

"Disgraced", "Melody Cruise" at Ritz Sun.-Mon. ★ thrilling war drama, "CAPTURED" Tuesday, Wednesday, Thursday

OPEN LETTER

Omaha, Nebraska. October 24, 1933.

Sir: I am writing you this open letter that you may be fully informed that we are about to put over the greatest circulation campaign that has ever been launched in the city of Omaha.

First—That in every city in which two thousand or more Negroes live, it is essential that they have a news paper in which their church, social and other activities may be reported, and also wage a consistent battle for any encroachment on their rights, civic, industrial and political.

Since coming to your city and connecting with the Omaha Guide, I have been repeatedly warned of the folly of trying to do the impossible—Revive the Omaha Guide. The Omaha Guide does not need reviving. It only needs the support of those who use its pages and columns in which to report their church and social news.

OMAHA GUIDE BOOSTER CLUB

Subscription form with fields for Name, Address, and Payment details.

AN APPEAL TO OMAHA MERCHANTS AND ADVERTISERS

A VOICE CRYING IN THE WILDERNESS

Sir: So many times have I been confronted with the statement, "Well we have decided to discontinue advertising in the group papers or weeklies, and use only the two dailies, the World Herald and the Omaha Bee."

"DISGRACED" REVEALS DRAMA BEHIND WOMEN WHO CAST ASIDE CODE

Helene Twelvetrees and Bruce Cabot in Paramount's Sympathetic Story of a Girl Who Wanted to be Too Modern—At RITZ Theatre Sunday and Monday—

She wanted to be modern! And if Gay Holloway was hurt at playing the modern game the way the moderns play it, she was willing to take the consequences—until the consequences came.

meritorious act a Negro may do, only in a few isolated cases are we able to have it reported in the daily paper, and then in such a small way, it will require a microscope to find it.

I believe we comprise about 5.8 per cent of the population in Omaha, with a purchasing power of approximately \$20,000 a day. Of this amount 95% is spent with the merchants of your group, you will see by this that the money spent with the few Negro merchants of which we boast is practically negligible.

Respectfully submitted M. L. HARRIS, Advertising Agent of The Omaha Guide.

SEVEN ELEVEN ROOM IN EMPIRE STATE BUILDING A GOOD ASSET

NEW YORK CITY, November 9—(CNS)—Speaking of some of the peculiarities which crop up now and then in the rental business, John A. Dailey a realty broker with offices in the Empire State Buildings, cites the fact that superstitions and fetishes often play an important part in leading to a decision for instance, he regards room 711 as a good asset.

"From my experience" says Mr. Dailey "I should say that room 711 will easily rent for a price from \$100 to \$200 per year above any equivalent amount of space on the same floor."

Have Your Notary Public Work Done at The OMAHA GUIDE Office

single all have outside attachments and the men, with interests of their own, are seemingly content also to go their own way.

While modeling for Julia's fiancée Underwood meets her. The friendship, on her part at least, develops into something stronger. To Underwood however, Gay remains nothing more than a temporary interest though he leads her to believe he intends to break off with Julia Thorndyke.

"Disgraced!" is a revealing story of the temper of the modern girl, discarding the manners and moral code of the generation past. It is at the same time, a modern portrait of courageous youth, too eager perhaps, but strong enough to face the world, admit faults and struggle for the vindication of the essentials of his philosophy.

(Continued From Page One) As I have said before, I grant that there have been things published in the Guide that I would not have printed, but it would be impossible to publish, just what all the people would like.

The Guide is one of the main sources the other group has in getting news about our group here in Omaha. Then, why not help to make this news the kind it should be.

I once heard Booker T. Washington say, "One man can not hold another man down in the ditch unless he stays down there with him."

It was interesting to talk with some of the members of the Fisk University Quartette, when they were in Omaha a few years ago and to hear them say, "If you want a Chicago Defender in some of the foreign countries, you must get it as soon as it is put on the stand, or you won't be able to get one."

In conclusion, may I say again, I have not approved of all that has been published in the Omaha Guide, and will not likely appreciate all that will be printed in the future, but I do think we can send news of interest to the Guide and give it our support in any way we can help make it the paper we would have it be.

(Continued From Page One) ter of Ceremonies.

ITS A MIGHTY ILL WIND THAT DON'T BLOW ANYBODY ANY GOOD

The Storz Brewing Company's manager, called the OMAHA GUIDE in consultation about Negro employment. The Storz Brewing Company, agreed to put two Negroes to work immediately.

COMMUNITY EXECUTIVE COMMITTEE MEETS

The Community Executive Committee, met Monday at 12 p. m. President E. W. Sherman called the executive committee of the Community Center to order.

The secretary in charge reported for the week which was read, it showed an attendance in the building of a daily average of 230. Athletic Fall outline of games was presented for Mr. Martin Thomas for the boards approval for the winter.

played some day.

4. The Negro that sees no good in nobody but himself and carries a hammer in every pocket, knocking on everybody and everything.

5. The Negro that picks on the Negro Grocery Stores when he has went the limit on the grocery credit.

6. Unanimous telephone calls from people, who calls the Omaha Guide Office filing their complaints about existing conditions claiming they are of the other race with all the accent and dialect of an Alabama Plantation Negro and refusing to give their names.

YES—BUILD NOW!

How would this proposition strike you?

You are given a chance to purchase something you need—something that will be of permanent and increasing value to you and your family — for a fraction of what it will cost within a year or so.

That's certainly an attractive proposition—and it's not fictional. The investment is construction. Individual home building and repairing is one of the most important factors in the recovery program.

During the present winter it will be possible to build well and build cheaply. You can obtain a house for a few thousand dollars that would have cost twice the price four years ago — and probably will again four years hence.

Yes—build now! You'll never regret it. Get that bargain in homes that is being offered you—and have the satisfaction of knowing that you're doing your part to prevent privation and want during the coming winter.

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They are sent to us from the Veteran's Employment Office, Mr. HARRY Hough manager through Mr. Parkinson in the Douglas County Court House.

Only one colored man has applied for work here and he is working his name is L. Pittman.

Very truly yours LEE BURNS, Foreman.

Read The Guide

Advertisement for Economy Coal Co. with prices for Pershing Range, Big Dallas Chunk, and Poteau-Semi Ath. Includes address 1905 North 18th Street, Jackson 2911.

Advertisement for Blubaugh Bros. vulcanizing and repairing tires. Includes address 1916 Cumg Street, Omaha, Nebraska.

Large advertisement for Godefroy's hair coloring. Features a woman's portrait and text: "ACTRESSES Don't Worry About FADED OR GRAY HAIR GODEFROY'S Keeps Them Young and Beautiful".

PRIZE ESSAY CONTEST ON "ALONG THIS WAY"

NEW YORK CITY, November 9—(CNS)—The Viking Press New York City publishers of "Along This Way" the autobiography of James Weldon Johnson announces a prize essay contest; title "What this Book Means to the Negro Student".

Prizes: First Prize: \$25.00 and a copy of "Along This Way." Second: \$10.00 and a copy of "Along This Way." Third: \$5.00 and a copy of "Along This Way." Fourth, Fifth and Sixth: An autographed copy of "Along This Way."

Judges: Crystal Bird, Benjamin Brawley, George S. Schuyler. Length: Between 200 and 300 words.

Essays must be mailed not later than midnight, November 20 1933 addressed to Contest Editor, Viking Press 18 East 48th Street New York City.

CORRECTIONS Last weeks paper stated in a write up that the Cudahy Packing Company was reported by Mrs. Bell of the Montgomery Grocery Company, of unfair treatment as a customer. Correction is, that this was not the Cudahy Packing Company it was the Swift Packing Company.