SOCIAL **AFFAIRS**

-S-o-ci-e-t-v-

CLUBS ORGANIZATIONS

Page 6

Persona

is while in Chicago.

party was enjoyed by all

home in New York City.

Sears spent the week end here.

Chicago, Illinois They were the

Mrs Porter and Mrs Allen, 2215

North 23rd Street entertained with a

dinner party for Mr. and Mrs. S.

Omaha, Nebraska, Saturday, Sept. 23, 1933

Nonnie Willis, of Kansas City, the son in law, Mr and Mrs. Finley as sponsors for Clubs: Mesdames Ione | girls are to pretty to do work in the s ster of Mrs Walter I. Seals, 2806 Dysart in Atchinson, Kansas. She Hangar, Lucy Crawford, Lois Goode, house. Vat, thus neglecting they do Binney Street. Other guests were: reports an enjoyable trip. Mr and Mrs. Thomas Vann, Mr and

28th Avenue just returned from a Walter L Seals, Mr. Turner and 2885 Ohio, left Saturday for Chicago members. trip to The Century of Progress in Mrs Perry. Everyone enjoyed a bountiful re- of Progress.

past and said it was nice to have house guest of Mr. and Mrs. C. Dav- been there. They all departed in or_ Mrs A. Goode is taking the girls'

CORRECTION

der to see the boat come in.

Mr and Mrs P. H Jenkins, 2506 Sanford last Thursday evening Maple St wishes it known that the

Mr and Mrs B C. Coleman, plate luncheon, and refreshing cock_ 2121 North 28th Street, entertained to is were served, and all spent a with a seven o'clock dinner last v y enjoyable evening in dancing." Thursday, Guests were Mrs. Dewitt I is entirely foreign and has no con-Belle and daughter, Hallie Marie, of nections whatever with this story

New York City; Mrs Jane Jones, KERNS TO ATTEND URBAN Mrs. Ida B. Sears; Mr. and Mrs. LEAGUE CONFERENCE Phillie The evening was spent in 1 Harvey Kerns, Executive Seplaying bridge Mrs. Belle is the sister of Mrs Sears, 2215 Seward aretary of the Omaha Urban League Street, who Mrs. Belle has been visit will attend a Regional Conference of back in Omaha from Chicago, and is ing for the past week. She left for Urban League Secretaries to be held Chicago last Monday where she will in Chicago on October 6th and 7th spend a week before returning to her This Conference will bring together secretaries from St Paul, Milwau_

Mr Isaac Baker, Hiawatha, Kan- Les Angeles. Seattle, and Omaha. sas, father of Mrs Belle and Mrs. The two day session will focus its at-

this recovery program. SHOES

All tap dancers get out your shoes Mr and Mrs D. G. Redden cele_ Mrs. Earl McConnel, 2705 Miami sident, Mr. Davis A small fee of most clever things. Especially when who reported their number were: Mrs. tions asked by my reader correspondbecause Miss Willa Mae Lynch, one brated their 16th Wedding Anniver- Street, entertained with a dinner of Bill Robinson's famous Omaha sary last Saturday night with a love party Sunday afternoon honoring young dancers is going to give Tap ly buffet party. The house was beau Mrs. Serrant of Chicago. The house dancing lessons at the Mid_City tifully decorated with soft colorful was beautiful decorated with garden Community Center at 22nd at Lake lights. They received many beautiful flowers, and the center piece on the Streets on Tuesday, September 26, and useful crystal presents. Mr. Red_ table was a pretty pea green. The 1933 at 4 p. m. Miss Lynch was the den presented Mrs. Redden with gor_ following persons partook of a deli_ young lady who danced at the Parker geous hugh crystal Radio lamp clock. cious four course dinner: Miss Edrose Street Cabaret for Cab Calloway. Mr and Mrs Redden have lived in Willis, Vera Chandler, Bessie Mae Every one be there-young and old. Omaha since their marriage and have West, Mesdames Hicks, and Serrant one child, Douglas, Junior

PILGRIM'S PASTOR RETURNS The following guests were present: Miss Margurite Wilson of Chicago, FROM VACATION

Mr and Mrs S. Sanford, 954 N. Mrs P. H. Jenkins, Mr. and Mrs. Mrs Willie Green, and daughter, There is no coining fee for club

for a visit and to view The Century

group work at the Mid City Comm. unity Center.

g uphs reads as follows: "A delicious days 12 to 1 o'clock.

Mr. and Mrs. T. P. Mahammitt, Mandin Park for Miss Marguerite Wilson, of Chicago, who is the house

2724 North 30th. Miss Bobbie Black, of California, is stopping at th home of Mrs. Buford. She will probably leave Friday morning for her home.

Fisk University where she will re_ sume her studies Miss Chandler is tention on the National Recovery a popular pianist here who has ap_ Program as it pertains to the Negro peared in several recitals at Josyln TAP DANCERS GET OUT YOUR and the next step for the Negro in Memorial, and has been heard over the r: I o stations of the city.

Mr and Mrs George Porter, Mr. who has been the house guest of Miss

Dorine Holiday, Grace Dorsey, also grave injustice to their own children; chestra Inez Battles and Modes Jackson. and they unquestionably jeopardise

they indulge



The Mystery Club was called to order by the president Mrs Smith, at Mrs. T. P. Mahammitt is con. the home of Mrs. Thompson, 2513 tinuing her canning classes almost North Street 4 verses of the 5th Covers were laid for twelve. The last paragraph of an article in last daily. Dental Clinic at the Center has chapter of Rev and a song "Shine we k's issue is a mistake. The para- been changed to Tuesday and Fri, on Me" was the opening service. A short talk by the president

Mr Thompson gave the club some wonderful advice The receipts for the last affair were read and all the 2116 North 25th Street, gave an out_ ladies were well satisfied Roll was called and most of the members were present We will practice at the hall at 24th and Parker Streets Tuesday guest of Miss Madeline Shipman, at 8 o'clock Mrs Smith, president

good Romeo. Otherwise it "ain't so," * * *

and how.' Everything to make it com_ booth added both color and delight to Mrs Vance, Secretary and Vergil plete. Wine, Women, Song and Hor_ the affair.

Sherman, reporter. Hello Folks! Les Charmontes from a trip to Chicago. What at- ha Smith Hughes Department gave a (The Charmers) wish to announce traction does Chicago hold anyway? talk on the many phases of the their fall opening. The first regular Poly stayed there two wiks and Smith Hughes work. Mrs. Florence Always willing to accommodate meeting was held at the home of Miss went to the "Century of Progress" Piper, instructor of the canning class my readers, especially one a thoukee, St Louis, Chicago, Kansas City, Miss Vera Chandler left Friday for Roberta Pharr, Sunday, September one day. * * * The president. Mr Charles Dav_

entertained the members and There is nothing in the world like A chart showing the number of complete letter from which I have friends with a delightful repast making up so Lucy Stamps tells us. Under his diplomacy the club will And she was the last to do it so she Mrs. Harriet Osborne led the class on Mr Jones, letting him read the surely rise to success. should know Anyone wishing to join, may ob-

tain application blanks from the pre_ We do think School boys are the quarts. Other members of the class I shall attempt to answer the questwenty five cents will enable one to they rush right down to the Pool Hall Frankie Redd, Mrs. Bessie Orduna, ent. become a member When bigger and better things are all their books Do they take their trude James. done Les Charmontes will do it. Mr books there to prove they are really Mrs. M. L. Rhone, head resident that is "Dick" Jones. And he has David Mimms was voted in as a new going to school or are they really made announcements of some of the been a fixture at the store since its member in the last meeting 'Messrs. going to study? Ask Booker M Clarence Davis, W Saunders and Miss Johnnie Gordon were visitors.

Sunday October 1, at the home of will want to take you home even if it clubs may be formed. Mr Alva Baldwin, 2714 Decatur means carfare Won't they Shot?

Street 4 until 5:45 p m. Watch out * * *

Alvin Bawin chewing Gum Julian McP. directing an Or_ Chicago & Chicagoans

Matinee Dance EVERY SUNDAY -at-DREAMLAND Music by **BILL OWENS** WOODSON CENTER NEWS

Decorations suggestive of fall S. Williams, of New York City, in adorned the Woodson Center at the which he sava: opening of its fall and winter activities. Friday, September 1. A fifteen foot sunflower raised by Mr. and

not" Now Vernon, we aren't saying the room. Beautiful fall flowers from you aren't a good Romeo, you just the yards of the members of the got your love letters mixed that's all. canning class and friends were artist_ They tell me that dance was a dance vegeable table and "Penny Fair"

unity singing by the audience. Mrs.

during the summer gave a brief sum_ sand miles away who takes such an mary of the work done by the class interest in my articles, I again called quarts canned by the ladies showed quoted. As the result of the ensuing with a total of 208 guarts. Mrs. conversation and from my own ob-Genevieve Reed was second with 202 servations but using my own language

fall activities. Those named were inception in 1928. At the time he was clubs for boys and girls of all ages, connected with the business depart-Say girls, we're going to let you in a nursery school, a little theatre ment of the Chicago Defender and Visitors are welcome at anytime. on something. If you have excess to group, and gym classes. At the re_ because of his' friendship with the The next meeting will be held on your fathers wine Celler, the boys quest of ten or more persons, new founders of the store they offered him a job on the opening of their

Mrs. Gertrude James chairman of store. Mr. Jones, at that time, was the House Committee presided for unfamiliar with store retailing or for many big events You will be in- Will someone please find out what the evening At the close of the pro- merchandising but he possessed an



It pays to be a Romeo if your are a Mrs. Charles Bassett, 5217 South. 29th Street occupied one corner of ically arranged about the room. The

chandise? Are their merchandishost of other questions too num-The program consisted of comm_ erous to mention. I think there's We notice Poly G has just returned Elizabeth Riner, director of the Omathe one to give it to the general reading public. . . "

right after School every evening with Mrs. Nellie Bassett and Mrs. Ger- Frankly, there is but one colored executive at the South Center and

Rev. and Mrs. James H. Dotson and Mrs. White, Mr. and Mrs. Madeline Shipman, 2724 North 30, and family returned Friday morning Rucker, Mr and Mrs. Newland, Mr. left for her home Friday. from a month's vacation in the South and Mrs. E Irving, Mr. and Mrs. where they visited relatives and A Geary, Mrs F. B. Williams, Miss friends. Some of the places were: Dolly Roberts, Messrs. Washington, Kansas City, St. Louis and Spring- Sanders, Henry Thomas, Junior, A. He is making a big hit in that city. field, Missouri; Birmingham and Fisher, Elmer, and Lorenzo, all of Being the only bass violinist, who Selma Alabama and Tuskegee Insti_ whom reported an enjoyable evening. doubles on the trombone, he is in big lowing officers were: elected for the We saw Mr and Mrs Jasper Dix_ "Penny Fair" booth.

school and Jackson, Vicksburg, Port Mr. Harry Buford entertained with with two different bands Gibson, and Edwards, Mississippi; at dancing party at his spacious Mrs. E. W. Isaac, secretary of the delightful affair was given in honor the first time in history that a Color. Mrs. M Hooper B. Y. P. U. of the National Baptist of the house guest of Miss Madeline ed band has played a season at this Convention and Evansville, Indiana Shipman, Miss Marguerite Wilson of Ballroom From 12:30 until 3 a.m. They report a very pleasant trip

of two sisters and three brothers and the "wee" hours. her father who is 87 years old, and a retired minister for the past 17 years

Hamilton entertained with a six o'- evening The house was beautifully will look him up. He is stopping at Bridge was the event of the evening clock dinner in honor of Mrs Nonnie decorated with garden flowers. A 3420 Belle Street, St. Louis, Mis_ with Mrs H. White and Mr. V. Willis of Kansas City, Missouri, the lovely buffet lunch, delicious wine souri. sister of Mrs. Walter L Seals The and cocktails were served The fol_ other guest were: Mr and Mrs. lowing guests were present: Mr. and YWCA CLUB GROUPS OPEN lightful repast. Charles Harrold, Mr. and Mrs. Walt Mrs William F. Rucker, Mr. and er L. Seals, Mr. and Mrs. Thomas Mrs. W. Leonard, Mr. and Mrs. Vann, and Mrs. Adverta Randall. Newland, Mrs. Hamilton, and Mrs. Reserve Clubs will hold their First boys social group, held their meeting Bread man these days (Mostly Bread) would enjoy, because we all know Rev. L. E. B. Rosser, of Kansas

Mrs. Artison is a good cook.

The Annual Calendar Rally of Pil- M E. Church held his last quarter at grim will be the latter part of Oct_ Cleaves Temple Sunday ober. This has aways been a unique affair and plans are under way to make it the same. This year with Street, spent Sunday in Lincoln, Thursday and Friday. Grade School Mrs. J. H. Dotson, directing Nebraska.

Mr. and Mrs. Charles Harrold, Mrs. J. H. Merritt, 2931 Frank_ 3538 Dewey Avenue, entertained with lin, spent the week end in Kansas an elaborate dinner in honor of Mrs. City and visited her daughter and

Jimmie Jones, Omaha's popular musician, is now playing in St. Louis.

From 9 until 12 p. m. he plays with Chicago. A buffet luncheon was ser_ he plays with the Marble Grand St. Louis have much respect for the president

Omaha musicians, judging them all Mr and Mrs. Gorge Camper, 2834 by the ability of "Jimmie " and Rev Dotson one brother and one Wirt Street, entertained last Satur_ Through the courtesy of The HAPPY HOUR BRIDGE CLUB

ACTIVITIES

All Grade and High Schol Girl ember 25. All Girls who have not 2607 Wirt Street registered in any of our clubs are cordially invited to join any group usual order, followed by an enjoyable Following is a schedule of club meetings: Monday Sophomores

Mrs. Martha Evans, 2875 Wirt Tuesday Juniors and Seniors Wednesday Freshmen Girls. Saturday Morning at 9 o'clock, all,

formed by the Omaha Guide ! C Davis, President

Roberta Pharr, reporter

The Modern Art Club met, Sept_ upon grabing every well dressed girl his garden. ember 11 a the home of Mrs. M that passed.

demand At present he is playing vear: President Miss Lavida Butler, on the other evening both looking just

Vice_President, Mrs Bell Taylor, like they were in the money. It must Memphis and Nashville, Tennessee home, 1804 North 30th Street on last Charley Crest and his Revelry Stom_ secretary, Mrs. L. McVay, treasurer Mrs. cause we knew you when you secretary; Mrs. L. McVay, treasurer Mrs. cause we knew you when you where they were guest of Dr. and Tuesday evening, September 12 The pers at the Arcadia Ballroom. This is Miss Myrtle Calhoun, Instructor, were just plain Eva and Jasper.

The evening was spent in sewing Travis Dixon is in love with a lit_ and making plans for the year, after the girl whose name is "Sarah Bell" Mrs Dotson visited in the homes ved to twelve guests who danced till Seranaders. The musical circles of refreshments. Miss Lavida Butl ;, Bob and everything. We knew you could do it Travis

Miss Irma Speese, reporter

day night for their nephew, Mr. Wil_ OMAHA GUIDE, Jimmie says hello The Happy Hour Bridge Club met and leaving them anomomous Please liam F. Rucker of Chicago. Contract to his many friends, and wishes that at 2218 North 27th Street with Mrs. boy friend, lay off of Claudell Agee. Mr. and Mrs. L. Artison, 2816, Bridge was the featured event of the anyone coming through St. Louis N Jackson Business was very brief. It's hard on her Phone Bill.

> What is poor Maxie Johnson going Stamps being awarded prizes for the to do now that Pem has gone? Som_ evening The hostess served a de_ pin tells us that Maxie is going to

spend most of her time in Iowa. * * *

* * *

meeting beginning Monday, Sept_ at the residence of Mr. C. C. Clark, we see where a number of girls get fat from over-eating. Business was conducted in the

Why does Fanny Freeman go to time and a delightful luncheon by the show all alone these days? Does someone accidently come in and sit

The club, a young organization of beside her? We are so afraid there its type, is progressing very nicely is a man in the case. The next meeting, a rather unique

What has happened to cute little affair will be held at the home of Mr. Robrt Hill, 2909 North 26th St. June A? Is she in mourning because President D. E. Murray, reporter; Leroy R. left? Or is she still on Probation? You know like Jerry had L. F. Oliver

LOOKING BACK

Mr. Clark.

Edrose W. is back from Chicago By Videtta Ish In a jovial vein a mother said," more beautiful than ever. We can This girl of mine doesn't know a hardly blame you for kissing her thing; she can't sew on a button; it picture all the time, Adolph. would take her all day to wash a * * *

handkerchief; and she couldn't boil Elizabeh B and Leonard T, are water without scorching it." If this going strong. Or in fact, very strong. regligent mother could have noticed It seemed that way at "Jock" meet_ the exchange of glances among her ing the other night anyway hearers she might have understood

they were condemning her for failure Edward A is laying low or at least to teach, "This girl of mine" some_ he was until the other night. And things how he did carry on. With his best

us do a part of the work. We had our he was the other night. He'll tell. regular tasks of sweeping, making

* * *

Chuch Johnson writes back home and tells us to take good care of "Faith" Now who is Faith? Will some one please find out. Or that is a good job for all the young boys

was wrong with Herb McCaw at the gram, she invited the audience to in_ alert mind, a willingness to learn, dance the other night. They tell us spect the canned goods on display. and a pleasing personality that has that he had partaken of too many Mr Charlie Bassett had on display made for him friends who are legion intoxiating beverages and insisted some unusually large vegetables from throughout America. Through his own

Maxie

wide connections and those of the

By Clifford C. Mitchell

Some weeks ago I commented in

this column on the reception tender-

ed me by Richard L. Jones, superin-

tendent of the South Center Depart-

ment Store, 47th and South Parkway,

here in Chicago, when he so kindly

escorted me to all parts of the store.

This week a letter arrived from O.

"... I was rather interested in

your description of the South

Center Department Store and the

reception accorded you there. I

was interested immediately in

where do they obtain their exe-

cutives? Do they maintain a

school of training? How many

employees do they carry? Do they

carry nationally known mer-

ing methods up to date? And a

a great story there and you're

Interviewing a busy Executive!

Many articles made by the child- store founders he was made welcome ren during the year were sold at the at all the retail and wholesale estab-

lishments in Chicago's Loop and through these contacts he secured his schooling in retail merchandising and then applied as much of his learning as possble to conditions at the South Center.

From this start the South Center then developed its own sales force, recruiting workers of both races and trained them in their own training school at the store, which incidentally is a continuous process for all employees attend these training lessons Boy "20 is a dreamer-girl of 20 at least twice a week. No distinction loves him and wants to marry him- whatever is made between the races boy wants to go to college-wants and from the humble beginning of girl to wait ten years - better both about fourteen colored employees we remain free-let circumstances re. find that sixty per cent of the one hundred and eighty regular employes

5

care Literary Service Bureau, 516 The merchandise carried conforms Minnesota Avenue, Kansas City, to the requirement of their comm-Kansas For personal reply send unity trade as they have learned by experience that if they cannot supply

Maxie Miller: I'm a girl of 29 an equal grade of merchandise at a boy, 20, but he seems he don't similar prices as the stores in the Two months I been going around with | Loop that their trade will obviously know his own mind. He say he loves be lost to the Loop stores. It was me and acts like it, sometimes, then estimated that about seventy per cent seems to don't care for nobody. He of the store's customers were colored says he don't want to marry nobody, customers the greater majority of the now. He wants to go to college and business comes from the middle class wants me to wait ten years. I think working people. Incidentally there is that's too long. What do you think! not a bank within a mile of the store and the workingmen all cash their

Sweet Child: Yon may be sweet, pay roll checks at the South Center but you'll be mighty foolish if you to the tune of from forty-five to fifty "get engaged" and your tender age thousand dollars a week.

and promise to wait ten years for One really has to walk through this this boy. The boy will have many enterprising establishment, noting its other loves before that time and per. busy corps of workers and seeing haps will forget you. And, as for, both races working in harmony, to you, you in love perhaps a dozen really appreciate what the precedent times or more. If you have good means, not only to Chicago and Chisense you will promise nothing, for if cagoans but to all America, for what you are almost certain to break such the South Center has and is doing is a promise. Sometimes people to keep definite proof of what can be accomsuch promises when they do not love, plished elsewhere. And although the and in this way they wreck their South Center is a commerical establives. Better refuse the halter, Sweet lishment it is also a show place for Child, and be a sensible child as well. all visitors to inspect and who are al--Maxie Miller. | ways welcome

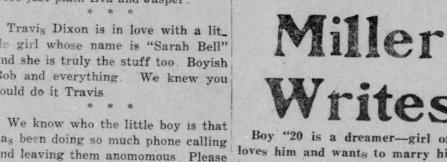


LaJAC IS IN TOWN. HARRIS SALE CO. WE. 4715 1525 North 17th Street Omaha, Nebr. REPRESENTATIVE OF THE KEYSTONE LABORATORIES COMPANY. MEMPHIS, TENNESSEE A Full Line of Toilet Preparations--100 to Choose from for Men and Women

City and presiding Elder of the C

La Jac Smell Sweet	
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wavy Hair Dressing	I I maker Mara Swaat Lague
Rooeen Instant H. S.	
LaJac Cold Cream	Cood Luck
LaJac Cleansing Cream	400 I Lomon Face Lotion
LaJac High Brown Face Powde	er. 200 Honor & Almond Croom
LaJac Flesh Face Powder	400 Coconut Oil Shamnoo
LaJac Lovin Rose Face Powder	400 French Rouquet Porfume
Cream Kiss proof Rouge	

children, ages 7 to 11. The following persons are serving



gulate-foolish to wait. (For advice write to Maxie Miller, are colored.

stamp Important! Sweet Child