

THE OMAHA GUIDE
A WEEKLY NEWSPAPER

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, Nebraska, under Act of Congress of March 3, 1879.

J. J. Ford, Pres.
Mrs. Florna Cooper, Vice Pres.
C. C. Galloway, Publisher and Acting Editor
Boyd V. Galloway, Sec'y and Treas.

SUBSCRIPTION RATE IN OMAHA	
One Year	\$2.40
Six Months	\$1.20
Three Months	—
One Month	—
SUBSCRIPTION RATE OUT OF TOWN	
One Year	\$2.50
Six Months	\$1.50
Three Months	\$1.00
One Month	.40

All News Copy of Churches and all organizations must be in our office not later than 1:00 p. m. Monday for current issue. All Advertising Copy or Paid Articles not later than Wednesday noon, preceding date of issue, to insure publication.

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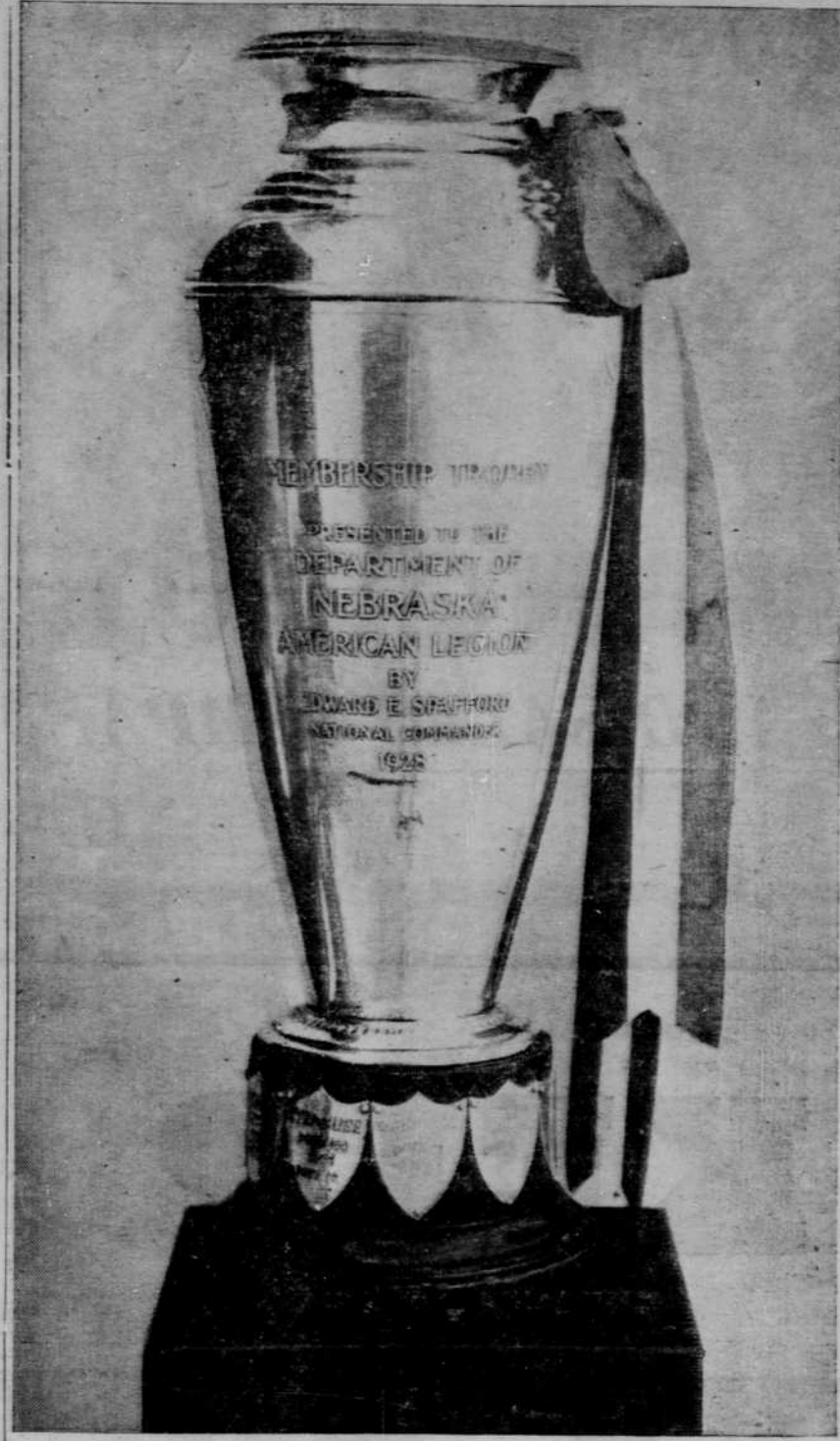
FOR DEFENSE



BUY UNITED STATES SAVINGS BONDS AND STAMPS

BUY THEM AT YOUR POST OFFICE OR BANK

Spafford Trophy



The much highly prized and coveted Spafford Trophy, having been won for three consecutive years, by The Theodore Roosevelt Post No. 30 for having the largest percentage gain in membership, now is to remain in their permanent custody.

sense of the extreme urgency and importance of reaching our 3rd War Loan goal, the newspapers of the nation, through their advertising columns, provide a sure, direct avenue of approach. This was most magnificently demonstrated in the 2nd War Loan when over 72,600,000 lines of War Bond advertising appeared in newspapers. I am confident, therefore, that the Treasury can again count upon the many patriotically-minded sponsors of War Bond advertising who have contributed so much to the success of the war financing program in the past, to back the 3rd War Loan to the fullest extent.

Sincerely,
J. M. Morgenthau,
Sec. of the Treasury

Copy
TREASURY DEPARTMENT
WASHINGTON, D. C.
Aug. 28th 1943

War Finance Division
ALLIED NEWSPAPER COUNCIL
Frank E. Tripp, Chairman
Mr. C. C. Galloway
2420 Grant Street
Omaha, Nebraska
Publisher of The Omaha Guide
My Dear Fellow Publisher:

Again, our country looks to us to sell the advertising campaign of the Treasury Department for the Third War Loan in September.

We did it for the Second War Loan. We must do it again. We cannot rest on the winning of a single home front battle. We must fight -- and win -- every newspaper battle for the duration.

The objective of the Third War Loan is to sell vastly more bonds to individuals, not only as a means of financing the war but as an important element in the battle against inflation. The role of the newspapers, therefore, assumes even greater importance. I need not remind you of the function of newspapers as the primary medium to influence the general public.

Let's go forth and sell -- more than before!
Sincerely yours,
Frank E. Tripp,
Chairman
Allied Newspaper Council.

FROM THE TREASURY DEPARTMENT

Commissioner Guy T. Helvering today issued an official statement of the policy of the Bureau of Internal Revenue regarding the deduction of advertising expenses for tax purposes. The Commissioner amplified public statements on the same subject previously made by Secretary Morgenthau before the joint Congressional Committee on Internal Revenue taxation on May 28, 1942, and by the Bureau itself in correspondence with the Association of National Advertisers, Inc.

Commissioner Helvering's statement follows: "To be deductible, advertising expenditures must be ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. The Bureau recognizes that advertising is a necessary and legitimate business expense so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

"The Bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names

HISTORY OF THEODORE ROOSEVELT POST NO. 30, AMERICAN LEGION

Theodore Roosevelt Post No. 30 of The American Legion, was organized September 30, 1920. It was just about in the middle of July of the same year that a group of Colored Exservice Men met at 24th and Hamilton for the purpose of considering the advisability of organizing a Negro Post in the City of Omaha. At that time, the Colored Exservice Men were members of what was known as Douglas County Post.

At this meeting, a committee consisting of the late Dr. Amos B. Madison, Dr. W. W. Peebles, Edward Turner and Harrison J. Pinkett, was appointed to devise plans for setting up a Post. This committee met with a committee from what is now Omaha Post No. 1, consisting of Allan Tukey, Hurd Stryker and Anan Raymond. The results of this joint meeting was that a charter was requested from the State Department of Nebraska. Following this request a charter was granted and issued.

On its first regular meeting, the late Dr. Amos B. Madison was elected the first Commander with Rufus Long serving as Adjutant. A motion was adopted to name the Post after a militant leader and former President of The United States, Theodore Roosevelt Post No. 30.

Dr. Madison served as Commander for two years, after whom Dr. William Warrington Peebles succeeded and served for two consecutive years and was succeeded by Edward Killingsworth, who served continuously as Commander for seven years.

Jacob C. Carey was elected to his first term as Commander, following his predecessor. It was during the administration of J. C. Carey, the inception of our Auxiliary came into being.

Earl A. Thomas was the next successor as Commander, who likewise served a one year term. Charles J. Coleman served as presiding officer for a five year period and was succeeded by Jesse Milsap who served a one year term.

A change of policy concerning American Legion activities was desired, consequently Dr. W. W. Peebles was re-elected two consecutive terms as Commander. It was during this administration's term of office that the idea of a permanent home started toward progress. Direct action was put into motion by the present administration under the Commandership of J. C. Carey, who was just recently installed for the second consecutive term.

Edward Turner has served continuously as Adjutant of the Post since 1933 to the present time. He is a charter member as well as a member of the original Committee requesting a charter.

The Post has purchased a permanent home at 24th and Parker streets, being decorated and maintained exclusively by members of the Post. It is proud to claim the sponsorship of a public health clinic, supported by City and Federal Staffs, and is listed among the few Negro Posts that own and maintain a Post Home and Headquarters.

THE NEGRO SOLDIER

During the life of the American Colonies and the American Republic in both Peace and War, the Negro People have borne their full part. Indeed, they have given more and received less than any of our racial stocks.

For their bravery in war they have been praised throughout our history. Washington led them and cheered them in the American Revolution. In that heroic band of Washington's "Ragged Continentals" nearly four thousand Negroes fought, and suffered, and a full share of them bled and died. And after victory was won they went back to chains and slavery.

In the Second War with England, the Negro troops marched and fought and died in the heroic army of General Jackson. And by their sacrifice, perhaps, saved the United States of America. And, again, after victory was won, these "Soldiers of Liberty" were returned to slavery and chains. And the years went by and Civil War reared its ugly head.

The nation was about to be rent asunder and slavery of man made permanent in the Western World. And when the cause of Union and Freedom seemed almost lost 200,000 black soldiers were put into the fighting ranks of the Nation's army and with their blood again watered the tree of liberty that it might grow green again. And with a million of their white comrades in arms they freed a race and saved a nation.

In the Spanish American War, the black soldiers blazed a trail of glory.

In World War 1, 400,000 Negro soldiers were called into the army of liberty and democracy, and their record, as in the days long gone, was heroically the same.

And now in World War 2, more than 10 per cent of all the American soldiers called to military service have been of the Colored Race. They serve this day in every land and clime, where Americans are carrying the fight for the LIBERTY OF MAN.

Moreover, black men from every land fight in the ranks of the United Nations. Japan alone of the non-white races, fights for tyranny and slavery.

At times these sacrifices of the Negro People

have seemed in vain. But they were not. They have helped to advance the cause of freedom and opportunity for all men of all races everywhere. And during the years which lie ahead, when other troubles shall beset mankind it is not possible that the American Negro soldier may have a helpful, perhaps a decisive part in the World of Tomorrow.

Of one thing we may be very sure, if the Negro soldiers of this war have a larger part in deciding the course of human society in the momentous years soon upon us, they will throw whatever strength they possess into the balance against racial arrogance and insolence, the twin evils which have cursed the modern world.

All the Negro veterans of other wars and the soldiers of World War 2 welcome the American Legion to Omaha, and say to the convention, yours is the duty to fight for the liberty of all and the full opportunity for all in War and Peace.

May a sincere and hearty salute be given to the Negro soldiers, living and dead, remembering that it is the task of the living to make their dreams of liberty and opportunity come true.

THE DANGER OF FEAR
By Ruth Taylor

Fear is the most dangerous bomb ever invented, a weapon far more deadly than any created by the cunning of the scientist in his laboratory. No man knows when or how it will explode, nor how great will be the devastation wrought . . . because its field of operation is the unpredictable mind of man.

Fear is a lack of knowledge. It is the desperate rebellion of the mind against the unknown. The danger of fear is that the frightened person reacts against things too quickly. He is too easily startled. He is not held by conviction. He moves before he thinks.

Frightened people are afraid of what their opponent may do, and, oftentimes, they bring on what they fear by too sudden action. Frightened people do not act constructively but destructively. They are against . . . they have not yet found out what they are for.

We have learned the bitter lesson of what frightened people have cost through panic in times of crisis. That fear was a deliberate weapon of our enemies was proven in the stampedes of peoples which helped pave the way for invasion overseas. We have seen here at home the attempts of subversive elements to incite trouble, to stir up fears of class, creed and color. We have been warned again and again to be on guard against the fear-mongering of enemy agents.

The most crucial days in the history of our republic lie ahead of us. We are winning the war . . . but can we win over ourselves in the world to come when the guns are stilled? Will we let the impatience of fear sabotage our high ideals . . . or will we be equal to the days ahead? Will we show the same courage in facing the problems of peace that we have shown in facing the problems of war?

We must face the future fearlessly, accepting neither the regimentation of the right nor the regimentation of the left. We must put to work the same abilities that we have utilized in the conduct of the war. We must cooperate in the adjustments of peace with the same patient neighborliness we used in the block mobilization for war. We must care as much for the poor, the friendless, the sick, and the homeless as we did in times of disaster. We must apply the lessons of thrift we have learned in our own homes, to the management of our public affairs. We must be as willing to accept our responsibility to the community in times of peace as we have joined in community activities in time of war. We as Americans must help build up our nation, not sit on the sidelines and criticize the actions of others. Our own system, imperfect as it is has still given us more than any other system of government in the world. It can do more . . . but only through the willing, patient, fearless cooperation of each of us as individuals.

In the past years we have learned how to face the fear of war. Let this lesson keep us unafraid to face the problems of peace.

Copy
THE SECRETARY OF THE TREASURY
WASHINGTON, D. C.

Aug. 19th, 1943

Mr. C. C. Galloway,
Publisher of The Omaha Guide,
2420 Grant St.
Omaha, Nebr.

My Dear Mr. Galloway:

On September 9th the Treasury will launch the 3rd War Loan -- the greatest drive for dollars ever attempted anywhere at any time. It will aim to raise the largest amount of money from individuals that any drive has raised in the history of the world.

It will be in the truest sense a people's loan. This money MUST be raised if we are to keep pace with our fighting men and at the same time keep down the cost of living.

In bringing home to the American people a