

"KEEPING UP WITH THE JONESES"



Guide Platform

Local

Race prejudice must go. The Fatherhood of God and the Brotherhood of Man must prevail. These are the only principles which will stand the acid test of good citizenship in time of peace, war and death.

(1) We must have our pro-rata of employment in businesses to which we give our patronage, such as grocery stores, laundries, furniture stores, department stores and coal companies, in fact every concern which we support. We must give our citizens the chance to live respectably. We are tired of educating our children and permitting them to remain economic slaves and enter into lives of shame.

(2) Our pro-rata of employment for the patronage to our public corporations such as railroad companies, the street car company, the Nebraska Power Company, the Northwestern Bell Telephone Company and other establishments which we are forced to support by right of franchise. Also our pro-rata of employment in return for the taxes we pay in our city, county state and federal government.

(3) To encourage the establishment of a first class hospital that we may get the best that there is in medical science from our doctors whom we know to be nearest us, also to encourage a high respect of them and encourage

(5) A one hundred per cent membership in the Omaha branch of the NAACP. should be had to encourage the efforts put forth by the founders of the organization and to assist the general office to establish a five million dollar endowment fund to maintain operating expenses and to further the principles of the NAACP. All people of all races must be educated up to a higher principle and a more thorough understanding of interracial relationship that our country may in reality be a government of the people, for the people and by the people in whole and not in part.

(6) The re-establishment of the Christian Religion as Christ taught it, for the uplifting of mankind, eliminating financial and personal gain. A practical Christian Religion, week day as well as Sunday. An attitude toward our fellowman as a brother in order to establish a principle which will guide the destiny of each other's children; our neighbor's children today are our children tomorrow.

(7) Courteous treatment in all places of business and the enforcement of the State Civil Right Law.

(8) To encourage and assist in the establishment of the following financial institutions near 24th and Lake Streets: A building and loan association, a state bank, and, also, a first-class trust company for the purpose of more of our girls to take nurse training.

(9) To encourage the erection of a one hundred thousand dollar Young Men's Christian Association Building near 24th and Lake Streets.

(10) To enlarge the Young Women's Christian Association that it may supply sufficient dormitory accommodations.

(11) To teach our citizens to live economically within their earning capacity by printing in each issue a budget system for various salaries.

(12) To make Omaha a better city in which to live by inaugurating a more cosmopolitan spirit among our American citizens.

OMAHA GUIDE NATIONAL PLATFORM

(1) Fight for a passage of the Dyer Anti-Lynch Bill and thus stop the shameful lynching of American citizens.

(2) One of our citizens in the president's cabinet.

(3) Federal control of the educational system that every child must have a high school education.

(4) Assist in the furtherance of research by our scientists and historians to prove that civilization was first founded in Africa.

(5) Establish a political influence which will bring about our pro-rata of higher appointments made by our making election day a legal holiday and compelling every American citizen of voting age to vote.

(6) Stop graft in politics by passing a Federal Law chief executives.

(7) Prevent further wars by teaching the so-called themselves about white supremacy with only three-tenths of the world's population. They must be taught that color is due to climatic conditions. They must be taught that seven-tenths of the world's population is made up of darker races. They must be taught that the rays of sun that blaze upon the equator and turn the skin brown do not affect the power of the brain any more than the coldness of icy glaciers affect the brain of the white race; and that the darker races will not continue to be crushed by a money mad few. If the Fatherhood of God and the Brotherhood of Man are not welded into the hearts of this world's family now, by teaching the principles laid down by our Saviour, it will be welded into the hearts of our children some day soon, on the bloodiest battlefields this world has ever known.

(8) Cut down congressional representation from the Southern States in proportion to the number of votes. The OMAHA GUIDE will put forth its best efforts to bring about the above 22 points with the assistance of those who believe it is for the best interest of good Amer-



HENRY F. MYERS

Mr. Henry F. Myers, chief deputy for the United States Marshal's office is being persuaded by his many friends to file for sheriff of Douglas County in the August primaries on the Republican Ticket. He was chosen Chief Assistant to the Supervisor of the census in Omaha in 1930. Mr. Myers took the examination for this place along with 500,000 others throughout the United States. He was the only one to receive a grade of 100 per cent. He has been a resident of the city of Omaha for 33 years and has always lived on the north side. He has been chief deputy for the United States Marshal, for the past three years. The work he is now doing is similar to the work he would have to perform as sheriff. He was chairman of the Douglas County Central Committee twice and vice chairman once, and he has also acted as Secretary of this committee twice. He has been a member of the State Central committee for 8 consecutive times for 16 years. He has also been committee for 26 years. Mr. Myers served as County Treasurer for two years. He is a Spanish-American War Veteran and served with Company D. 157 Indiana. He was a volunteer entry and his services were in Porto Rico. Mr. Myers served during the world war on No. 1 and No. 3 of the selective board. He is the only man in the United States that has had the honor of serving on two of these boards at the same time. He was elected to these jobs because of his honesty and his good work. He was chairman on both of these boards. Mr. Myers was never at any time connected with the Metropolitan police force of Omaha. He is a married man, and a father of three children, all graduates of Omaha high schools. His wife is president of the Parent-Teacher's Association. Mr. Myers ran for County Assessor 4 years ago and made a fine showing. It is said by many of his friends, that he will be nominated and elected if he can be persuaded to resign from his present position and run for the republican nomination for sheriff in the August primaries. (Corrected and Re-run by Request Political advertisement.)

MOSSMAN FOR COUNTY ATTY. CLUBS OPENS CAMPAIGN HEADQUARTERS

Harland L. Mossman, the well known Omaha lawyer is making a vigorous campaign for the democratic



HARLAND L. MOSSMAN

nomination for County Attorney. Wise political observers are picking

MAX BOND CALLED TO IMPORTANT POST BY T. V. A.

APPOINTED SUPERVISOR OF RECREATION AND TRAINING ACTIVITIES FOR NEGROES—STATIONED FOR PRESENT AT WHEELER DAM

ATLANTA, Ga. June 27—Max Bond of Louisville has been appointed by the Tennessee Valley Authority as Supervisor of Recreation and Training Activities for Negroes at Wheeler Dam near Muscogee Shoals, Alabama, according to information which has just reached the Commission on Interracial Cooperation, with which Mr. Bond has been connected. The appointment was made while Mr. Bond was absent on the Pacific

DON'T LET COLORLESS, FADED HAIR ROB YOU OF LOVE...

Advertisement for Godefroy's hair coloring. It features a cartoon illustration of a woman with faded hair and a man looking at her. The text says: 'SH-W, THEY SAY HER ROMANCE IS ABOUT TO GO ON THE ROCKS. SUCH A LOVELY GIRL TOO - BUT LOOK AT HER DULL FADED HAIR - IF SHE'D ONLY USE GODEFROY'S. A BOTTLE OF GODEFROY'S PLEASE! Soft, Gleaming, Black Hair Again - Happily Married. HAPPY DARLING? WHY SHOULDN'T I BE - I'VE GOT YOU - AND GODEFROY'S. Suppose your hair is streaky, off-color, scorched? Suppose it is faded, dull, gray, before its time? Don't worry - But don't delay. Godefroy's L'Arriose French Hair Coloring will quickly restore that soft, silky, jet black brilliance to your hair that every one admires. No fuss, no bother, no more trouble than a shampoo. And best of all - screen and stage stars, celebrities and people of wealth and position have used Godefroy's and approved it for 46 years. Today, now, get a full sized bottle of Godefroy's from your dealer or send \$1.25 (in stamps or post office money order) direct to Godefroy Mfg. Co., 3506 Olive St., St. Louis.

in interracial work. He did his under graduate work in the Chicago YMCA College, and then went into the Y. M. C. A. work in Pittsburgh where he took his Master's Degree at the University of Pittsburgh.

On the death of Dr. James Bond, who for several years and served as interracial secretary for Kentucky, young Bond was appointed to that position. This he held successfully until two years ago, when he entered the graduate school of the University of Southern California where he specialized in sociology and economics. In this connection he has made a brilliant study of the methods used by the Japanese on the Pacific Coast in overcoming their economic handicaps.

Mr. Bond, the first Negro to be placed on the administrative staff of the T. V. A., owes his appointment to his excellent training and wide practical experience with economic and social problems. As head of the thoroughgoing educational and recreational program which the Authority proposes to establish for the benefit of its Negro employees, he will have an unusual opportunity to render wide and important service.

CLARKSDALE, Miss. June 18—Stirred by the double lynching last week in Quitman County, the Mississippi Council of Women for the Prevention of Lynching is demanding of the sheriff and the prosecuting attorney that every effort be made to identify and bring to justice the leaders of the mob.

On the morning following the lynching, Mrs. L. W. Alford, chairman of the Council, wired this demand to Sheriff W. T. Haynes. This was followed immediately with letters to the sheriff, the district prosecuting attorney, and sheriffs of the surrounding counties, urging them to do their duty.

It is anticipated that the Council, comprising many outstanding white women of the state, will also address to the public a statement denouncing lynching and asking the cooperation of all good citizens for

its SUPPRESSION. MRS. ALFORD'S letters to Sheriff Haynes was AS FOLLOWS:

"I regret exceedingly that this black spot has been added to our State record. I insist that you and the other officers USE your authority to identify the leaders of this mob and see that they are punished according to law. Such action on the part of officers and courts will eliminate mob violence and eradicate lynching. "Certainly the prisoners should have had limit of the law, but according to our Constitution they should have been given the right of a jury. The lynchers likewise should SUFFER the legal consequences of their crime.

"As a citizen of our great commonwealth, I implore you to do everything in your power to punish the leaders of this mob. This alone will solve the problem of lynching."

Don't forget young waiters. Mr. Kerns is now busy planning a six months class for you this fall. We wish all of you who wish to join this class to register now. Mr. Charles Branch has been asked to teach this class. A good chance to learn the game under a real man f service. We really know, and he has ability to teach you if you can be taught. Thanks Mr. Kerns and Mr. Branch.

Here's news. The Dining Car's Boys sent their president on a set up trip to Denver, Portland, Los Angeles and Oakland. Mr. Bell will do good work I am sure. He succeeded in getting his Association charter last week, and now he will go after everything 100 per cent—O. K. Mr. Bell and the boys.

Advertisement for Kangaroo Court. Text: '50,000, to 100,000 People to join Kangaroo Court, only costs \$.50 initiation, and \$.50 a month dues. Can you afford not to be in? NO. Kangaroo Court Com. Atlantic 5656 Kangaroo Court News Free on Request'.

Advertisement for HULAC CHEVROLET. Text: '"SEE THESE" For Good Used Cars at 1702 South 13th Street 1927 Hudson Car \$125.00 EXTRA GOOD BUY 1928 Master Buick \$150.00 LOOKS GOOD RUNS GOOD 1928 Ford Coach \$125.00 A SNAP FOR THE PRICE 1931 Willys Knight Sedan \$275.00 EXTRA GOOD—TIRES—READY TO DRIVE ANY PLACE HULAC CHEVROLET 1702 South 13th Street Atlantic 1713'.

Advertisement for TED'S FURNITURE REPAIR AND UPHOLSTERING. Text: 'COME IN AND SEE US Phone KEenwood 2571 TED'S FURNITURE REPAIR AND UPHOLSTERING WE BUY, SELL AND EXCHANGE USED FURNITURE 2217 Cumings Street TED SANQUIST'.

Advertisement for IMPERIAL DAIRY Products. Text: 'ASK FOR IMPERIAL ICE CREAM (HEALTH IN A FROZEN FORM) MADE BY THE— IMPERIAL DAIRY Products 2523 Leavenworth Street Atlantic 1777'.

Advertisement for RUBBER HEELS. Text: 'North 24th St. Shoe Hospital 24th and Decatur St. THE GREATEST IMPROVEMENT IN RUBBER HEELS IN OVER THIRTY YEARS 8 Exclusive Features 1. Thicker on the Side the Wear Comes. 2. Patented Friction Non-Slip Plugs. 3. Live Resilient Cushioning 4. Corrects Foot Posture. 5. Eliminates Foot Strain. 6. Longest Wearing Heel on the Market. 7. Gives Greater Waking Ease. 8. Most Attractive Heel Made. Biltrite Rubber Heels Not Responsible for Goods Left Over 60 Days'.

Advertisement for DJER-KISS TALCUM. Text: 'DJER-KISS TALCUM For Particular People All the world knows Djer-Kiss is foremost among all Talcums. For the whole family, after bathing, it is indispensable. Use it daily. Softer, finer, absolutely pure—it protects and absorbs. The delicate, inimitable Djer-Kiss fragrance, of course. White and Rose. Jumbo Size \$1.00 Regular Size 25¢'.

Advertisement for Harding's Ice Cream and Butter. Text: 'No, No, No I WANT (HARDING'S ICE CREAM) AND MAMMA SAYS: "THEY MAKE THE BEST BUTTER TOO." ask for Harding's Ice Cream and Butter'.