

"Johnny Horton's Political DOPE"

by John Benj. Horton, Jr.

WELL FOLKS! BRAINS FOR SALE!



It might be interesting to your mind you that with the passing of each year, hundreds, if not thousands, of Johnny Horton young colored men and women finished schools and are fully competent along all lines of human endeavor, fully replete with the knowledge and skill required to render the highest type of service that would be demanded by those who would hire them.

There are two avenues which would help greatly to advance our cause economically if only those channels would lose the shackles of prejudice and narrow-mindedness and give those competent, of my race a chance to show their merits; those avenues are the business and the political world.

Do we not spend a fair share of our earnings with the business or commercial institutions of our land? Do we not dispense a proportionate amount of our income in National, State County and City taxation? Now—

Do we receive a fair share of employment in the business world of America and particularly Omaha? The answer is NO! Do we receive our pro rata of employment in the political world of America and particularly Omaha? The answer is NO!

Then, something is wrong somewhere. In these particular cases, the economic law of diminishing returns as regards a just consideration in return for the energy and money expended in these directions, works perfectly, only in an adverse manner for the race.

Truly, it can be said that the Negro youth of America and particularly Omaha have brains for sale with not many prospects of selling them in return for a proper economic stability so necessary in these miserable and wretched days of suffering.

A Strange Contrast:
LYNCHING, The Oldest Child of America's Political System;
Just the Opposite in England and Ireland!

They tell me that politics is the science of Government and they don't distinguish that is, whether government is good or bad.

Inasmuch as lynching is bad, then I would call it the child or bad and non-courageous political leadership in the many States where it is so rampantly practiced.

A more diabolical system could scarcely have been conceived in England or Ireland; if such a system had bloomed in Great Britain or Ireland where laws are upheld to the superlative degree, it is probable that their police would have discovered the perpetrators and secured justice for all and lynching would have long ago been a "forgotten thing" in the minds of her people.

The American criminal system with

its endless delays and numerous appeals, is really an aid to the law breakers, especially of the above named character.

In Ireland, the most complicated criminal case can be finally disposed of in two or three months from the commission of the crime, whereas, across the Atlantic, a case can drag along for years.

So long as there's corruption in the police to the extent that is notorious, the criminal and especially the 'mobocrat' and 'lynchocrat' will find his respective lot easier in America than in England or Ireland.

What this American commonwealth needs is less talk about LIBERTY and more determined WAR on those who outrage Liberty and take their toll annually, of Negro as well as White lives with the TORCH, the GUN and the ROPE!

March of Progress Demands Dept. of Education with Sec'y. in President's Cabinet!

Unlike the educational equipment for a business career a century ago, business has become so complex that a business education now covers literature, law, accounting, business organization, ethics, banking economics sociology, physiology international relationships, etc.,

Business has become scientific, touching every phase of human and commercial relationships. Education became scientific, far ahead of business. Like law, medicine and the other branches of learning, it is, in a generic sense, but a child of education.

Nowadays, the individual must learn or perish; nations as a whole must learn or perish; civilization must expand to greater levels of learning or it is doomed. There is no standing still; we either move forward or step backward. Let's keep our contribution to modern civilization moving forward through our system of public education, aided, encouraged and sustained in the future as in the past, by Federal assistance and by headquarters and facilities adequate to cope with the present demands of education and our growing civilization; this march of progress demands that the United States Gov't make possible a Dept. of Education with a Sec'y. of Education in the President's Cabinet at Washington, D. C.

Writer's Note—Watch this column every week and you'll read the truth exposed politically wherever warranted, regardless of political connections.

Dr. Lennox On the Job HOME LOAN BILL

Federal Home Loan Bank of Topeka Topeka, Kansas December 9, 1932

Office of Chas. A. Myers 2nd vice-pres.

Mr. G. B. Lennox, 1602 1/2 North 24th Street, Omaha, Nebraska

Dear Dr. Lennox: We are enclosing a questionnaire December 7th, asking for information concerning home loans.

We are enclosing a questionnaire, together with a statement of available information for the guidance of those desiring to make application for an individual loan on their homes.

We ask that you read both of these forms carefully, and if you believe that your circumstances are in line with the promises described therein, and the only reason you cannot be served locally is because of the dearth of funds, we will be glad to receive your direct application.

The Federal Home Loan Bank does not loan money on farm or business property. It does not loan money on homes which are worth more than \$20,000 or occupied by more than three families.

All loans made by this bank will be on the monthly payment plan. The length of time which a loan may run has not yet been decided upon, but it is our opinion that it will be made only until a time when a local building and loan association can take over the loan. All loans will be made upon the same terms of repayment and interest charge which are required by lending agencies operating in the applicant's community.

When you have filled out the questionnaire properly, mail it to the Federal Home Loan Bank of Topeka in the enclosed self-addressed envelope and it will receive due and timely attention.

Yours very truly, Chas. A. Myers, 2nd vice-president.



Read What Others Say

To The Omaha Guide. Dear Editor: Please note the article enclosed I clipped from the World-Herald issue of January 10th inst. I think that Prof. Richard Borden did wrong by writing such a story in view of the fact that history shows good record of Colored forces in all of U. S. wars and added to this fact the present far Eastern situation proves that such stories of ridicule is unfortunate to U. S. and should not be allowed. It seems possible that Prof. Borden was absent when the New York University instructors were giving out instructions on how to use some brains.

respectfully, Joseph W. Lane, 2422 Cuming St., Omaha, Nebraska.

INSURANCE SALESMANSHIP (The Cackle Bur)

Here is a story from Postage and the Mailbag that I had a good chuckle over: Prof. Richard Borden of New York university tells of his experience in selling government insurance policies during the world war. It seems that in a certain camp the idea of taking the premium out of the pay check didn't go over so well in the colored contingent, so Borden was chosen as one of the men sent out to sell the idea of insurance to these men.

After Borden had made several speeches to them using well-established advertising principles, but without success, he was approached by a young colored doughboy who suggested that maybe Borden was "pressing the wrong button."

Then although he admitted he knew nothing about selling and had never made a speech in his life, he consented to make a two-minute speech.

"Niggahs", he said, "You're all in Uncle Sam's army now, and youse all goin' to France. Now over in France Uncle Sam's got two kinds of colored boys. One kind he keeps in the front line trenches, where all the shootin' is goin' on. The other kind he keeps 10 miles behind the lines to take care of the mules. Now you jest stop and think. If every time a colored boy gets killed Uncle Sam has got to pay out 10 thousand dollars, where do you think he's goin' to put those insured niggahs?"

IMPOSING ON GOOD NATURE by R. A. ADAMS (The Literary Service Bureau)

A minister has a car. His members do not hesitate to accept rides, and they often call the pastor to take them to and from club meetings, but

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writes a letter, or, several letters and her compensation is, "Thank you, Honey; you are a fine girl." A man smokes. He never has tobacco. He borrows from a friend and generally he has to borrow "a light" also. When his friend is out, he is out, also.

These are just a few of the thousands of cases in which unreasonable persons impose on good nature. If the generous souls who are imposed upon should refuse, they would be called stingy. But such "riders" ought to be taught a lesson—and the sooner the better.

Neatly furnished Room for Rent Web. 4162. Use of Kitchen. Furnished apartment for rent. Call after 3 P. M. WE. 5524

FOR RENT—Ice and Coal business. Fine location, call WE. 2133.

A young woman is a stenographer. She makes her living that way. A minister frequently calls and requests her to write a few lines for him. She

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Making Good

Jimmie Jones and his Brown Berries are now on location at the Thompson Hotel in Marshal Town, Iowa. The band is now under the direction of Jack Oglesby, who is better known as the Clarinet King. Jack and Jimmie are two boys who are making quite a name for Omaha musicians.

For the last two years, Jack and Jimmie have been playing each other competition with bands. Now that they have consolidated, they will be a hard combination to beat. Jack is one of the best musical arrangers in the middle West.

The boys stay in the hotel where they play. Each and every man in the band is a gentleman, therefore the boys don't have any trouble anywhere they go. Jimmie and the band have made a name in the middle West that any organization should be proud of. They are welcomed everywhere they go.

The members of the band are Jack Oglesby, sax-clarinet, arranger, vocal; Alfred Abney, sax and clarinet; Ted Summet, banjo, guitar, vocal; Lewis Vann, trumpet, vocal; Dave Alexander, piano and accordion; Joe Jones, drums, vocal; Jimmie Jones, trombone, bass viol, arranger.

The boys will receive their mail at the Thompson Hotel, Marshal Town, Iowa.

FEDERAL HOME LOAN BANK OF TOPEKA LOAN QUESTIONNAIRE

- Name of home-owner applicant
- Address of applicant
- By whom employed
-
- Income per month \$
- Location of property to be mortgaged:
 - Street Number
 - City
 - State
- Is there any tax unpaid?
- For what years?
- State amounts
- How much repair needed at this time?
-
- Present fair value of property \$
- Assessed value \$
- Number of families occupying house
- Amount of loan desired \$
- Amount of ground
- Purpose of loan
- Is property now mortgaged?
- If so, to whom?
- Give unpaid balance of mortgage \$
- Give original amount of mortgage \$

SPECIAL Announcement

We wish to Announce to the Public, effective Sunday, January 8th, Mr. C. Adams, will commence distributing GOLD SEAL MILK and Cream Dairy Products in place of Mr. J. F. Taylor, who has been our distributor heretofore. We wish to take this means of thanking you all for the splendid patronage that you have given us in the past. We are sure that Mr. Adams will give you the best of service and he will appreciate your patronage very much.

Sincerely yours,
GOLD SEAL DAIRY CO.
Glen. 2929

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SHE WORRIED ABOUT HER BABY— until LONG DISTANCE brought good news

A mother found it necessary to go on a trip at a time when her baby was ill. She left the baby with its grandmother—but worried about it almost all the time. Her husband suggested she call home by Long Distance—she did—she learned the baby was well again. That call saved her endless hours of anxiety and worry.

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