

THE OMAHA GUIDE

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ECONOMIC HIGHLIGHTS

What history may prove to be one of the most important Presidential campaigns in decades is at last in high gear. The period of peace and quiet which followed the nominations seems to be definitely over.

During that period, there can be no question but what the Willkie candidacy suffered a slight let-down—his friends admit it, even as his opponents exult in it. But only the politically inexperienced believe that let-down was necessarily of any particular significance. Mr. Willkie was swept into the Republican nomination on the crest of a wave of almost unprecedented enthusiasm, similar to that which gave Mr. Roosevelt the Democratic nomination eight years ago. No one experienced in politics believes that enthusiasm could have been maintained undimmed from nomination day to election day. Willkie strategists deliberately planned the let-down, knowing that it had to come some time, and that the earlier it came the better off his candidacy would be. History is studded with dismal examples of candidates who brought their campaigns to maximum pitch too long before November—and, as a result, seemed to the voters as stale as yesterday's beer by election time.

On top of that, the Willkie campaign called for super-careful planning. Ordinary issues are of little moment today, with the national attention focused on war in Europe and defense at home. Mr. Willkie is not an 'a-ginner.' He endorsed many New Deal policies in principle even as he denounces many New Deal Methods. And so, almost inevitably, it looks as if this campaign will focus down to two issues—one tangible, the other more or less intangible but of immense potential importance.

The tangible issue is that of administration. Willkie backers believe that he could get more for each defense dollar than could the present White House group. They believe he could steer a course which would be fairer to all the diverse interests in this country today—worker and capitalist, farmer and manufacturer, little business man, reliever, etc. And only the blindest supporters of the New Deal fail to see that it has made many grave mistakes in the administrative field, even as it has made great advances in bringing before the people problems which must eventually be solved.

The intangible issue is that of the third term—of one man's indispensability. Mr. Willkie has been hitting that issue hard, and some of the experts believe that it may turn out to be the decisive issue of the campaign. No man, says Mr. Willkie, is vital to the country—and once the idea gets around that one man is indispensable, it will be

just a matter of time before dictatorship follows. To Mr. Willkie, there is no personal fight in this—he doesn't charge the President with dictatorial ambitions. He simply points out that once the precedent is demolished—we will have, in principle, accepted a government of men as against a government of laws.

That was the theme which dominated Mr. Willkie's Coffeyville address, opening gun of his campaign. And it has dominated his other prepared addresses made since, even as it has dominated the little two-minute off hand talks he has made in dozens of towns.

Mr. Roosevelt bases his candidacy on his record—on what he regards as great New Deal attainments. His answer to the third-term argument is that there can be no dictatorship here so long as the people possess the ballot. His recent speeches have been moderate in tone, and have been generally well received. They are not driving speeches—apparently he thinks there would be no point in his making a campaign tour, inasmuch as he and what he stands for are so well known to the country. On one point, all are agreed—the President was never in finer form when it comes to his radio presence and delivery.

Who will win? One of the Weekly picture magazines recently asked a group of well known Washington correspondents and commentators that question, and all but a few hedged. Too much can happen between now and November, they said, to make a safe prediction possible. They were about evenly divided in giving the edge at present to either Mr. Roosevelt or Mr. Willkie.

Latest published polls give the President a substantial lead. But these polls were taken during the Willkie let-down period and so may not mean much. From now on, the polls should be more significant and accurate. Hope of Willkie backers is that his rating will come slowly but steadily up, reaching top just before November 5.

Some are wondering just how accurate the modern "scientific sampling" polls will prove to be if the election is close. These polls didn't come into existence until the 'thirties, and have covered two presidential contests where the victor won with record-breaking ease. In a really nip and tuck election, where the final decision turned on a few hundred thousand votes in two or three key states, it is a question whether the polls would make the grade or not.

ACE IN THE HOLE

At the present time, according to the Dairymen's League News of New York, there are more than 40 different agricultural marketing agreements in effect throughout the country, dealing with milk and dairy products, fruits, vegetables, nuts and hops. Some 1,300,000 farmers are reaping the benefits.

These agreements make it possible for farmers, through their cooperative marketing organizations, to not only get a better financial return for what they produce, but to stabilize markets as well.

The farmer has come a long way since that not-so-distant time when he raised his crops, then went to market and sold them for whatever he was offered. The marketing coop really brought business principles to the farm. It did away with exploitation by big buyers. And, at the same time, it provided a definite service to the consumer by assuring a steady supply of high quality farm produce at a fair price. The marketing cooperative movement is the modern farmer's ace in the hole.



"First ya lose haffa China, an' now four of my bes' hankys!"

Maintain the HIGH CHARACTER of the District Court by ELECTING the PRESENT District Judges, who are courteous, efficient and well qualified.

Their record of office is the best—fair consideration to all and partiality to none—the rule that they have strictly adhered to.

The Judges who are now seeking election, represent many years in the study of law, the practice of law and the administration of justice.

A vote for the present district judges, is a vote for continued capable, efficient and fair supervision of our District Court.

—VOTE FOR—

- X WILLIS G. SEARS
- X CHARLES LESLIE
- X JAMES M. FITZGERALD
- X ARTHUR C. THOMSEN
- X W. A. DAY
- X FRANK M. DINEEN
- X JOHN A. RINE
- X HERBERT RHOADES

(Political Advertisement)

TO THE COLORED VOTERS OF OMAHA:

We urge you to cast your votes for Edson Smith for District Judge when you vote on November 5th.

We make this request because Edson Smith is qualified and has been reared in an environment which has made him one of the fairest of men. He was born and reared in that section of Omaha which is so largely populated by colored people, many of whom were his classmates in the grade schools and high school. He is the son of Robert Smith, the present Clerk of the District Court. Through the years he has shared with his father the idea of dealing fairly and justly with the colored people.

More than thirty years ago, when Mr. Robert Smith was a member of the Omaha Board of Education, he recommended and obtained the appointment of Miss Eula Overall as a teacher in the Omaha Public Schools. During the thirty years he has been Clerk of the District Court of Douglas County, he has had in his employ as Clerks, at different times, Mr. Rufus Long, Mr. Worthington Williams, Mr. John G. Pegg, Miss Estelle Robertson, and Mrs. Josephine Bell. In addition to the persons named three extra colored clerks have been employed in his office during the past year,—Miss Louise Bryant, Mrs. Lydia Rogers, and Mr. Boyd V. Galloway.

Many years ago, a quartette of colored singers from Knoxville College, at Knoxville, Tennessee, came to Omaha for a concert. They were unable to obtain lodging and board in any hotel in the city and Mr. Robert Smith's family took in the four young colored men into their home and shared it with them during the days they were here. They joined in the same prayers and partook together the family meal.

It is from such a home, with such a spirit, that Edson Smith comes.

It should not be necessary to mention these experiences, but it is.

During our country's history, many fine things have been said about freedom and equality. Thomas Jefferson said them in the Declaration of Independence, and when he said them, he was the fourth largest slave holder in the country, and, therefore, did not mean them. When the Constitution of the United States was adopted, its preamble, setting forth its purposes dedicated it to the preservation of liberty for all Americans, but by its terms, human slavery was recognized.

Thus when we would correctly gauge the attitude of white men in the field of fairness and justice, we cannot look, merely, to their words, but must rely upon their deeds.

We have given the record of Robert Smith. We ask your votes for Edson Smith, his son. We sincerely believe in this case, we state the truth when we say "like father, like son".

Vote for Edson Smith November 5th and thereby serve well the Colored Race and the Community.

Sincerely yours,

Rev. F. P. Jones, 2422 Ohio St.
Dr. W. W. Peebles, 2906 No 25th St.
Webster Alston, 5002 So. 18th St.
Anderson Hamler, 961 N. 25th St.
Nat Hunter, 2018 N. 28th Ave.
W. B. Bryant, 2722 Binney St.
Mrs. Maggie McGowan, 2115 No. 26th St.
James White, 1420 No. 23rd St.

Mrs. Ida Willis, 2025 Ohio St.
Mrs. John Albert Williams, 2418 Maple St.
James Ward, 2014 Clark St.
H. J. Pinkett, 2118 No. 25th St.
C. C. Galloway, 2418 Grant St.
Mrs. Pauline Mitchell, 6621 So. 27th St.
Mrs. Addie Jones-Allen, 6514 So. 21st St.
C. C. McDonald 2215 No. 29th St.

COLORED CITIZENS OF OMAHA

P. S. How to vote for District Judge: You may vote for as few as one but not for more than nine.

NAACP. PUBLISHES RECORD OF CONGRESSIONAL VOTE ON ANTI-LYNCH BILL.

New York—The voting records of Congressmen on the anti-lynching bill have been sent to branches of the National Association for the Advancement of Colored People throughout the country, the organization announced here. Despite the fact that every effort has been made by representatives of both major parties to keep the bill out of the campaign, it will definitely be a determining factor in the votes cast by a large section of the population, the announcement said.

EXTRA!

When you take Smith Brothers Cough Drops, you get Vitamin A at no extra cost. Smith Brothers—Black or Menthol—still cost only 5¢.

Smith Bros. Cough Drops are the only drops containing VITAMIN A

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.

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A big beauty box containing seven facial necessities all of the finest ingredients and weighing over two pounds now only 98¢, plus postage.

You will adore the smooth texture of these Golden-Glo products. They give that appeal which is the ultimate in feminine beauty and the subtle intrigue of perfect make-up. Golden-Glo's incomparable cosmetic combination—seven invaluable aids to beauty, finest quality.

HERE IS WHAT YOU GET—ALL FULL SIZE

\$2.00 value box of 7 Golden-Glo beauty aids

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Vanishing Cream58¢
Foundation Cream58¢
Face Powder "Tan"58¢
Lipstick25¢
Hair Dresser58¢
Ointment58¢

— all the requisites for complete exquisite beauty treatment that would cost you \$2.00 if bought individually. Our Special Offer brings you this entire set of 7 GOLDEN-GLO COSMETICS for only 98¢ plus postage.

Agents Wanted for Golden-Glo Products

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GOLDEN-GLO PRODUCTS, Inc.
104 East 41st Street, New York, N. Y.

Send me your Golden-Glo beauty box containing 7 full size Golden-Glo products. When delivered by Postman I will pay him 98¢ plus postage, or I am enclosing \$1.00 money order which covers all charges for delivery to me.

Name (Print name clearly)
Address
City State