

THE OMAHA GUIDE

A WEEKLY NEWSPAPER

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EDITORIALS

GET READY FOR WINTER

Here comes winter. In a very short space of time a large part of the country will be experiencing rainy days and cold nights. And not far away are the months of snow and sleet and storm.

Winter is something to get ready for. That means buying new warm clothes, or repairing and cleaning old ones. It means buying wood and coal and fuel oil. It means fixing that leaky spot in the roof that has been neglected during the dry summer. And finally, to the wise householder, it means taking special precautions against a destroyer that waits for winter—fire.

Have your furnace inspected—and have that inspection done by some body who knows what to look for. It's no work for an amateur. Have needed repairs effected at once. See that chimneys and flues are properly cleaned. Hard pressed heating plants in bad order are one of the most prolific sources of home fires. It's no fun to wake up in the middle of the night and suddenly realize that your house is burning away beneath you.

Winter means that you'll use lights oftener. Exposed electric wiring should be checked. Pay special attention to lamp cords under rugs and around baseboards—they fray in time, and when that happens a short circuit may occur. Electricity, mishandled, is one of fire's potent allies.

Go through your whole house and get rid of any and all accumulations—old clothes, old papers and magazines, collections of rags, etc. They make a fine starting place for fire—and spontaneous ignition isn't so rare a phenomenon as you may think.

WELL EARNED PRAISED FOR RETAILING

Just before the recently held "National Retail Demonstration Week," the President of the United States wrote a letter to the head of one of the leading retail associations. In that letter, he said: "Your observance last year took place shortly after the outbreak of tragic hostilities in Europe. At that time I said it was essential, because of this new situation, to prevent any general rise in prices that would absorb purchasing power and block expansion of sales volume. All of us can look back with pride now on the nation's retailers as well as other segments of our economic life in preventing a price boom."

"The need to keep prices in check is as strong, if not stronger, than it was a year ago. Prevention of any runaway rise in the cost of living is an important phase of total national defense. Because of the enlightened conduct of the nation's retailers last year, I am confident they will discharge their responsibility as well this year."

The consumers of America know

how well retail industry has earned such praise. Profiteering would be a very simple matter for any organized group of retailers, and they could get away with it for a considerable length of time. Yet not one major instance of profiteering has come to light. To the contrary, the retailers of the country are working in the closest possible cooperation with government bureaus in fighting unjustified price rises. They are helping show the consumer how he may obtain better products for less money. They are featuring substitutes for articles in which there is a shortage, due to national defense demands. All in all, both the chains and the progressive independents are pushing a well rounded program, designed to give every possible protection to the consuming public—even as it is designed to better the market for the producer.

Here is a public service of the very first importance. You can thank American retailing for doing a fine job in helping maintain our American standard of living.

WOMEN AND LIFE INSURANCE

Women, according to well substantiated legend, know a good thing when they see it. And that seems to be true when it comes to building up savings, no less than in buying clothes or decorating a home.

More than 17,000,000 women are owners of life insurance. In a recent year about 20 per cent of all life insurance purchases were made by the fair sex. That is a very high proportion when you think that, even in these days of equal rights, the great majority of wage earners are still men.

The ladies deserve praise for their foresight. For no one ever devised an economic protection for the individual, male or female, one half so effective, safe and certain as life insurance.

THE DANGER WE FACE

"We have in this country, both in and out of government, a fairly large number of persons who have lost faith in the principles of private enterprise and democracy. If the American public doesn't soon recognize what is going on, it will find one of these days that our basic political and economic safeguards have been hopelessly undermined."

THE LOW DOWN FROM HICKORY GROVE—

If you have ever been out west you have seen a hound-dog tearing up the landscape, chasing a jack rabbit. The whole performance, so far as I can research it out, is just a dog's idea of doing something, useless. No dog would get any real enjoyment gnawing on a lean and tough jack rabbit, if he ever caught one—which he usually don't.

But the human mind is half the time kinda single track too, like a hound's. We tear out lickety-split at the drop of the hat on most any jack-rabbit political excursions that somebody will talk up. We never like it where we are—we want to be elsewhere.

If some person tells us that the grass is greenest on his side, we don't rest until we find out. And after we do find out and get our vest dusted off, we are a good prospect for the next agent.

Maybe the next time, the pasture really will be greener—anyway it won't be worse, this time.

Yours with the low down,
Jo Serra

STUDENTS SAY NO LOGICAL ARGUMENT AGAINST 3rd TERM

Washington—Students of American history and others interested in political trends and the discussion on a third term for President Roosevelt agreed, after a conference here this week, that the much talked '3rd term' had no place in this campaign, so far as colored voters are concerned.

A few students from Howard University, who declined to permit the use of their names, issued a joint statement to newspapermen, in which it was declared that Geo. Washington found it wise to avoid any commitment on the question of the number of terms a President should spend in office.

From files in the Congressional Library, it was learned that Washington once said: "I can see no propriety in precluding ourselves from the services of any man, who in some great emergency, shall be deemed, universally, most capable of serving the public."

The diligent students also quoted the late President Grant, who said: "It may happen in the future history of the country that to change an Executive because he has been 8 years in office will prove unfortunate, if not disastrous."

The checkup by the students placed advocates of Wendell Willkie behind "the 8-ball," according to campaign workers for President Roosevelt.

UTILITIES DISTRICT INSTALL NEW CASHIER CAGES

Four new modern cashier cages that provide customers with better facilities for paying their service bills, and facilitate the work of the tellers, have been built in the first floor sales room of the Metropolitan Utilities District. They were put into use Saturday morning, September 28.

The cages have a wide marble ledge for convenience of customers on which they may rest their bundles, handbags and purses and count change. Lighting of the cages and adjacent area has been improved by installing fluorescent daylight units in the cages and large indirect units overhead. The new lighting prevents eyestrain for both customers and the tellers. In each cage, the teller is also provided a modern posture chair giving greater comfort and helping to speed up the work of waiting on customers.

Modern, electrically powered cash registers record payments received, issue receipts and furnish a daily total. This also increases efficiency and speeds up customer service.

The private office of A. C. Anderson cashier, adjoins the teller's cages, making him available promptly for consultation in regard to customers' bills or to answer questions about services.

J. D. LEWIS ADDRESSES LOW WAGE & UNEMPLOYED WORKERS

At a meeting of the Low Wage and Unemployed Workers Organization Tuesday last a large attendance was present.

BOYS' AND GIRLS' PLAY SUITS

125 each

Warm, practical and so colorful for rosy cheeked tots. One-piece coverall style in Navy Rust, Copen, Rose.

Sizes 1-4
INFANTS' WEAR—3rd Floor

BRANDEIS & SONS

ance heard Mr. Joseph D. Lewis who spoke about some of our group losing their insurance by being careless. It is a real fact that people have not got any fiance should look into this matter.

We are doing wonderful work for the economic and social problems that affect our group. Mr. Lewis spoke about members who should use their best talent to help solve these problems.

Rev. A. J. Jones pastor of the Church of Deliverance spoke on Missionary work on October 8, at 8 p. m.

We aim to do a good deed every day for the unfortunate and needy persons. We have a big drive on for new members who are interested in this work of the organization. Visitors are welcome. V. Bailey, Pres., Miss Calet, McFalls, Secretary.

RETURN HOME

Mr. and Mrs. Meredith Hamler have returned back to New York City after having visited their mother Mrs. Mary T. Hamler 2213 Willis ave., for several days. Mr. and Mrs. Hamler spent quite a while of their visit in Council Bluffs, Ia., with Mrs. Alice Davis who is the mother of Mrs. Meredith.



FLUSH KIDNEYS OF ACID AND POISONS

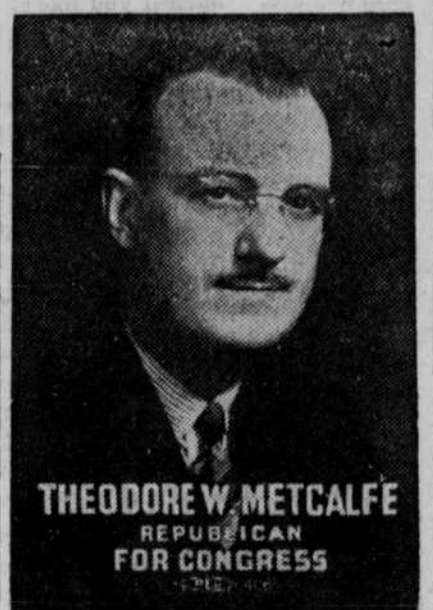
GAIN IN HEALTH AND STOP GETTING UP NIGHTS

When kidneys are continually overburdened they often become weak—the bladder is irritated—often passage is scanty and smart and burns—sleep is restless and nightly visits to the bathroom are frequent.

A safe, harmless and inexpensive way to relieve this trouble and help restore more healthy action to kidneys and bladder is to get from any druggist a 35 cent box of GOLD MEDAL Haarlem Oil Capsules and take as directed.

Don't be an EASY MARK and accept a substitute—Get Gold Medal Haarlem Oil Capsules—the original and genuine. Look for the Gold Medal on the box—35 cents.

Remember—other symptoms of kidney and bladder trouble may be backache, puffy eyes, nervousness and leg cramps.



(Political Advertisement)

DON'T BLAME YOUR MAN



If he "falls" for lovely hair! If your hair is dull, lifeless, gray-streaked—color it with Godefroy's Lariouse. Men just can't help admiring beautiful hair. They notice a woman's hair almost before they notice her face. So don't let dull, dingy, gray-streaked hair destroy the loveliness that your man—and others—find so appealing. Use Lariouse!

If used as directed, Godefroy's Lariouse will bring an even, lustrous, youthful-appearing color to ALL your hair. It won't rub off or wash out. Permits curling, marcel, permanent waves. Known and used for 45 years. Satisfaction guaranteed or your money back. Get a bottle today! If your dealer doesn't have Lariouse (LARRY-USE) send \$1.25 direct to... GODEFROY MFG. CO., 3510 OLIVE STREET, ST. LOUIS, MO.

GODEFROY'S Lariouse HAIR Coloring

H-M Buffet

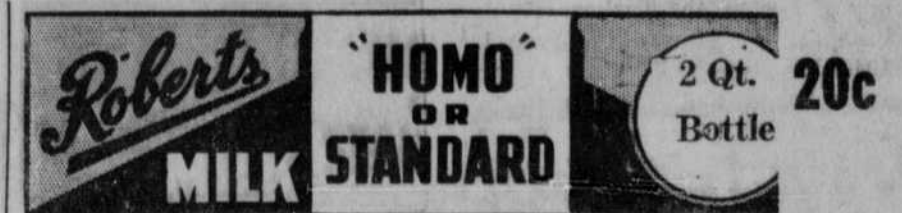
2420 N. 24th St. J.A. 8852

Best Chili in Town

Liquors, Lunches & Beer

Rheumatic Happy; Relieves Pain Quick

Thousands who suffered from the torturing pains of rheumatism, sciatica, lumbago, neuralgia and neuritis—are certainly happy over their discovery of NURITO. Now they have found a quick-acting formula which speedily relieves these exhausting muscular aches and pains. NURITO is trustworthy and dependable—contains no opiates. If you want to feel again the joy of relief from pain—so you can work in peace and sleep in comfort—be wise and try NURITO under this ironclad guarantee. If the very first three doses do not relieve that cruel pain to your satisfaction—your money will be refunded. Don't suffer. Ask your druggist today for NURITO on this guarantee. (T.N.C.)



We Offer for Your Approval

Complete Curtain Service

and Another thing,—

Have Your

Dry Cleaning Done Now!

—Cash and Carry Discounts—

EDHOLM & SHERMAN

2401 North 24th Street

WE. 6055

LEGAL NOTICE AS TO MEASURE TO BE VOTED UPON NOVEMBER 5, 1940

The following amendment to the Constitution of the State of Nebraska will be submitted to the electors of this State for approval or rejection at the general election to be held November 5, 1940:

Be it Enacted by the People of the State of Nebraska:

Section 1. That at the general election in November, 1940, there shall be submitted to the electors of the State of Nebraska for approval or rejection upon a ballot separate from that upon which the names of candidates appear the following amendments to the Constitution which are hereby proposed by the Legislature:

"Section 1. That Sec. 4, Article IX, Constitution of Nebraska, be amended to read as follows:

"Sec. 4. The Legislature shall provide by law for the election of such county and township officers as may be necessary: Provided, however, the Legislature may provide by law for a form of county government in which county officers may be elected or appointed, but such form shall be optional with each county and shall obtain in any county only upon the adoption thereof by the electors of such county."

Sec. 2. That an additional Section be inserted in Article XVII, Constitution of Nebraska, to be known and numbered as follows:

"Sec. 10. This amendment (1940) shall be self-executing and legislation authorized hereby shall be supplemental hereto; and this amendment, except as otherwise herein specifically provided, shall be in full force and take effect on the first Thursday after the first Tuesday in January, 1941."

Sec. 2. That the foregoing proposed amendment to the Constitution shall be submitted to the electors at said election upon one ballot separate from that upon which the names of candidates appear, after publication once each week for four weeks in at least one newspaper in each county where a newspaper is published immediately preceding said election. Said ballot for the submission of said proposed amendment shall be in the following form:

PROPOSED CONSTITUTIONAL AMENDMENT

"FOR an amendment to Sec. 4, Article IX, and Article XVII, Constitution of Nebraska, authorizing the Legislature to provide by law for an optional form of county government in which county officers may be elective or appointive, and providing that said amendment shall be effective on the first Thursday after the first Tuesday in January, 1941," and

"AGAINST an amendment to Sec. 4, Article IX, and Article XVII, Constitution of Nebraska, authorizing the Legislature to provide by law for an optional form of county government in which county officers may be elective or appointive, and providing that said amendment shall be effective on the first Thursday after the first Tuesday in January, 1941."

HARRY R. SWANSON,
Secretary of State

