

THE OMAHA GUIDE

TERMS OF SUBSCRIPTION \$2.00 PER YEAR

All news Copy of Churches and all Organizations must be in our office not later than 5:00 p. m. Monday for current issue. All advertising Copy or Paid Articles not later than Wednesday noon, preceding date of issue, to insure publication.

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.

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Published Every Saturday at 2418-20 Grant St., Omaha, Nebraska
Phone WEbster 1517

Entered as Second Class Matter March 15, 1927, at the Post Office at Omaha, Nebr., under Act of Congress of March 3, 1879.

EDITORIALS

PILGRIM BENEVOLENT SOCIETY

Prior to May 2, 1898, Solomon W. Walker, now President of The Pilgrim Health and Life Insurance Company, who was at one time a mere youth, working as a delivery boy for a grocery store, had made inquiries as to the reason why there were no Negroes collecting the premiums paid by Negroes to the numerous Nordic-managed insurance companies then operating in Augusta, Ga. He learned that it was considered all but impossible for Negroes to handle well a "white-collar" job. But young Walker felt differently, and, after learning surreptitiously from white agents what he felt would be fundamental in founding a venture of his own, he soon stimulated the imagination of other serious-minded youth and launched on May 2, 1898, what was then known as The Pilgrim Benevolent Society, under a Richmond County charter. This charter cost \$25 and was paid for on the installment plan out of the meagre earnings of young Walker, still working as a delivery boy. Along with Mr. Walker in these courage-testing, pioneering days were the other founders, who were: W. S. Hornsby, who is now First Vice President and General Manager, in which latter capacity he has ably served since the Company's humble beginning; the late T. J. Walker brother of S. W. Walker, who served as Secretary-Treasurer from the beginning of the Company until his death in December, 1936; J. C. Collier, M. D.; the late Rev. T. J. Hornsby, father of W. S. Hornsby, who was the company's first President and who was a stabilizing influence and moral support to the young business pioneers.

Rapid Growth

From these humble beginnings The Pilgrim Health and Life Insurance Company has risen to its present place of high esteem in the field of life insurance. In 1905, upon depositing \$5,000 in the Georgia State Treasury, The Pilgrim Benevolent Society blossomed into The Pilgrim Health and Life Insurance Company. Several smaller companies and societies cast their lot with Pilgrim, feeling that in union there is strength. In 1930 the Ordinary Department was added and Pilgrim became an Old Line Legal Reserve Life Insurance Company. Any reputable banker or accountant, after analyzing the financial statement of the company, will attest to the company's safety and security. The Pilgrim boasts total assets, \$908,936.55; capital and surplus, \$159,788.84; stocks and bonds, \$761,884.62; income for 1938, \$1,027,103.06; number of employes, 510, and operates in Georgia, Alabama, and South Carolina.

The Augusta branch office, under S. M. Jenkins, district manager is offering to its personnel two free trips to the New York World's Fair with all expenses paid, as prizes in a 41st anniversary contest July 24, the last week

of the contest, The Pilgrim Home Office will hold "Open House" at which time all policyholders and friends of the company are invited to visit and inspect the buildings and the type of work being done. There will be a souvenir for each visitor. The home office is located at the corner of Marbury and Gwinnett streets.

GARDEN PROVENDER

This is the season of the year when the home gardener is living like a king, if his efforts turned out even fairly successful. There is nothing that can compare to fresh garden vegetables, transferred from the soil to the table in an hour or two. Beside these gastronomic delights the most complicated concoctions of world-famous chefs in the great hostelries must take second place.

There is something lacking in a vegetable that has been plucked one or more days before it reposes on the dining table. Refrigeration cannot save its fresh savor and for all the difference it might as well have been canned twelvemonths ago.

But what can rival peas, adishes onions, corn on the cob, lettuce, beans, tomatoes and a dozen other garden delicacies placed before an expectant family in less time than it would take to cart the commercial article home? Here is where the home gardeners revel in the keen satisfaction of a job well done. A man who can provide food like this for his own table, with his own hands, is not wholly dependent upon a paternalistic Government for his future. In him lingers the spirit of the pioneer American, who was sufficient unto himself and would have helped to cut down any cunning politician who offered him "security" at the price of his liberty.

FAMILY CASH

Forty-one per cent of the wealth of the United States is in the hands of women, financial statisticians estimate. This includes real estate, stocks, bonds and cash in bank.

Theoretically, then, 59 per cent of the wealth is owned by men. Theoretically is used advisedly, for if pay checks issued to husbands and bank accounts in their names were credited to the wives who really control them, the percentages would be reversed.

Poor man! He is in a sorrier condition than the figures indicate, disconcerting as they are. How far off is the time when husbands will be arguing indignantly with their wives for a generous allowance, instead of doling money out to their wives in grudging spirit?

Uxorial reaction to this possibility is that it would serve the "old tightwad" good. The housewife's chronic complaint is that man will never learn that it takes more than cigar money to operate the house.

No doubt modern conditions have created new causes for domestic strife and divorces, but the good old reliable home-wrecker is the inadequate domestic budget and the "provider" who demands choice cuts on pin money.

LAUGH!

When the laugh is on you, laugh with the rest or some passing student of science will put you down as being of no intelligence; that is if he belongs to the same school of thought as Professor Gaum, of Rutgers College.

According to this school, the ability to laugh at oneself is proof of intelligence. Not all who laugh at themselves are intelligent, mark you, but none who can't are.

Here is a test which pretty definitely fixes the mental caliber of the politicians. No politician can laugh at himself, although all, when they do not have the taxpayers gnashing their teeth, have the populace doubled up with laughter. There is nothing so funny as a man possessed of an exaggerated sense of his own importance, infallibility and indispensability.

It is the intelligent thing to laugh if you slip on a banana peel or push your eye into a door and survive, unless perchance your friends can get a good laugh out of your embarrassment and agony. Of course, slipping on a banana peel and running into doors are not very intelligent things to do.

Vacationing: Traveling some distance from home to work harder than usual without pay.

Another way to overcome insomnia is to eat a heavy lunch and have the boss leave for the afternoon.

It seems that races living on fish and the organs of land animals have the best teeth, but what good are they.

"A great drouth is predicted for the year 1966." We have every confidence that Mr. Roosevelt will have a plan when the time comes.

Imagination ruins you. If you can lick the world in your day dreams, there is no incentive to lick it any other way.

The mere outbreak of war would be the last of Hitler, says a dreamer. The question is whether Adolph will see it through to the bitter beginning.

Psychiatrists who look over Tony Galento seem vague as to their findings. Recalling psychologist, hired by a big league nine to study one of its pitching stars. After six months he had found nothing on which to work.

DEATHS DOWN

The fact, announced by the Census Bureau, that the national death rate last year, 10.6 per 1,000, was the lowest in the country's history is good news, of course.

One must recognize, however, that some of the factors contributing to the happy result were derived in various ways from depressed business conditions and therefore are temporary. Reduced driving in bad times may lower the auto death rate, for example, and reduced exposure on account of unemployment lowers the pneumonia toll among outdoor workers. In other more obscure ways also, bad business improves health, temporarily. There has been a definite relationship between business volume and the death rate throughout the depression years.

Thus the fact that 1938's death rate was very low attests, in part, only that the year was one of poor business.

That definite gains were made for longevity, nevertheless, is evident in the circumstance that 1938's rate was lower even than that of 1933, an incomparably worse business year. The 1933 rate of 10.7 per 1,000 had been the previous record low.

One factor responsible for the 1938 record is a source of deep satisfaction. This was the further lowering of the mortality rate for infants, which also set a new all time record. In some part it may be supposed the saving of infant lives also must be traced to the depression with its intensification of social service work among the very poor.

PLAYING INTENSELY

An ever changing panorama is America at play. The role of fashion is nowhere revealed more clearly than in the changing recreational activities of the masses.

While the opportunities for play of other generations seem decidedly limited in comparison with those of today no generation of America was ever too busy or too puritanical to play. And in fair weather or foul we will always be a play loving people.

Examine our play history. Bair-baiting, dog fighting to cock fighting, to boxing, to prizefighting. Whist to auction, to contract. From the horse to the bicycle, to the automobile and back to the horse again. Baseball and football and golf have had an evolution all their own. Tennis has been with us a long time.

The main difference between recreation in the United States and recreation in other countries is the multiplicity of games, sports, amusements and diversions widely available to all classes of Americans. More than any other people we like variety and novelty. Without deserting the old standbys

Yes, laughter is a good medicine. But if you can laugh, you don't need the public is quick to take up anything new in the way of recreation and amusement and just as quick to drop the passing fad.

Patient Advertising—

Some business concerns like the idea of spending a lot of money all at once on advertising and then they retire from public view, and make no effort to reach the public for a long time.

A big splurge in advertising once in a while helps out a lot. But the most effective advertising is the regular kind that has something new to say to the public every few days. When a store reminds the public that it is doing business and is alert and awake, it has accomplished the first purpose of advertising.

If a concern does some advertising regularly, even if it is not much, the public is constantly reminded of its service, and that concern is going to get business.

"TAKE IT EASY"

We may as well make up our minds that the heated term is with us. A good thing to remember is that it isn't any hotter for us than for other folks. We had a pretty comfortable June, all things considered and so, as the mercury soars and there is a growing tendency to irritation over little things, this is a fine time to practice forbearance.

In this connection the philosophy of the little old lady who fairly exuded joy at times when others were out of sorts could be brought to bear. Asked how she did it, she declared she was daily fortified by "the Biblical promises." Pressed to name the one which she leaned most heavily, she beamed: "Grin and bear it!"

But telling it all in the first paragraph doesn't save the reader's time if he must read it three times to find out what it means.

An Old Timer is one who can remember when Fourth of July firecrackers killed as many celebrators as automobiles now do in an off day.

A man isn't old until he begins to realize that another day's delay doesn't matter.

Easy way to fail: Spend your time instead of a way to deserve it.