

LOU ADAMS
For County Surveyor



LOU ADAMS

Mr. L. E. (Lou) Adams, the present county surveyor, who has been serving the county for the past few years, is known far and wide for his ability as a surveyor.

The many voters in the county who have continually re-elected Mr. Adams have had full confidence in his ability, and from his past record, he is asking to be re-elected again as your county surveyor.

Mr. Adams, of course, is a Republican and has a very large following of friends regardless of politics. Having served this office he has become acquainted with practically every bridge, culvert, road and crossroad in the county and practically knows them by heart. Mr. Adams will appreciate your vote at the coming primaries.

Colored people of Douglas County know Lou Adams as a square dealer and recommend him to their friends.

ENDORSED BY CONGRESSMAN OSCAR DePRIEST



ROBERT G. SIMMONS
Candidate For U. S. SENATE

On Republican Ticket
AUGUST 14th PRIMARY

(Political Advertisement)

BETTER KNOWN AS "GENTLEMAN JACK," WHO TAUGHT THE POLICE DEPARTMENT ITS FIRST DUTIES TO THE CITIZENS OF OMAHA WITH COURTEOUS TREATMENTS

Jack Pszanowski, former chief of police, is a Republican candidate for Sheriff of Douglas County.

He has the following record on the Omaha Police Department where he served for 24 years. He served 7 years as a patrolman; he organized the Auto Theft Bureau which gained national recognition for the Omaha Department in the recovery of stolen automobiles. He served 7 years in this department with the rank of lieutenant, then was made Inspector of Police. He organized the Boys Safety Patrol and instituted the police school for officers. He perfected the radio and cruiser patrol to its present standard of efficiency. After serving 3 1/2 years as Chief of Police, with many years of service before him, was retired on a pension at the age of 51; though he expressed a desire to remain. He contributed to the police pension fund from his monthly salary since its beginning, and is entitled to the pension (which does not come out of the taxpayer's pocket) as every officer on the force contributes to this fund. Jack Pszanowski, if elected Sheriff, will return his pension check to the Police Pension Fund.

The office of the Sheriff requires police experience, and Jack Pszanowski's 24 years experience in Law and Order equips him for this office. Jack Pszanowski is capable, efficient and deserving. The man for the job. The job for the man. Give him a vote on August 14.

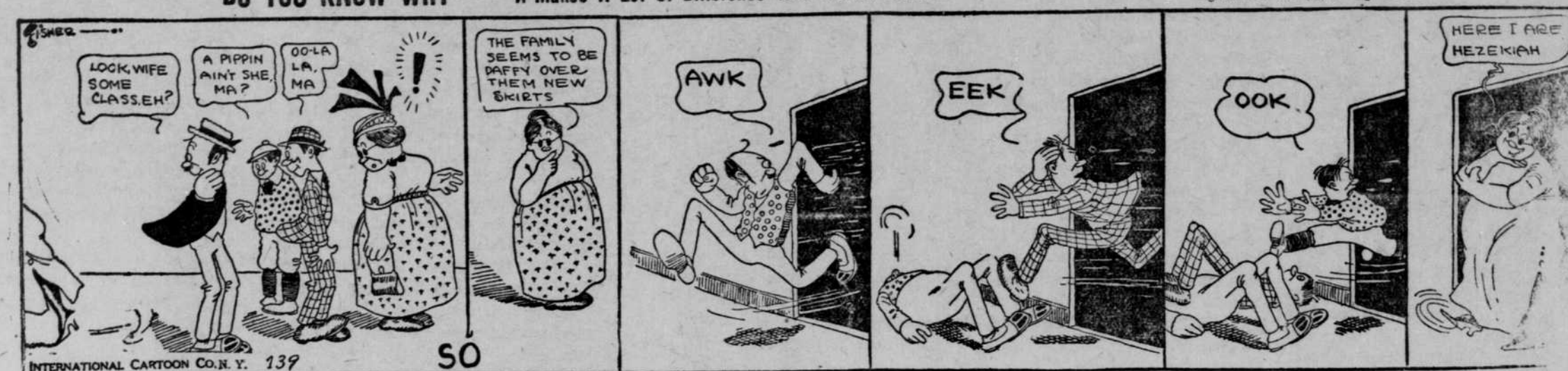
(Political Advertisement)

Raising the Family - The tears nothing - of course excepting Sophie!

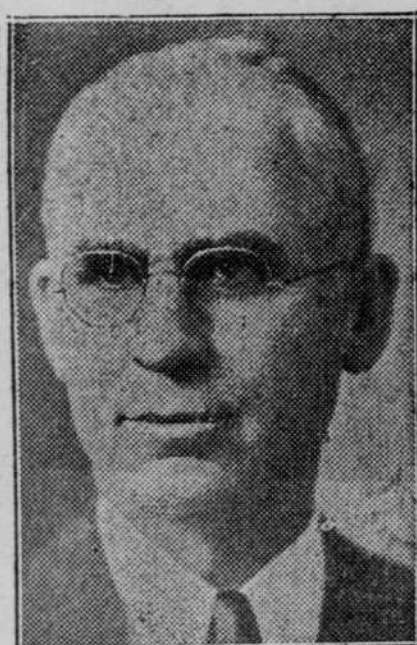


DO YOU KNOW WHY --- It Makes A Lot Of Difference Who Wears Them?

Drawn for this paper By Fisher



ENTERS RACE FOR GOVERNOR



ROY COCHRAN

R. L. Cochran, state engineer, announced his acceptance Tuesday of the filings made by petitioners in behalf of his candidacy for the governorship of Nebraska, with the following statement to the press:

"Today I have accepted the filing made by petitions for me the office of Governor of Nebraska. "The privilege of having had a part in building the state road system, with our creating any indebtedness, has been such a satisfaction to me that I have been somewhat reluctant to accept this filing. As a result, however, of the requests which have come from all over the State by petitions, letters and personal calls, urging me to become a candidate for Governor, I have come to feel that I could be of greater service to my native state, in the office of Governor than in my present position.

"These earnest demands have convinced me that as Governor of the State of Nebraska I'd be given the united support of its citizens in working for the things needed most by and for the greatest benefit to the majority of its citizens.

"My campaign will be made on my record of public service. "As Governor I will employ the same business efficiency in all state departments as I have always used in the Department of Roads and Irrigation.

"I favor a constitution of the present tax reduction program, at least until such time as the revenue from the farm, factory and business generally, has sufficiently increased to justify greater governmental expenditures. I am opposed to any new forms of taxation.

"I favor the continuation of our present highway system which includes not only improvement of the main routes but also extensions of the secondary and feeder roads, that the farmer may be saved in marketing his products. I am opposed to the construction of either state or county highways.

"I favor the utilization of the waste waters of the state. I believe my residents in North Platte in the heart of the irrigated district, my ownership of a farm near there, and my experience as irrigation engineer over a period of years in administering the waters of the state, qualifies me to cooperate and assist in the development and administration of needed projects." - R. L.

REMEMBRANCE PAID TO CIVIL WAR VETERANS

On July 22, 1934 remembrance was paid to Stephen Thornton, a faithful member of St. John A.M.E. Church and prominent Civil War Veteran, who passed away July 22, 1933.

"The Death Angel came and whispered to him in a voice so low, come, rest from your labors and burdens as a great reward is waiting in heaven for you, the faithful one, where your loved ones will meet you and Jesus

CANDIDATE FOR METROPOLITAN UTILITIES DISTRICT THAT WILL BE FAIR TO THE NEGRO

Milton Peterson, business man and for years an active worker for Democratic success in Douglas County, is



MR. MILTON PETERSON

being strongly backed by many for the Democratic nomination for a director of the Metropolitan Utilities District.

They point out that he is especially qualified for this position. Born in Omaha, educated in Omaha schools and at Harvard University. Mr. Peterson is a home owner and executive of a large Omaha Wholesale baking company. He is president of the Douglas County Democratic Club, secretary of the Democratic Central Committee, has served as chairman, in 1930 and 1932 of Edward R. Burke's finance committee. His civic activities have included work each year on the Community Chest and for the Boy Scouts of America. He is a World War veteran.

(Political Advertisement)

DEDICATED TO "GENTLEMAN JACK" WITH SINCEREST HOPES FOR HIS SUCCESS

'Twas along about '10
And they needed more men
To pace in the ranks with the rest;
To patrol all the streets
And to walk all the beats
And to take up their work with a zest.

To guard all our rights
Thru the days and the nights
They appointed to pick of the pack;
They gave the mither brasses
Their badges and passses
And among them was "Gentleman Jack."

Now you can be a cop
And arrive at the top
And Jack realized from the start;
That to get a promotion
You must have the notion
Of keeping your work near your heart.

The records show
In a way that will glow
That service well rendered will reap;
If you keep right on trying
There can be no denying
A place at the top of the heap.

The time wasn't brief
In becoming a chief
He served 24 years without pause;
With sincerest promotion
He earned his promotion
By giving his best to the cause.

He was retired on pension
And here we might mention
To remain, he expressed his desire
But he had no choice
For they gave him no voice
So there was nothing to do but retire.

And make "Gentleman Jack" our next sheriff.
(This pamphlet contributed to Jack's will claim you as one of His own.)

"Your voice is silent; your presence is vanished;
Your gentle smile has vanished;
Your foot steps can not be heard.
But your teachings, your remarks and training shall never die."
Brother Thornton's favorite Bible verse was: "I was glad when they said

unto me, Let us go into th house of the Lord, my fet shall stand within thy gates, O Jerusalem." His favorite song, "When I take my Vacation in Heaven."

TOMORROW

"It is not a question of getting back to yesterday, but of taking care that we make tomorrow what it should be, that confronts the people of our great nation now," says William G. Everson, D. D., of Portland, Oregon.

"During the times of unrest, subversive movements of all kinds tend to thrive. That is to be expected. What would not be expected is that schools and churches use their influence to stimulate them—a thing that has occurred time and again during the past few years.

"Using religion and education as a cloak, some teachers and ministers have consistently attacked American principles. They have sought, directly or indirectly, to destroy our traditions, and to change our fundamental democratic system of government. They have contributed nothing to the work of recovery—nothing to making the future a happier time for the great masses of the people. Their schemes, if followed, must inevitably

"FIGHTING EDITOR" SPEAKS

HORTON SPEAKS OVER RADIO "STATION K-I-C-K" WED., AUG. 8TH AT 6:45 TO 7 P. M.



JOHN BENJAMIN HORTON, JR.

On next Wednesday evening, Aug. 8th between the hours of 6:45 and 7 p. m. John Benj. Horton, Jr., leading candidate for State Representative 9th District and Editor and owner of the Omaha Chronicle, will deliver his most important address to the citizens and voters of the 9th District, especially and to the people of the State of Nebraska, generally.

Mr. Horton, efficient, fearless and who knows what he's doing at all times and who knows complex problems confronting the constituents of his district, is easily the leading candidate in the coming August primaries. He urges every voter of his district to tune in on station K-I-C-K at 6:45 p. m. Wednesday to hear his final plea.

Many of his friends are particularly urging their friends to listen in so that all may hear and know his ideas on certain important issues; and to know his definite stand upon same.

According to his friends, Horton has made an enviable record for himself as a fighter for "the man lowest down under," coming from the rank and file of the masses of breadwinners. His lights for full-fledged Negro citizenship in certain North-Omaha's largest grocery stores and bakeries have gained for him the name of "The Fighting Editor."

Said one of his supporters recently: "There is one thing certain and that is if elected, Horton will represent ALL OF THE PEOPLE and NOT certain classes of the people, for he's not a 'class man.'" Said another of his friends: "Horton is capable, and courageous, and will NOT take 'no' for the answer, if he thinks that he's right or for the best interest of the working masses of people. The world will know that he speaks whenever he speaks, for whatever he says will be heard."

A Big Banquet and Graduation Edition at No Cost to The Graduates.

Just to encourage youth education among our group especially, the Omaha Guide Publishing Company is contemplating on putting out our annual 1934 graduation edition, with a big banquet and program for the graduates early in the month of July. Each high school and University graduates is requested to register at the Omaha Guide Office, 2420 Grant Street, at once, bring in your photograph, if you have one, if not register anyway.

ELECT RAYK. DENNELL



SHERIFF

Successful Business Man, whose Record of economy as County Commissioner, makes him the logical candidate for Sheriff. Dennell is a real friend of our people.

(Political Advertisement)

bring us to disorder and chaos. "Change in this country comes thru nationalized, orderly progress. We must not lose sight of the great achievements of the past, and the principles which made those achievements possible."

"It is utterly impossible to keep up with the things that happen in Washington." - Frank R. Kent, political commentator, The Baltimore Sun.

He mimes no words and he's direct on all questions." (Political Advertisement - paid for by colored and white friends)

Call Omaha Poultry Market 1114 No. 24th St. We. 1100 FRESH EGGS - FRESH Dressed Poultry While You Wait WE DELIVER

OMAHA JOBBING COMPANY 317 North 15th Street-Jackson 5603 PAINT WHITE LEAD \$1.25 ENAMEL \$10.00 per 100 lbs. BEST SPAR VARNISH \$1.50 a gal. CONGOLEUM RUGS-STEPLADDERS CHEAP

HOCKEY BALL PLAYERS WANTED WANTED-COLORED HOCKEY PLAYERS FOR TRAVELING CLUB GOOD SALARY AND EXPENSES PAID STARTING ON ROAD NOVEMBER 1. WRITE R. L. VOELZ, IN CARE OF ROBBINSDALE SHOPPER, ROBBINSDALE, MINN. FOR FURTHER PARTICULARS

DONALD GALLAGHER FOR ATTORNEY GENERAL



REPUBLICAN PRIMARIES

DONALD GALLAGHER "TO THE COLORED PEOPLE OF NEBRASKA: MY RECORD AS A LAWYER PROVES THAT I HAVE ALWAYS BEEN A FRIEND AND PROTECTOR OF THE COLORED PEOPLE. I BELIEVE I AM ENTITLED ON MY RECORD TO YOUR UNDIVIDED SUPPORT FOR THE IMPORTANT OFFICE WHICH I ASPIRE. DONALD GALLAGHER." Political Advertisement.



Andy Jensen

Andy Jensen, 45 years in one spot, is now a candidate for County Assessor on the Democratic ticket in the August primaries. Mr. Jensen is the son of a pioneer North 24th St. business man, who for more than 5 years, given employment to 6 Negroes in their laundry plant, known as the Jensen Laundry at 24th and Erskin Street.

Mr. Jensen says that if he is elected as County Assessor, you will not have to fight for your pro-rata of employment in his department and that is no pre-election talk either. My past record should be sufficient proof." POLITICAL ADVERTISEMENT

DON'T FORGET TO READ THE GUIDE FOR YOUR testimony asked of me." The Guide apologizes for the error.

FERRIN VAN & STORAGE CO. LONG DISTANCE MOVING Telephone Office Atlantic 1200 After Hours and Sunday Residence Webster 2747 MOVING, STORAGE, PACKING AND SHIPPING Residence 2620 Burdette Street, 1422 Capitol Avenue OMAHA