reporter.

With a letup in the cold weather, we had good services and attendances. Both departments had good programs. The BYPU, rendering an inspirational and raising \$7.53 in a special rally for the day. Don't forget the Christmas pageant Christmas or Sunday night at 8 p. m.

Rev. Goodlett brought us two inspiring sermons. At 11 a. m. the subject was, The Cheerful Life, Acts 27 and 22. At 8 p. m., Paul in Rome, Phil. 3 and 14.

You are always welcome and made to feel at Salem.

Mt. Moriah Baptist Holds White Gifts for the King Service

A large and appreciative audience attended the White Gift Service which was held at the Mt. Moriah Baptist Church Sunday evening at 8 o'clock. "White Gifts for the King" is a Christmas Service which includes the Gift of Self, Service and Substance. Each part of the service was conducted by the pastor Rev. F. P. Jones was very impressive. Beautiful music suitable for each division of the service was rendered by the members of the Senior choir under the direction of Mrs. Viola Wright. Special numbers were also rendered as follows, Mrs. Austin spoke on the "Gift of Self", Mrs. L. Underwood on the "Gift of Service" Miss Anna Speese, on the "Gift of Substance", Mrs. Estella Newland, Mr. W. L. Myers and Mr. Thomas Jones, and the Gateway Quartette, rendered Vocal numbers. A scene representing Mary, Joseph and the Christ Child in the Bethlehem Inn, was a very important feature of the service. Mrs. L. Lewis played the part of Mary, and Mr. J. P. Mosely that of Joseph. A lighted cross typifying the sacrificial life and death

of our Lord and Saviour stood near by.

During the period of the Gift of self, each one present, who had not already given themselves to God were given an opportunity to do so at that time, also during the period of the gift of Service all who wished were permitted to reconsecrate themselves to the service of the Lord. Then all present joined in the procession and brought their gifts of substance and deposited them in the cradle where the Christ child lay. After a very beautiful number rendered by the Gateway Quartette Miss Adelaide Nelson who acted as the angel took her place near Mary and Joseph, the Shepherds, who were represented by Messrs N. Goldstone, Warren Pemberton, Oliver Frazier, and the Wise, represented by Messrs. James Murray, Harold Biddieux, Harold Williams, entered from the rear and came forward and deposited their gifts followed by the ministers and officers of the Church. Then came the fifty special workers, followed by the entire audience, and lastly the choir. This beautiful procession was conducted by Mr. Myers. Brief remarks were made by Bro. George Hobbler. The elaborate stage setting and decoration which covered the entire auditorium added much to this beautiful service. The background of the stage and the altar was draped in white with a multitude of glittering stars in the foreground. An imitation of falling snow flakes covered the auditorium. A large brilliant star was seen in the background. Mrs. V. O. Jones, wife of the pastor had charge of the decorating assisted by the Madames Clarke, Beasley, Richardson, Kennedy, Stewart, Williams, Bell, Wright, Kemp, Haywood, Oliver, and Earl Frazier. High school students who have done outstanding work in electricity, arranged the lighting system which added much to the

magnificent scene. To correspond with the white scene, the choir was robed in white, and wore white crowns on their heads. The women of the audience wore white dresses. The Pastor also was robed in white and the Men of the audience wore white badges, which were given them at the door. The ushers under the direction of M. McIntosh demonstrated their ability in handling a large crowd which they did in a very dignified manner. Through the cooperation of every department of the church and many of its friends this was said to be one of the greatest services ever held among the colored churches of Omaha.

A Christmas program and Christmas Tree will be given by the Sunday School on Friday night, December 23. On Sunday night a very interesting Christmas Service will be held. Music by the Junior and Senior Choirs. The Stage setting and decoration used in the White gift service will be retained for these programs.

WEEKLY SHORT SERMON  
by Dr. A. G. Bearer

Where the Wise Men Found the King  
(The Literary Service Bureau)

Text: The star which they saw in the East went before them until it came and stood over where the young child was.—Matt. 2:9.

The wise men saw the star and made their way to the country of the Saviour's nativity. But, when they went to the capital city and to the palace of the king, they lost the star. Leaving the palace and starting toward lowly Bethlehem, they found the star again. And it is recorded, "When they saw the star they rejoiced with exceeding great joy." It is significant that they found the Christ Child not in Jerusalem; nor in the palace, but amid humble, lowly surroundings.

As it was then, so it is today. More often is Christ found among the meek and lowly than among the rich, the great, those of high estate and of great possessions. And it is a fact that His presence is no more accessible to those of the higher walks of life than to thee of the more lowly planes.

Perhaps there could not come to the world at this Christmas season, a more comforting thought than this, that Christ is accessible to all, and that His humble birth is indicative of His attitude toward all classes, and all conditions. This thought was in the mind of the Virgin Mary, when in the song known as the Magnificat, she exultingly cried; "My soul doth magnify the Lord and my spirit hath rejoiced in God my Saviour; for He hath visited the low estate of His handmaiden." The star of truth and the star of faith lead to the meek and lowly, yet highly exalted Christ.

AFTER CHRISTMAS—WHAT?  
by R. A. ADAMS  
(The Literary Service Bureau)

Our celebrating of Christmas is incongruous. We will go through the form of religious observance. Thousands will attend midnight and early morning services. Christmas anthems will be sung, appropriate sermons will be delivered, then the mighty erstwhile worshippers will go—where? Many of these same worshippers will join the worldly throngs in their desecration of this sacred day. Then, the week will end—but the consequences will not end with the season.

After Christmas, will the people be more grateful to God for the gift of his son? Will they have a new sense of their obligations to him? Will the thousands of poor be happier because of remembrances from others? Will the hearts of men be rejoiced because

of having ministered to some one, or some ones in need? Will the Christ be able to say "In as much as you did it unto the least of these, ye did it unto me?"

For those who observe Christmas in the true spirit the after-Christmas results will be comforting and encouraging. But ultra worldliness and bacchanalian revelries will be featured by many thousands. After Christmas many will be in their graves; a large number will be in prison accused of crime committed under influence of drink; many bodies will be debilitated and many utterly wrecked through surrender to passions and appetites. After Christmas many will begin an endless period of sufferings because of injuries which could have been avoided.

Perhaps the saddest thought is that in the majority of cases the after-Christmas sufferings will be the result of mistakes on the part of those who suffer. A celebration of Christmas in the right spirit, the spirit which it represents, would answer most favorably the question, After Christmas—What?

Book Review  
"MAKING YOU SELL"  
by Bob Andrews  
(Fireside Publications, Inc., Chicago)

For many weeks I had been reading an advertisement that appeared in a great many of our colored papers and which contained the caption:

"This Man is Never out of Work—He's a Salesman!" and being somewhat interested, from a psychological standpoint, in all manner of salesmanship and advertising, I answered one of the advertisements, which, in time, brought me the book, "Making You Sell," by R. S. ("Bob") Andrews.

Apparently, Bob Andrews is some salesman and is at home in any line that he tackles. He is not only a salesman but he is now an author as well. In fact he has to be a successful salesman in order to be an author. Selling his little forty-seven page "pep" book throughout the country for a dollar proves conclusively that he is a cracker-jack good salesman.

In this little book is told the psychology that Andrews has found successful in his work of salesmanship. How he creates demand; establishes contact; evinces interest, and finally how he clinches his sales by the right closing methods.

"Making You Sell" contains many pointers that will prove helpful for those engaged in the selling field and should be in inspiration book of much value to be distributed among the selling organizations of many of our large concerns.

Clifford C. Mitchell.

HABITS  
by A. B. MAN  
Belittling Others  
(The Literary Service Bureau)

"Well, if you think he is all right, I shall not try to change your opinion." "Do you think that is anything big?" "If you consider her good looking, I'd hate to have you select good looks for me." "Why, she ain't so good, I'm telling you; she's just too smart to get caught." "It's a good thing people don't know that woman as she really is."

Perhaps everybody has heard such expressions intended to belittle people, their worth and their accomplishments, especially when such people were being complimented or their actions commended. But every such effort to belittle others is a "nasty fling". Such an attitude gives evidence of a narrow, mean, jealous, envious spirit. And many people have practiced this meanness until it has become a habit. But be it remembered that belittling others will be a boomerang, rebounding and hitting those who practice it.

Some people say that the whole wide world is sad, Because their own small thoughts are cross and blue, And yet you cannot say the road to bad, Because you have a pebble in your shoe.

The highest art man can attain is efficiency.

The greatest price paid for any one thing is the price of experience.



Washington

BELIEVED IN THE POWER OF WANT-ADS  
TODAY, just as in George Washington's time, the surest method of securing a reader, a buyer, an employee or the sale of a product is to put it in the paper to "give public notice" of THAT want, and the most economical medium of giving the public notice of THAT want is the Want Ads section of this newspaper.

WANT-AD DEPARTMENT

Merry Xmas & Happy New Year—from

Lion Coal Co.  
2124 Nicholas St.  
Phone WEBster 2605

WORLD INSURANCE COMPANY'S NEW POLICY PROVIDES FOUR-WAY COVERAGE  
The World Insurance Company, organized in 1903, with its Home Office in the Omaha Building & Loan Association Building, Omaha, has a policy which gives Four-Way Protection. First, accidental death benefit; second, benefit for accident disability; third, benefits for temporary sickness, and fourth, a large benefit in case of death from sickness. Every accident and every sickness except venereal is covered. The policy pays disability of one day or more. In case of hospital confinement, additional benefits are payable.

Most accidents and health policies pay benefits for only a short period in case a person dies after a short sickness. The World, under its Silver Anniversary monthly or weekly payment policies, pays a definite large benefit no matter how soon death follows the beginning of sickness.

It recently augmented its Agency Force by several men, including William Davis, residing at 2514 Corby Street, who together with his wife has recently moved to Omaha from Washington, D. C. Mr. Davis is representing the Company in the capacity of a Special Agent and he will be in a position to render special service along the insurance protection line.

Mrs. Patton's  
Patty PIES  
2301 CUMING St. AT-7477  
Omaha, Nebraska

Wishes You A Merry Xmas

Omaha's Lowest Cab Rates JA 7900  
10c First 1-2 Mile  
5c Additional 1-2 Mile  
Passengers...  
4 Can Ride in Tropicaire Hot Water Heated Cars at No Additional Cost

PUBLIX CARS

Shirts Finished  
8c  
When Finished out of Wet Wash—Thrifty—R. D. Linen Edles.  
  
EVANS LAUNDRY  
Phone - JA. 0243

The One Horse Store  
W. L. PARSLER, Prop.  
"Wishes You A Merry Xmas"  
Phone WEB. 0567  
2851 GRANT ST.  
Omaha, Nebraska