# "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. As one who has only recently arrived in your city, allow me to frankly discuss with you some of the reasons why as circulating editor, I am asking for and expect your support in putting over this drive for circulation.

First-That in every city in which two thousand or more Negroes live, it is essential that they have a news willing to take the consequences- believe he intends to break off with paper in which their church, social and other activities until the consequences came may be reported, and also wage a consistent battle for any encroachment on their rights, civic, industrial and pathetic story of this up-to-the min- meets him at his country home, and political. Second, permit me to call your attention to the fact that a newspaper is a public enterprise as well as a racial necessity, and should not be viewed or held in the and Monday at the RITZ Theatre calls the district attoney to same light as business of other kinds, such as drug stores, with Helen Twelvetrees, Bruce Cab- someone up to get her away. grocery or other business of that nature. This is true of ot, Adrienne Ames, William Harri- man chosen for the job is the father newspapers, because of the fact that all of its pages are gan and Ken Murray in the leading What happens when he finds her devoted to the printing of news for which no charges roles. Erle C. Kenton directed .. are made except the space devoted to advertisement. By this you must see and know how important it is that the circulation should be maintained at a certain standard, tain, assigned to the district attor- discading the manners and making it possible to continue publishing your social, ney's office, who finds that free love code of the generation past. It is church and other activities.

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. It is not enough meritorious act a Negro may do, only in a few isolated that you subscribe for or buy the Guide, but for the service rendered should be a Omaha Guide Booster. The and then in such a small way, it will require a microscope Guide needs Boosters with a big letter, and you need boosters. That has been our greatest trouble, we have had too much knocking and most of us have did too much knocking one or the other. Our Race hos had too much maintaining an organ, by which we may proclaim the men of all that has been published in the Omaha Guide, and knocking from without and from within. Let us resolve and women of whom we are justly proud and our children to bury the hammer-handle and all-, lets us enlarge on may realize that we too have some in our race, who have future, but I do think we can send news of interest to the one anothers virtues and help to cure each others vices. Remember, "He that is without sin cast the first stone." As we can't cast it, so let us forget it by boosting the good standing in the rays of the noon day sun of opportunity we do find in the other fellow. Is not that the christian thng to do? As well as the human thing to do? Come let hope, for those who would follow after. As all newspapers us reason together. The Omaha Guide needs you and you are predicated on advertisement, and as a race, we have need the Guide. Lets get along together, even "the Lion not as yet arisen to the heights necessary to establish for and the Lamb lied down together," why can't we? To our group places of business necessary to satisfy our needs accelerate our circulation campaign, we have organized in supplying the necessities of life, we then as newspaper The Omaha Guides Boosters Club. The person sending men must go to those with whom we spend our money in in more boosters subscribers coupons addressed to the search of that by which we must carry on. circulating manager. Omaha Guide by December 20, will receive \$10.00 in Gold. It cost you nothing to join, just lation in Omaha, with a purchasing power of approximate immediately. This matter was re- from people, who calls the Omaha follow instructions appearing in coupon. Full in name and 1y \$20,000 a day. Of this amount 95% is spent with the ferred to the Secretary of the Urban Guide Office filing their complaints follow instructions appearing in coupon. Full in name and address of subscriber, number of weeks or months sub-scribed for, with your name and address. scribed for, with your name and address.

## 'DISGRACED!' REVEALS DRAMA **BEHIND WOMEN WHO CAST ASIDE CODE**

single all have outside attachments

Helene Twelvetrees and Bruce Caand the men, with interests of their bot in Paramount's Sympathetic own, are Story of a Girl Who Wanted to be go their own way Too Modern-At RITZ Theatre While modeling for Julia's fiancee Sunday and Monday-

Underwood meets her. The friendship, on her part at least, develop into something stronger. She wanted to be modern!

And if Gay Holloway was hurt To Underwood however, Gay at playiung the modern game the mains nothing more than a tempor-Julia Thorndyke. When Gay learns

"Disgraced!" is Paramount's sym- that h is leaving her, however she ute miss, eager to live her own life in her hysteria, brings a gun along according to society's latest single to force him to fulfill his promises. code. The picture opening Sunday But Underwood locks her in a closet to be the woman in the case furnish-An utterly fascinating story of es a gripping climax.

Gay Holloway, it tells of this lovely "Disgsacer!" is a revealing story daughter of a New York police cap- of the temper of the modern girl,

s woman's most expensive luxury. at the same time, a modern portrait Since coming to your city and connecting with the She assimilate modern notions from of courageous youth, too eager perher contacts with the upper set at haps, but strong enough to face the the shop where she s employed as a world, admit faults and struggle for model. There she finds that the wo- the vindication of the essentials of men, married, engaged divorced or its philosophy.

> cases are we able to have it reported in the daily paper, to find it. But where one of my group commits a crime, whole columns of front page publicity is given. You will our group in America. then in all fairness and justice admit the necessity of us prejudice, injustice and hate have been rolled away and can beckon us on to a brighter day of achievements and I believe we comprise about 5.8 per cent of the popu- agreed to put two Negroes to we boast is practically negligible. At this period of our eco- six months, there will be more memnomic development, unfortunately our greatest asset is bers in the Community Grocery our buying power. May I call your attention to the fact, store activities. that the members of my group are the best working investment of all the other races of like status in America. We are and have always been the greatest exponent of the N. R. A. that ever lived. Long before President Roosevelt mittee, met Monday at 12 p. m. coined the "Buy Now" slogan, we had anticipated him by President E. W. Sherman called the seventy years, we have always "bought now", and "bought executive committee of the Commhere" in America. We have had no relatives in foreign unity Center to order. Members preslands to whom part of our earnings had to be sent, but as ent, Dr. Craig Morris Milton Johnwe have earned our money here, we spent it here, without stint or restraint. Consequently we feel that as the Omaha Guide is the mouth piece of 14,000 Negroes, its representatives should at least get a respectful hearing and a proper T. C. Ross. quoto of advertising, which as you know is absolutery essential to its successful development. It would be foolish to for the week which was read, it try to make you believe that we do not read the daily pa- showed an attendance in the building pers-but how-only so far as the National and local gen- of a daily average of 230. Athletic eral news matter and sports. As we are not included in for Mr. Martin Thomas for the other features connected thereto, it is not necessary for boards approval for the winter. Mrs. us to look further, for Negroes the Negro Weeklies are C. H. Singleton, secretary in charge business cmmesurate with on buying strength.

(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. Now, just a few weeks ago the Guide was publishing a column known as "Miss Eyes" and if you will be fair you will admit that you read the Guide more then, than you had before or since. I did not at all ngly content also to approve of all that came in Miss Eye's column, but there will cost within a year or so. And, at were other news of interest to read. The people who read the same time, by buying it you will Miss Eye's column and named the people for Miss Eyes, be expediting recovery, putting men I think did more harm than Miss Eyes, because they call- to work at good wages in a hundred ed personal names and Miss Eyes did not. Now that Miss laying the modern game the mains nothing more than a tempor-the moderns play it, she was ary interest though he leads her to there, why not come on and help build up a paper you would like for the Guide to be. Why not then send in the news you have that you think others would like to know.

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 construction industry has shown less should be. When I hear of those who will not read the colored papers, I am reminded of some of the schools and

colleges that took German out of their curriculum during the late war. It seemed to me that was the time above all be possible to build well and build that it was good to study and understand the German cheaply. You can obtain a house for language.

I once heard Booker T. Washington say, "One man can not hold another man down in the ditch unless he ago - and probably will again four stays down there with him." I do not think you can help years hence. The same thing is true the Guide by not supporting it, then why not help make your paper such a paper as you will all be glad to see come to your door.

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." The people of foreign coun- Starting home-building on a nationtries are so anxious to get them to read the news about al scale is all that will bring back

In conclusion, may I say again, I have not approved will not likely appreciate all that will be printed in the the strength and courage to battle on until the clouds of Guide and give it our support in any way we can to help make it the paper we would have it be.

(Continued Fom 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 employ-	on everybody and everything. 5. The Negro that picks on the Negro Grocery Stores when he has	They are sent to us from the Vet- eran's Employment Office, Mr. Har- ry 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
ment. The Storz Brewing Company, agreed to put two Negroes to work	it. 6. Unanimous telephone calls	name is L. Pittman Very truly yours LEE BURNS, Foreman.

#### **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 industries, and stimulating business es of all kinds in your town.

That's certainly an attractive proposition-and it's not fictional. The investment is construction. Individual nome building and repairing is one of the most important factors in the recovery program. And, so far, the pickup than any business of comparable size.

During the present winter it will

a few thousand dollars that would have cost twice the price four years of repairs of all kinds-from those rickety steps you've been vaguely meaning to have fixed for months, to

that roof which has suddenly deve loped a leak. And-here is something to think about-one-third of the peo ple on the relief rolls in the larger cities are normally engaged or supported by the construction industry. their jobs.

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 com-

	A GUIDE BOO	
Subscribe for:	Month	Year
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Residence		
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Please call	Omaha Guide for fu	rther information.
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AN APP	EAL T	O OMAH

## **MERCHANTS AND ADVERTISERS**

Sir:

## A VOICE CRYING IN THE WILDERNESS

So many times have I been confronted with the statement, "Well we have decided to discontinue advertis- the best advertising medium obtainable. For that and the expressed in writing to the executive ing in the group papers or weeklies, and use only the two above reasons, we earnestly solicit a fair proportion of board her plans for the activities in dailies, the World Hearld and the Omaha Bee," that I am constrained to write protesting in being so grouped. While personally I don't object to being grouped with the Week- M. L. HARRIS, Advertising Agent of The Omaha Guide. House Committee for Monday at 7 ly papers of the various races, if I was permitted to enjoy the same classification in the other avenues of our economic and industrial activities. Allow me to call your at- SEVEN ELEVEN ROOM IN EM- PRIZE ESSAY CONTEST ON tention, if you please to the difference in the relations the PIRE STATE BUILDING A GOOD great dailies of America sustains between my people and the people of all other races. No one will deny that they (the daily papers) serves every race, Nation or group of people, in a full measure except my race. Reports are given of their social, religious, political, educational, athele-tical, all other activities. Their doings and achievements are proclaimed to the world. The speeches of their great in the Empire Stae Buildings, cites men are quoted and their pictures look at us from the the fact that superstitions and fetpages of the dailies, from the largest cities to the smallest ishes often play an important part Way." Third: \$5.00 and a copy of "Along This lor \$50.55 per ton. Cheaper in load to the hamlet, singing the praises of those whom you delight to in leading to a decision For instance, "Along This Way". Fourth, Fifth load. Think of it from the mine to honor. It matters not to what race or nation they may be-he regards room 711 as a good asset. and Sixth: An autographed copy of your door. long, as long as they are not of Negro extraction, not even To those acquainted with the game "Along This Way." excepting those of the other darker races, who have rose of "African folf" the number pres- Judges: Crystal Bird, Benjamin to heights of eminence. This is as it should be, I have only ents some significance. the highest respect and the deepest regard for those, who "From my experience" says Mr. contributes to this condition. If the daily papers would Dailey "I should say that room 711 give to our group the same service, I would neither mur- will easily rent for a price from \$100 mur or complain, when the Omaha Guide or any other to \$200 per year above any equival- than midnight, November 20 1933 ticket office and fire the Negro Negro weekly paper is grouped with the weeklies of the ent amount of space on the same addressed to Contest Editor, Viking operators he would satisfy the Nedifferent white races. Nor would I protest of being so floor. grouped, if when entering your office and factories, I found that members of my race had been so grouped and mixed at the various desks, and at the different jobs as I difficult to appraise and anything find those of other races (white). But as that is not the that has to do with sentiment or up that the Cudahy Packing Com- per month was his fight and not the that has to do with sentiment or signated or grouped. May I call your attention to the fact that a Negro weekly, is the only weekly paper that has a right to exist, in fact. As I said before the daily papers Have Your Notary Public Correction is, that this was not the not a Negro working when he could serves the interest of every race and nation with the one exception, and that is of the Negro. It matters not what

Respectfully submitted



NEW YORK CITY, November 9-(CNS)-Speaking of some of the

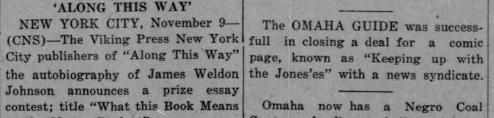
tenants offer me a bonus if I could

to the Negro Student"

COMMUNITY EXECUTIVE COM-MITTEE MEETS

The Community Executive Comson Herman Frieldlander H. A. Taylor C., C., Galloway. Members absent: W. L. Myers, T. P. Mahammitt Dr., G., B., Lennox and Dr.,

The secretary in charge reported Fall outline of games was presented the different department. Mr., Friedlander, chairman of the House Committee called a meeting for the p. m. Present at the meeting of the House Committee were: C., C., Galloway absent T. P. Mahammitt.



Company hauling coal direct from a Prizes: First Prize: \$25.00 and a mine by a truck to your door.

copy of "Along This Way." Second: A good high grade furnace coal \$10.00 and a copy of "Along This for \$6.95 per ton. Cheaper in load

KIND OF PEOPLE THAT WE CAN GET ALONG WITHOUT Brawley, George S. Schuyler. 1. The policeman that told the Length: Between 200 and 300 Ritz Theatre management that if words. Essays must be mailed not later they would put a Negro girl in the Press 18 East 48th Street New York groes of this community.

2. Suppose to be newspaper reporter that told the manager of the

Ritz Theatre manager that the fight CORRECTIONS to keep the Negro youths in the mo-Last weeks paper stated in a write tion booth, with a salary of \$180

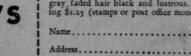
the Montgomery Grocery Company, 3. The Negro that clambers on of unfair treatment as a custment as the platform about racial enterprises



MISS GERALDINE GOODING Scloist "Green Pastures" Says-"Everywhere I go, my red pack-ageofGodefroy's Larieuse French Hair Coloring goes with me. That's why my hair looks so brilliant and coal black under the glare of stage lights."

LARIEUSE

GODEFROY MFG. CO. 3508 Olive St., St. Louis, Mo. Send me postpaid a full size bottle of Godefroy's Larieuse French Hair Coloring which makes gray, faded hair black and lustrous. I'm send-ting \$1.13 (stamps or post office money order). **GODEFROY'S** 



SPECIAL REMINDER

french HAIR coloring

"I have actually had prospective City.

