

TWENTY FIRST ANNIVERSARY EDITION

COUNCIL BLUFF NEWS

Congratulations to C.C. Galloway and The Omaha Guide on their 21st Anniversary

"BOTTLE OF METZ PLEASE"

Quality Beer Since 1864

J. Vince Crowe Was Picked By Democrats

Mr. J. Vince Crowe, present City Assessor, was picked by the Democrats to be their candidate for Mayor in the City Election Monday. He will be opposed in the finals, March 29, by Mr. George B. Sparks, the Republican standard bearer and a life-long friend and business associate of Mr. Crowe. Mr. Crowe's pluralia was better than 3 to 1. He is a resident of Council Bluffs, having served 16 years in his present position. He commands and holds the loyalty and respect of the colored people of the city. Mr. Crowe has been active in local politics for 40 years. He was deputy County Recorder and was in the Real Estate business before becoming City Assessor in 1933. In an interview today with Mr. Davis of the Omaha Guide, Mr. Crowe wants all his friends to listen to his broadcast over Radio Station KSWI, Friday afternoon at 5:40. At that time he will reveal his plans for the Children's recreation in Council Bluffs. He is honest, capable and just the type of man who will give good government and prosperity to our city.

Heap's Appliance Service Displays 1948 Lines

Heap's Appliance Company, located at 142 West Broadway, invites you to come in and see the new 1948 line of Radios, Stoves, Sweepers, Freezers and many other useful household appliances.

Heap's Appliance has a complete service department, and you can be sure of courteous treatment and prompt service. You are cordially invited to drop in as they appreciate your trade.

It's New! It's beautiful! It has everything!

Admiral

\$299.50

Model 73

New pull-out phonograph for easy record loading

High-speed changer plays up to 12 records automatically

MIRACLE 10x12 2x4
Plays records like magic

FM (Frequency Modulation) Static-free radio

Tilt-tune with beautiful new pull-out dial

Built-in compartment for 143 records in albums

Exquisite Period Cabinets in Walnut, Mahogany or Blond

IMMEDIATE DELIVERY! See, Hear and Compare!

EDITORIALS

When Will We See The Light?

This is election year. It is the year that that that we can express our rue feelings with the ballot. Most of us have never fully realized what it has cost the generations before us for this right, or we could not, unless bedridden, fail to vote. And yet many of our community, the community that holds the balance of power for all local elections and some past, failed to exercise this cherished right. When will we see the light?

There are those amongst us that have lived in the city for years and have not established residence, therefore we are unable to vote. There are those that take so little interest in any election, but will yell to the sky if the man that represents their district does not look out for their rights. And there are those that are just living, without a purpose, without an objective; hoping and praying that God will make life a little more bearable for them, but not trying to help him do it. When will we see the light?

We fully realize that in some states the only way that a member of our race dare vote, if he could, is by television. Many of us are here today because we could no longer live under the strain, and there are those amongst us that have often said we would rather be dead than return to such a life. Are we doing anything to help our brother that must remain in these conditions if he wishes to survive? When will we see the light?

This is an election year. Here in this part of the United States we are not questioned about our color when we enter the booth to mark our ballot. That is, if we enter. And if we fail to enter we should remain silent about anything happening in our district, in our city, or county, or our state. When will we see the light?

HEAP'S APPLIANCE

142. W BROADWAY COUNCIL BLUFFS

VOTE FOR J. V. CROWE FOR MAYOR

Glide through your cleaning with this new LIGHTWEIGHT G-E CLEANER

\$64.95

MODEL AVF 17-s
Complete set of "above-the-floor" cleaning tools for just a little extra.

EASY TO USE! The powerful beating and sweeping action coaxes out dirt and grit—quickly, easily, and thoroughly. Exclusive toe-tip nozzle regulator adjusts the cleaner to any rug thickness, with the tip of your toe.

EASY ON YOU! Made of handsome aluminum. It's lightweight—streamlined—easy to guide around. Accordion-top bag is dustproof—easy to empty.

EASILY YOUR BEST BUY! Everything you want for cleaning convenience—perfected by years of G-E research and experience!

EASY TO SEE! Stop in today and try this new G-E Cleaner. Compare before you buy!

PHILIP'S STORE APPLIANCE ANNEX

24TH. & O SO. OMAHA

A Speech Was Made

By **GEORGE S. BENSON**
President of Harding College
Searcy, Arkansas

Looking Ahead

A LETTER came to my desk a few weeks ago containing one paragraph that astonished me. It read: "At the church conference held in this southern district a speech was made against the profit motive." That any American group, particularly a religious group, should raise voice against the profit struck me as amazing.

To get rid of the profit motive, you would have to find some substitute for economics for modern civilization. You would have to eliminate all trading and marketing, buying and selling. You would have to get rid of money and other mediums of exchange. You would have to cease bartering and swapping. In fact, you would have to reduce your modern civilization to self-sufficiency of the individual. A modern and complicated civilization like our own could not do without trade, exchange, manufacturing, raw materials and production. You just have to ask more than it cost you.

Just Two THERE ARE only two systems that an economy may operate. In America individuals own farms, stores, factories, and run them for the chief purpose of making enough profit to live on. The other way is for government to own everything, operating all production merely for the purpose of feeding the people and supplying what it thinks are their needs.

The profit motive is the very foundation of our American way of life. It is the Constitutional way in our country. It has produced more enthusiasm, finer cooperation, and a greater abundance of clothing, food, housing, and transportation than the masses of the people have ever known in any other country.

The other kind of economy, owned and operated by the government, attempts to do away with the profit motive. Actually, it does away with incentives, individual initiative, and efficiency. This kind of economy soon settles down to a "what's-the-use" status, offering only the bare necessities to its people.

Advance RUSSIA is a good example of this. Russia has attempted to substitute other enthusiasms for those of owning property and making profit, but she has found that whenever she wanted increased industrial output, she had to imitate some of the incentives that are so common in America.

The very concepts of freedom of the individual spring from the Bible. Therein you will find the foundation for the freedoms and liberties that America has built upon. I am unable to explain why church leaders are willing to attack the profit motive. To do so indicates tremendous misunderstanding of the American way of life, of our government, and individual.

Let us not confuse greed and sin with the profit motive. There is nothing un-Christian, nor anti-social in fair and honest buying and selling and trading. One who is against the profit motive is in reality opposed to ownership of property, for when the profit motive is taken away the right to own things must go with it. It is high time for some of our religious people to start thinking through these things. Doing this, perhaps they would refuse to be used as advance agents of socialism and communism.

HOPE LUTHERN CHURCH
30th & Corby St.

Sunday service at 11 a.m.
Sunday School at 10 a.m.

Lenten services every Wednesday evening at 8 p.m. Special Lenten music by the Children's and Senior choirs. Welcome!

On Sunday, February 29, from 4 to 8 p.m. Hope Lutheran is observing its second anniversary with a Tea sponsored by the choir of Hope Lutheran. The public is invited to attend this Tea.

MILLMAN FURNITURE CO.
Get Acquainted Sale
Complete furnishings for the House

Mr. Joe B. Hornstein, manager of the Millman Furniture Company, located at 2610-12 Leavenworth street, extends his best wishes to the Omaha Guide on their 21st Anniversary; and extends a cordial invitation to all his friends to drop in and take advantage of the special prices being offered on household furnishings.

Mr. Hornstein is well known to the North Omaha residents, having spent most of his life among our colored people. He attended Long school and remembers hundreds of colored people as his friends. He would appreciate your trade. See the large home furnishing and on the inside of this edition.

NOTICE!

TRAIN SCHEDULE CHANGES

EFFECTIVE FEBRUARY 29

Changes in arrival and departure times will affect these daily trains—

LOS ANGELES LIMITED
SAN FRANCISCO OVERLAND
Streamliner "CITY OF PORTLAND"
Streamliner "CITY OF DENVER"
COLUMBINE
TRAIN NUMBER 13

For detailed information, please see or phone—
CITY TICKET OFFICE — PHONE Jackson 5822
Corner 15th and Dodge Sts. and 1614 Farnam St.

UNION PACIFIC RAILROAD
Road of the Daily Streamliners

Forgotten Inventor

PETER COOPER

... BOY WITHOUT EDUCATION... MACHINERY BUILDER... FURNITURE MANUFACTURER... GROCER... GLUE AND ISINGLASS PRODUCER... 1828—BUILT IRON WORKS IN BALTIMORE! 1830—DESIGNED—CONSTRUCTED AND PATENTED "TOM THUMB"—FIRST STEAM LOCOMOTIVE IN AMERICA! ... A FOUNDER OF AMERICAN STEEL INDUSTRY—OUTSTANDING EXAMPLE OF "POOR BOY MAKES GOOD" IN LAND OF OPPORTUNITY!

Prepared by National Patent Council

PATENTS MAKE JOBS!

C.C. GALLOWAY SEEKS YOUR SUPPORT

The following map herein below is the 5th Legislative District of the State of Nebraska. This is for your information on voting for your choice to represent you in the 1949 Legislative at the State Capital, Lincoln, Nebr.

If you live in the boundaries of said outlined map and if you are a registered voter, you are eligible to vote in the primary election on April 13, 1948.

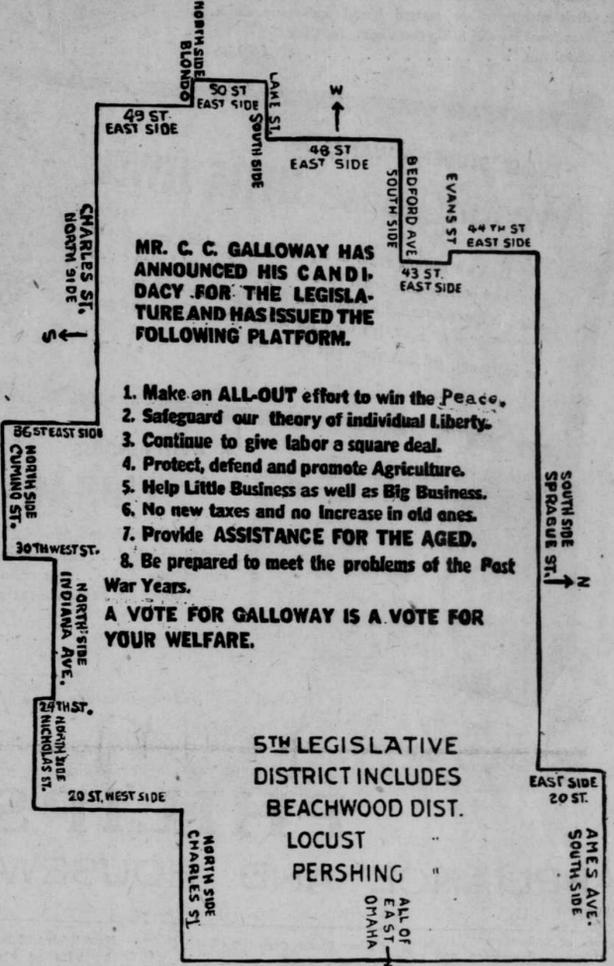
I. C. C. Galloway, sincerely solicit your earnest consideration

at the ballot box on the above said date. I have lived in the 5th District 45 years. Have been active in civic, political, religious, and fraternal matters to make your district a better community in which to live.

If I am nominated and elected, I will honestly represent the people of the 5th District. I hereby, make a solemn pledge to take the rep tape out of the Old Age Assistance Act without any increase in Social Estate Taxes.

If you are interested in helping to elect a representative to represent you, I am asking you to stop at my headquarters, 2420 Grant street, and register in the Galloway for Senator Club.

Show the strength and power of your ballot in the area in which you live. Don't fail to vote in the Primary election, on April 13, 1948.



MILLMAN FURNITURE CO.

Here's a SENSATIONAL Offer!

\$50.00 FOR YOUR OLD LIVING ROOM SUITE!

... WHEN TRADED IN ON ANY 2-PIECE LIVING ROOM SUITE WE HAVE IN STOCK!

PAY ON EASY CREDIT TERMS!

A SMALL DEPOSIT WILL HOLD YOUR SELECTION

FREE Delivery Up to 200 Miles

MILLMAN FURNITURE COMPANY
2610 LEAVENWORTH JA 0740

Quality Merchandise at Lowest Prices

Eats Up Coal
Lighting the average home for a year eats up 600 pounds of coal at the powerhouse.

Home Demonstration Start
The home demonstration program in the United States began with passage of the Smith-Lever act in 1914.