THE OMAHA GUIDE

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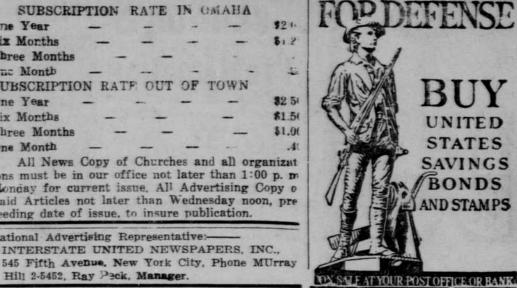
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INTERSTATE UNITED NEWSPAPERS, INC.

ational Advertising Representative

Hill 2-5452, Ray Peck, Manager



NO. 30, AMERICAN LEGION

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

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 the duty to fight for the liberty of all and the full and Anan Raymond. The results of this joint meeting was that a charter was requested from the State Department of Nebraska. Following this request the Negro soldiers, living and dead, remembering 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.

years, after whom Dr. William Warrington Peebles cunning of the scientist in his laboratory. No man succeeded and served for two consecutive years and knows when or how it will explode, nor how great was succeeded by Edward Killingsworth, who served will be the devastation wrought . . . because its field continuously as Commander for seven years.

Jacob C. Carey was elected to his first term during the administration of J. C. Carey, the incep- danger of fear is that the frightened person reacts sense of the extreme urgency and importance of tion of our Auxiliary came into being.

mander, who likewise served a one year term. thinks. Charles J. Coleman served as presiding officer for who served a one year term.

Peebles was re-elected two consecutive terms as they are for. Commander. It was during this administration's stalled for the second consecutive term.

inal Committee requesting a charter.

The Post has purchased a permanent home at 24th and Parker streets, being decorated and main- public lie ahead of us. We are winning the war . . . ALLIED NEWSPAPER COUNCIL tained exclusively by members of the Post. It is but can we win over ourselves in the world to come Frank E. Tripp, Chairman proud to claim the sponsorship of a public health when the guns are stilled? Will we let the impatience Mr. C. C. Galloway clinic, supported by City and Federal Staffs, and is listed among the few Negro Posts that own and equal to the days ahead? Will we show the same Omaha, Nebraska maintain a Post Home and Headquarters.

THE NEGRO SOLDIER

our racial stocks.

The nation was about to be rent asunder and dividuals. slavery of man made permanent in the Western World. And when the cause of Union and Freedom the fear of war. Let this lesson keep us unafraid seemed almost lost 200,000 black soldiers were put to face the problems of peace. 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 Mr. C. C. Galloway,

blazed a trail of glory.

In World War 1, 400,000 Negro soldiers were 2420 Grant St. called into the army of liberty and democracy, and Omaha, Nebr. their record, as in the days long gone, was heroically My Dear Mr. Galloway:

cent of all the American soldiers called to military attempted anywhere at any time. It will aim to raise enterprise is engaged. The Bureau recognizes that this day in every land and clime, where Americans any drive has raised in the history of the world. are carryin gthe fight for the LIBERTY OF MAN.

in the ranks of the United Nations. Japan alone of with our fighting men and at the same time keep down the non-white races, fights for tyrrany and slavery. the cost of living. At times these sacrifices of the Negro People

HISTORY OF THEODORE ROOSEVELT POST | 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 dur-Theodore Roosevelt Post No. 30 of The Amering the years which lie ahead, when other troubles ican Legion, was organized September 30, 1920. It shall beset mankind is it not possible that the Amerwas just about in the middle of July of the same year ican Negro soldier may have a helpful, perhaps a decidious 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 opportunity for all in War and Peace.

May a sincere and hearty salute be given to 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, Dr. Madison served as Commander for two a weapon far more deadly than any created by the of operation is the unpredictable mind of man.

as Commander, following his predecessor. It was ate rebellion of the mind against the unknown. The

term of office that the idea of a permanent home frightened people have cost through panic in times to back the 3rd War Loan to the fullest extent. started toward progress. Direct action was put into of crisis. That fear was a deliberate weapon of our motion by the present administration under the Com- enemies was proven in the stampedes of peoples which mandership of J. C. Carey, who was just recently in- helped pave the way for invasion overseas. We have seen here at home the attempts of subversive ele-Edward Turner has served continuously as Ad- ments to incite trouble, to stir up fears of class, jutant of the Post since 1933 to the present time. He creed and color. We have been warned again and is a charter member as well as a member of the orig- again to be on guard against the fear-mongering of enemy agents.

The most crucial days in the history of our re- War Finance Division courage in facing the problems of peace that we have Publisher of The Omaha Guide shown in facing the problems of war?

We must fact the future fearlessly, accepting During the life of the American Colonies and neither the regimentation of the right nor the regimentation of the Treasury Department for pears in this edition of the OMAHA the American Republic in both Peace and War, the mentation of the left. We must put to work the the Third War Loan in September. Negro People have borne their full part. Indeed, same abilities that we have utilized in the conduct they have given more and received less than any of of he war. We must cooperate in the adjustments do it again. We cannot rest on the winning of a He has composed songs and arof peace with the same patient neighborliness we single home front battle. We must fight -- and win ranged music for many persons For their bravery in war they have been praised used in the block mobilization for war. We must -- every newspaper battle for the duration. throughout our history. Washington led them and care as much for the poor, the friendless, the sick, cheered them in the American Revolution. In that and the homeless as we did in times of disaster. We vastly more bonds to individuals, not only as a means law remarks and the homeless as we did in times of disaster. We vastly more bonds to individuals, not only as a means law remarks and a numheroic band of Washington's "Ragged Continentals" | must apply the lessons of thrift we have learned in of financing the war but as an important element | ber of others. He has composed nearly four thousand Negroes fought, and suffered, our own homes, to the management of our public af- in the battle against inflation. The role of the newsand a full share of them bled and died. And after fairs. We must be as willing to accept our respon- papers, therefore, assumes even greater importance. operate and over two hundred victory was won they went back to chains and slavery. sibility to the community in times of peace as we I need not remind you of the function of newspapers other musical numbers. In the Second War with England, the Negro have joined in community activities in time of war. as the primary medium to influence the general pubtroops marched and fought and died in the heroic We as Americans must help build up our nation, not lic. army of General Jackson. And by their sacrifice, sit on the sidelines and criticize the actions of others. perhaps, saved the United States of America. And, Our own system, imperfect as it is has still given us again, after victory was won, these "Soldiers of Lib- more than any other system of government in the erty" were returned to slavery and chains. And the world. It can do more . . . but only through the willyears went by and Civil War reared its ugly head. ing, patient, fearless cooperation of each of us as in-

In the past years we have learned how to face

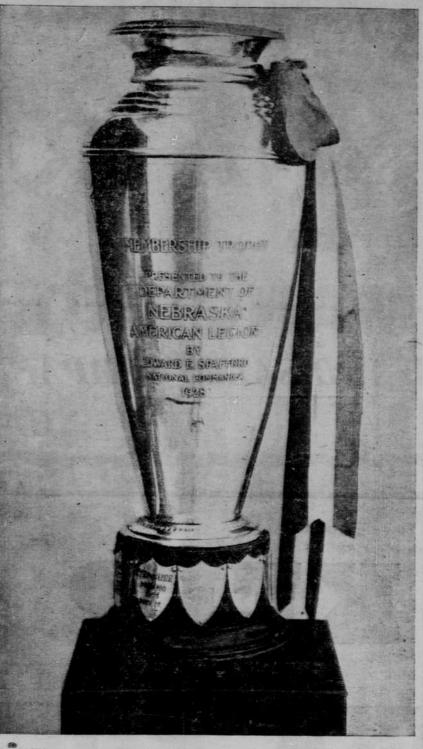
Copy THE SECRETARY OF THE TREASURY WASHINGTON, D. C. Aug. 19th, 1943

Publisher of The Omaha Guide.

And now in World War 2, more than 10 per 3rd War Loan - the greatest drive for dollars ever able relation to the business activities in which the service have been of the Colored Race. They serve the largest amount of money from individuals that advertising is a necessary and legitimate business

Moreover, black men from every land fight This money MUST be raised if we are to keep pace tax payments.

Spafford Trophy



The much highly prized and coveted Spafford Frophy, having been won for three consecutive years, by The Theodore Roosevelt Post No. 30 for having the largest percentage gain in membership, Fear is a lack of knowledge. It is the desper- now is to remain in their permanent custody.

against things too quickly. He is too easily startled. reaching our 3rd War Loan goal, the newspapers of Earl A. Thomas was the next successor as Com- He is not held by conviction. He moves before he the nation ,through their advertising columns, provide a sure, direct avenue of approach. This was some years ago and therefore is a was formerly a member of Potter Frightened people are afraid of what their op- most magnificently demonstrated in the 2nd War native of this the best state in the Post No. 3, Chamberlain, South Daa five year period and was succeeded by Jesse Milsap ponent may do, and, oftentimes, they bring on what Loan when over 72,600,000 lines of War Bond ad-union. He was educated in its they fear by too sudden action. Frightened people vertising appeared in newspapers. I am confident, schools and colleges and to the a-A change of policy concerning American Le- do not act constructively but destructively. They therefore, that the Treasury can again count upon finally emerged as an embalmer, a gion activities was desired, consequently Dr. W. W. are against . . . they have not yet found out what the many patriotically-minded sponsors of War Bond music teacher and a short story advertising who have contributed so much to the writer. We have learned the bitter lesson of what success of the war financing program in the past,

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

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

My Dear Fellow Publisher:

Again, our country looks to us to sell the ad- Legion Convention song which ap-

We did it for the Second War Loan. We must Publicity Committee.

The objective of the Third War Loan is to sell!

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 On September 9th the Treasury will launch the must be ordinary and necessary and bear a reasonexpense so long as it is not carried to an unreasonable It will be in the truest sense a people's loan. extent or does not become an attempt to avoid proper

"The Bureau realizes that it may be necessary fr taxpayers now engaged in war production to In bringing home to the American people a maintain, through advertising, their trade names

and the knowledge of the quality of their products and good will built up over past years, so that when they return to peace-time production their names and the quality of their products will be known to the public.

"In determining whether such expenditures are allowable, cognizance will be taken of (1) the size of the business, (2 the amount of prior advertising budgets, (3) the public patronage reasonably to be expected in the future, (4) the increased cost of the elements entering into the total of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by the unavailability of many of the raw materials formerly fabricated into the advertised products.

"Reasonable expenses incurred by companies in advertising an dadvertising technique to speed the war effort among their own employees, and to cut down accidents and unnecessary absenses and inefficiency, will be allowed as deductions. Also reasonable expenditures for advertisements including the promotion of government objectives in wartime, such as conservation, salvage or the sale of war bonds. which are signed by the advertiser, will be deductible provided they are reasonable and are not made in an attempt to avoid proper taxation.

It is the statutory responsibility of the Bureau to determine and collect federal taxes, among which are the income and excess profits taxes, an dto prevent abuses and attempts to avoid the high tax rates to which business will be subject under the proposed tax bill now before Congress.

"No definite rule for determining what is reasonable in the case of expenditures for advertising can be laid down in advance so as to fit all situations and all classes of taxpayers. In determining whether the amounts are reasonable it is necessary to take into consideration all the facts and circumstances in each particular case.

"The Bureau will consider applications for individual rulings. It is, however, busy with an unusual volume of work, and it is believed that if taxpayers will keep in mind the foregoing general rules individual rulings will not be necessary except under most unusual circumstances."

Hill, Legionnaire of Many Talents

JULUS E. HILL was born Oct- dore Roosevelt Post No.

He enlisted in the army October 31, 1918, but was later rejected because of an injury to his chest which was overlooked when he was first examined, oHwever he was accepted, when drafted and was sent to Camp Dodge in Iowa, where he organized and was the first bandleader of the 809th Pioner Infantry band AEF.

At Camp Dodge he composed what later became the official composing many songs, writing GUIDE as well as associate editor of this issue and chairman of the

ober 7th in Lincoln, Nebraska, American Legion, for three years;



ache sneaks up on you. You and so does your work. Ready for an evening of relax-

ation and enjoyment—a pesky headache interferes with your fun, rest, enjoyment or relaxation

Anti-Pain Pills

usually relieve not only Headache, but Simple Neuralgia, Mus-cular Pains and Functional Monthly Pains.

Do you use Dr. Miles Anti-Pain Pills? If not why not? You can get Dr. Miles Anti-Pain Pills at your drug store in the regular package for only a penny apiece today? Your druggist has them.
Read directions and use only as
directed. Your money back if you
are not satisfied.

There is no method of producing electricity, or type of ownershipfederal, municipal or otherwisethat could bring to our customers better service or cheaper rates than they can get from the

Nebraska Power Co.