HER KING TO APPEAR AT ZION





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Per Copy

VOL. VIII.

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NUMBER FORTY-SEV9N

## J. HARVEY KERNS ANSWERS JOHN HORTI

OPERA SINGER TO BE IN OMAHA ON FEBRUARY 7TH

From The East

astro victoriously from battle. He we are: Cleveland Conservatory and David Manners Conervatory of New the Davenport and Detriot Sym- Ideal Garage, 2419 Lake St. guest artist of he Cleveland symphony. He became known as an Carey's Coal Company, 27th Street at operatic genius when he sang the role of "the Boy" in the opera,

W. Greenwood, master of art nique, says of Mr. King: "Luther a voice of immatculate purity and irresistable appeal and loveliness. Bell, one of the most outstanding critics of the Eastern Press. says of Mr. King: If the Arii Petersen's Bakery, 2506 N. 24th St. from the opera, "Monon" has Mr. King, it was not within the range of hearing." In Omaha. members of the Tuesday Musical and the Fortnightly Musical clubs have heard Mr. King, and of him Miss Louise Zabriskie, organiet at the Joslyn Memorial, writes: "Mr. King has a voice of rare and beautiful lyric quality. His manner of singing is both artistic and ority on voice, of Mr. King's singing that she presented him with winter and spring campaigns. two of her portraits, autrographing them in memory of his fine

covered by members of his own church is sponsoring the event, asisted by the Sunday Musical club out of varsity competition Coach Jenformance will be held at Zion doesn't step into first pace. Baptist church, 2nd and Grant Streets, on February 7th at 8 o'- and are pals on and off the campus. clock. To set this date aside on Ralph has been liberal with his adart of music.

teries by using Conoco products for of the program. your car. Lewis Oil Station is now Paul is the son of Mr. and Mrs. S. the Negro has undergone in the past dena, California, spend each Sunday deals with the discussion of Every carrying a full line of Conoco oils T. Phillips, 2874 Corby Street, and a 98 years. Atty. Wright seemed parhere attending church services. coavinced. Give it a trial, and you made a nice record for himself while ble rise of the Negro, an achievement established in 1875. For sale by thought of at Marquette as he has beginning, and told how the Negro

FOR CORRECT TIME CALL JACKSON 2765 AND LISTEN IN

BUSINESS DIRECTORY OF

To the readers of the Omaha Guide,

we, the officers of said companies, do hereby extend to you a Business Hillside Presents Operatic Singer Directory of Display Advertisements for the firms that make it possible for dental Building and Loan Ass'n, and a the Omaha Guide to serve this Community. Therefore, we sincerely re- en to head the advance ticket sales One of the biggest musical and quest that our readers and friends committee for the National Flower days to the Old Folks home were social events of the season will be give the following firms their kind and Garden Show to be held at Akthe recital of Luther King, opera consideration when they are in need Sar-Ben coliseum March 30 to April Church, together with St. John's Mistic tenor from Cleveland, Ohio. of the commodities sold by these ad-Early in his career, he took part vertisers. Thanking you in advance attending the show to procure tickets 35 members of which Mrs. Rucker is in the opera, "Aida," bring amon- for your support of these merchants, earl t.

York. Repeatedly he sang with Duffy Pharmacy, 24th and Lake Sts. therefore I urge everyone who wishes

Rabe's Buffet, 24th and Lake Sts. Colton Dry Goods Store, 2503 N. 24th braska.

Streets.

### been more perfectly sung than by PHILLIPS LIKELY SUCCEED METCALFE

Overshadowed figuratively and physically last year as a sophomore by Ralph Metcalfe, Marquette University's world's fastest human, Paul sincere." So thrilled was Miss Phillips, of Omaha, may be the top Mary Munchoff, prominent auth- scorer on Coach Conrad M. Jennings' Marquette track team in the coming nent Omaha and Council Bluffs busi-

While far from being a Metcalfe and holding little hope of ever annexing a N. A. A. C. P. INSTALLS NEW national championship, Phillips can It is ereditable to know however pound cork or cinders with the averand with the world's champion now nue, Friday, January 11, 1934. and J. Harvey Kerns. The per- decay's step into first page.

Phillips and Metcalfe room together your calender is to prove your vice, and Phillips has profited. He and a powerful finish.

LEWIS OIL STATION CHANGES in training since the Christmas holi- not get. days for what probably will be the Atty. Wm. Ritchie Jr., who has been The Lewis Oil Station brings to toughest schedule in the school's his- a member of the Local Chapter, was your door the latest thing in oils and tory. Jennings has tentatively drafted presented by the newly installed presgasolines for your car. Special win- a program that will include Minne- ident, Dr. J. Wesley Jones, who in have a very neat pie shop at 549 terized Conoco Hi-Test Bronze gaso- sota, Chicago, Michigan State and turn presented the principal speaker Huntington Drive. The most particline, noted for instant starting, light- others, as well as the Drake relays of the evening, Atty. General Wright ular diners would be glad to patronize ning pick-up at the lowest tempera- and other major open meets, but has of Lincoln, the newly elected Atty. this place. ture. Save your money and also bat- yet to make a definite announcement General of Nebraska, who gave a very

him much success in the future.

Ralph To Train the Hilltop varsity for the meets to the pastor, Reverend L. P. Bryant. which he is eligible.

### BE HELD HERE AT AK - SAR - BEN

Ford Hovey, president of the Occi- 25th St., at Christmas. prominent civic leader recently chos- 1935 calendars to the home.

"Advance tickets will be sold for studied in the Fisk Conservatory, Grant Street Pharmacy, 24th and 40 cents. We were able to procure Year's day, and rendered devotional only 50,000 of these tickets. I do not Masor & Knox Cafe, 2307 N. 24th St. think this number will be enough and joyed.

Tickets will be placed on sale at

In a statement expressing appreciain the Boston school of vocal tech. Lewis Service Station, 24th and Grant tickets as soon as they are placed on mittee of 15 handling advance ticket American Weiner Shop, 2509 N. 24th sales, Mr. Hovey said:

Herman's Market, 2422 N. 24th St. been the host of so many great civic He is one of the best singers of Tuchman Bros., 24th and Lake Sts. projects, will welcome the National his race or any other." Archie Street Kraft Bargain Store, 2518 N. 24th St. public-minded citizen should see this show. It is a national show, a great thing for Omaha."

> Mr. Hovey pointed out that when advance tickets have run out admission prices will be raised to sixty-five Mrs. V. Bernette of Sierra Madre, cents for the duration of the show.

> Other committee members are: J. E. Davidson, Otto Swanson, Maurice N. Now since the return of the races Marshall, Fred L. Lainson, Herman We see many new faces Swoboda, Albert Hruban, Samuel L. We see much new life Cooper, W. F. Baxter, Mayor Roy In many old places. Towl, S. E. Berry, Carl Ederer, E. S. Some are touts, they are wise so they Waterbury, W. Dale Clark, George Suris, and Donald Wilcox, all promi- But most time their pick comes in ness men interested in the show.

that Mr. King's fine art is dis- held his own. In dual mosts he all ficers of the Local Chapter of the hold his own. In dual meets, he al- N. A. A. C. P. was held at St. John's this pair. race. The Hillside Presbyterian and with the world's champion now. A. M. E. Church, 22nd and Willis ave-

ceremony, assisted by Mr. Robert Miss M. Bonner, the class. Simmons, secretary.

After the installation, the new ever ready to serve you. president, Dr. J. Wesley Jones, took Mr. Tom Addams, the ice man, is charge. The new officers are Mr. C. ever ready. appreciation of the finest in the has a good start and a strong pick-up, C. Galloway, 1st vice president; Mr. Mother Molly Bonner, so dear and but must train this year on endurance C. C. Dudley, treasurer; Mr. John lovely. Benj. Horton Jr., secretary; Mr. Chas. The Marquette track squad has been Davis and others whose names we did

nterestng discourse on the changes and gasolines for your protection. Be graduate of Central High School. He ticulary impressed with the remarkawill choke less and waste no gasoline. in high school, and has kept that that no other group of people has been Conoco gives a better performance. record since he has been at Marquette able to equal. Atty. Wright, however, Water man, is still carrying on. His Not a new product, but an old line University. He is well liked and well stated that the Negro is only in the family is fine. Lewis Oil Station, 24th and Grant proven himself a capable performer. could make another rise in his upward

to its group. Metcalfe, who will resume his tion of Mr. H. L. Preston, gave two rovia. studies in the Marquette Law school very impressive numbers, "The Lord next month, has returned from a trip is My Light", and "Come Unto Me".

DISPLAY ADVERTISEMENT FLOWER SHOW TO OLD FOLKS HOME REMEMBERED

Kellom and Miller Park schools sent baskets of fruit and canned foods to the Old Folks' Home, 933 N.

Room 17 of Clifton Hill School sent

Among the visitors during the holipresident and Mrs. Rachael Woods, secretary. They were visitors on New

to see the Flower Show to get their gave a basket filled with fruit and byterian Church, Sunday, January 13. been engaged with the Synco-High- occasionally under the caption of the phony orchestras and is a special Frank Marks' Grocery, 24th and Partickets as soon as they are placed on vegetables to the Old Folks Home at He emphasized the importance of Hatters at the J. B. Tavern. He plays "Omaha Chronicle" made much ado

ladies of the Old Folks Home.

than it vouch-safed them. Every January 6, to Mr. E. Clease and fam- Katherine Wheat, Allen Gordon, Wiland especially the new baby, is doing Moore.

spent Sunday in Monrovia.

the next day.

Just a word about a few of our if you desire to register.

Better luck next time.

Mr. Bud Bonner, modest and strong. SHORTHAND AND TYPING Mr. and Mrs. Sprngfield, we all love

Mr. and Mrs. J. Fisher, a great couple with a fine family. Mr. and Mrs. C. Johnson, that hap-

Mr. F. Shelton, our business man,

Mother Isace, so divine. Mr. and Mrs. E. L. Addams, now

that couple, how we love them.

Miss I. Cuton and Mrs. E. Jones

Mr. A. Jackson, our efficient City

Would anyone believe it? We have Omaha is proud of him, and wishes trend by teaching respect for the law a very dear friend whose name is Buddy DeLoach, "Yeah man", comed and Miss Marcella Binning of Albia, to gain results. St. John's Choir, under the direc- spent New Year's Day here in Mon- home anticipating a grand opening of uate this year from Drake University. The Chronicle editor suggests the

around the world and will train with The benediction was pronounced by three youngsters spent Sunday, Jan- Floor shows will be given each Sum- street, spent Christmas week at home. a statement is so absurd it can be ig-Miss Ruth Lewis, Reporter grandmother in Monrovia.

## Declares Horton's Type of Publicity Out Of Place In This Community

ARCHIE ALEXANDER STRESSES IMPORTANCE OF VOCA-TIONAL GUIDANCE

services, which were very much en- Moines, Iowa business man, opened and has played with several bands in Mrs. Anna Davis, 2739 Caldwell St., Forum series held at Hillside Pres- However, for the past year, he has Mr. John B. Horton, which appears making a choice of the vocation for the trombone. and parents.

Mary Green, Carlette Lewis, and has not been announced. Walter Rhodes, members of the Boy and Girl Forum Committee gave en-"I believe that Omaha, which has MONROVIA, CALIFORNIA NEWS joyable musical selections. Other Mr. and Mrs. W. Crossley of 619 E. Lee Walker, Irene Harrold, Mary

SIDE Y. W. C. A. instruction in sewing for beginners the week. and advanced pupils. All persons interested in learning how to make over old clothes, make new clothes, the sewing classes. They will be held proving. on Wednesday and Friday afternoons at two o'clock. Miss Lena Paul, expert dress maker, is instructor. The class is conducted through the Board of Education. Phone WEbster 1539,

Now is the time while one has the opportunity and without cost to learn ners and advanced pupils. Classes in city with the exception of 3 sons. shorthand and typing are opened to 1539 if you desire to register.

PROBLEMS OF TODAY

On Thursday night at 7:30 all persons interested are invited to join a discussion course on the Problems of Today led by Mrs. Rae Sorenson of Mr. I. Cuton and family of Pasa- the Board of Education. The course Day problems. It is free and open to men and women. Phone WEbster 1539 if you desire to register.

Stonewall Jackson. He and his family ian and master of ceremony, is back Iowa. Miss Lucilla Binning will gradthe Elks Club Cabaret with an all star floor show. This Cabaret will be Mrs. Bernice Haywood and her opened on or about January 27th. and Mrs. Roy Lucas, 3509 Burdette the Peterson Christmas party-such uary 6, with their mother-in-law and day and Thursday. He anticipates Mr. Pemberton is a Sophomore at nored. The "editor" nor anyone else bringing stars from Chicago.

OMAHAN ENGAGED WITH LUNCEFORD'S ORCHESTRA

Mr. Elmer Crumbley, 2846 Binney False Power Does Street, left the city Friday night, January 11, for New York, where he will begin work with Jimmie Lunceford's Orchestra at the Appolo Theater.

Archie Alexander, prominent Des Mr. Crumbley is an Omaha boy, the North Side "Y" Boy and Girl the east during the past few years. Last week the little sheet edited by

Last, but by no means least, Mrs. which one is best fitted. A discussion He was called away so suddenly given by The Peterson Bakery with convenient points in Cmaha, Council Petersen, of Petersen's Bakery, gave followed the address. The audience, a that he was unable to attend the Urban League assisting by get-Bluffs, Western Iowa and Eastern Ne- twenty-three Christmas dinners to the very enthusiastic and responsive one, many social affairs his friends had ting the worthy old folks and having included High School girls and boys planned for him. The length of his them brought to and taken from the contract with Lunceford's orchestra Bakery Annex, where the dinner was

TOWN HOUSE GUESTS

il of Los Angeles, Calif. The family lie Potts, Evelyn Lucky, and Ned days her niece, Miss Lois Williams, tending. Chidren from the Mid City FREE SEWING CLASSES, NORTH indefinitely, and her sister, Mrs. Grace son in arranging the dinner did so in Registration is now open for free return to her home about the first of League in cooperating did so because

INFLUENZA VICTIM

## Personals

CLASSES FREE Press for 75 cents

how to type and to take dictation. 75th birthday, Christmas day. Mr. parading his ignorance and borrowed Classes meet at he North Side Y. W. Banks makes his home with his wit before an informed public and ex-C. A. Monday, Tuesday, Wednesday, daughter and son-in-law, Mr. and pect their acclaim as a benefactor. In and Thursday mornings beginning at Mrs. R. Lucas. Mrs. Lucas surprised the first place neither the Chronicle 9:30 and closing at 12:00 noon. All him with a lovely dinner. Those nor the type of publicity which its persons who have completed grade present were Mr. Greene Lucas and editor is capable of writing has any school and who are not employed reg- Mr. and Mrs. Ernest Rahn and fam- place in this community. A casual ularly or who are unemployed may en- ily. Mr. Banks is the father of seven perusal of the four pages tells one of roll in the class. Classes are conducted children, 7 grandchildren and 14 great his utter lack of training for the pounder the FERA and are for begin- grandchildren. All are living in the Itical sheet he distributes.

men and women. Phone WEbster Mr. Clarence R. Johnson, Southern Pacific Dining Car Waiters' represenin Omaha Monday morning for the Protective Order of Dining Car Waiters in a move to improve working conditions among the employees of the U. P. Formal proceedings are already

> Try TUBBS wonderful Hot Oil Treatment with oil steamed into he scalp, 50 cents.

ELKS' CLUB CABARET TO OPEN Mr. and Mrs. Roy Lucas, had as accomplishments in this Community,

Drake University, Des Moines, Iowa.

Not Fool Anyone

Many of those who attended would MRS. CRAIG HOSTESS TO OUT OF not have enjoyed a real Christmas dinner. After the dinner Mrs. Peterson spoke briefly and awarded prizes Mrs. E. Craig, 2419 Erskine, has to the two oldest persons present and had as her house guest since the holi- gave a present to each old person atof Seattle, Washington. Visiting Mrs. Center sang Carols and remarks were Craig, also, is her mother, Mrs. Vera made by Mr. Kerns and Mrs. Avant Williams, of Seattle, who will be here on the spirit of the affair. Mrs. Peter-Wells, of Topeka, Kansas, who will the spirit of Christmas: the Urban it has always been the policy of the Organization to assist in a worth while effort. The affair given by Mrs. Mr. Dave Eleby, 2824 R Street, has Peterson was worthwhile, it was encut by pattern and learn all of the been ill since last Friday with influ- joyed by every person present, and other things about sewing may join enza. However, his condition is im- the Urban League nor the executve has any apologies to offer Mr. Horton,

> her Bakery is not our concern. We do deplore, however, the poorly Why Shampoo your own hair written and burlesque articles which when TUBBS SHOP OF BEAUTY Mr. Horton has written, but when one CULTURE will Shampoo and knows Mr. Horton and his limitations, they will take him and his artcles as

The Chronicle or any one else for the

part they played. The fight Mr. Hor-

ton has had with Mrs. Peterson or

a joke. It is regretful that a young Mr. Robert Banks celebrated his man as the Chronicle editor insists in

The Negro's efforts to get more jobs and better jobs must be waged intelligently and consistently. The tative of Los Angeles, Calif., arrived young editor is not fooling Mrs. Peterson, or anyone else of his supposed purpose of asssting the local No. 465 power; his recent political experience proves the extent of his following. The Urban League executive has never been dictated to by any one on how far he should or should not go on matters of racial interest, neither has the executive claimed to be a miracle worker as the Chronicle intimates. The things the League has accomplished has been by careful planning and intelligent action. We can point with pride to certain of our their house guests this week, Miss but in no case did we resort to cheap Lucilla Binning of Des Moines, Iowa, publicity, burlesque or mistaken facts

League Executive may have received Mr. Warren Pemberton, son of Mr. a financial pittance for our interest in

OWNSEND OLD FOLKS PENSION CLUB TO MEET AT THE ROME HOTEL SATURDAY, JAN. 19th, 8 P. M. EVERYBODY