



Standard Historical
Lincoln, Neb.

THE OMAHA GUIDE

JUSTICE & EQUALITY

ALL THE NEWS WHILE IT IS NEWS

HEW TO THE LINE

5c

Per Copy

VOL. VII

OMAHA, NEBRASKA, SATURDAY, FEBRUARY 2, 1935

NUMBER FORTY-EIGHT

STRICKEN WHILE PATROLLING BEAT

Will Rogers Writes On "Imitation Of Life"

BUSINESS DIRECTORY OF DISPLAY ADVERTISEMENT

To the readers of the Omaha Guide, we, the officers of said companies, do hereby extend to you a Business Directory of Display Advertisements for the firms that make it possible for the Omaha Guide to serve this Community. Therefore, we sincerely request that our readers and friends give the following firms their kind consideration when they are in need of the commodities sold by these advertisers. Thanking you in advance for your support of these merchants, we are:

- Grant Street Pharmacy, 24th and Grant Sts.
- Mason & Knor Cafe, 2307 N. 24th St.
- Duff's Pharmacy, 24th and Lake Sts.
- Ideal Garage, 2419 Lake St.
- Frank Marks' Grocery, 24th and Parker Sts.
- Carey's Coal Company, 27th Street at Grant.
- Rabe's Buffet, 24th and Lake Sts.
- Colton Dry Goods Store, 2503 N. 24th Street.
- Lewis Service Station, 24th and Grant Streets.
- American Weiner Shop, 2509 N. 24th Street.
- Herman's Market, 2422 N. 24th St.
- Tuchea Bros., 24th and Lake Sts.
- Autrey Ice and Coal Co., 2519 Grant Street.
- Kraft Bargain Store, 2518 N. 24th St.
- Petersen's Bakery, 2506 N. 24th St.
- Nebraska Power Co., 17th and Harney Streets.
- Gerber Consolidated Auto Parts Co., 2501 Cuming Street.
- Emerson Laundry, 2324 N. 24th St.
- Publix Cab Co., 305 S. 27th Ave.
- Ross Drug Store, 2122 N. 24th St.
- Silver Slipper Nite Club, 1123 S. 6th Street.
- State Furniture Co., 14th and Dodge Streets.
- Edholm-Sherman Laundry, 2401 N. 24th Street.
- Ritz Theater, 24th and Patrick Ave.
- Harry Mason, 1512 Farnam St.
- Northwestern Bell Tel. Co., 19th and Douglas Streets.

RESULTS OF ADVERTISING

Mrs. Anna Tubbs says never before in the history of her residence in Omaha has she been so thoroughly surprised and convinced that it pays to advertise. She called the office and asked that an ad, for the rental of rooms, be removed from the paper because she could not get her work done for answering calls about the room, which had been rented since the first day the ad ran.

The week previous a representative had called on her to interest her in the Community page. Mrs. Tubbs said that when the representative called, she couldn't see where she could get results from running an ad when the room had been vacant for four months, and all that time, she had been telling her customers and asking them to pass the word along.

After achieving such success with this little ad, Mrs. Tubbs called and asked that the Acting Editor call on her. He drew up a contract, which she signed, for fifty-two week's advertisement.

The Omaha Guide extends its thanks for the fine spirit of cooperation of those who have tried and know the value of advertising in the columns of the Omaha Guide.

LYNCH MOB BURNS PREACHER'S HOME

Shelbyville, Tenn.—(CNA)—Last week the home of Rev. W. O. Largent, Methodist preacher who urged legal action against members of a mob, was burnt to the ground.

This was the second act of arson committed by the would-be lynchers of E. K. Harris. The first was when they burned down the court-house in an unsuccessful lynch attempt.

FUNERAL RITES FOR R. TURNER, POLICEMAN

Mr. Robert L. Turner, 2817 Miami Street, a native of Council Bluffs, Ia., who has lived in Omaha for the past thirty-five years, died of apoplexy in Lord Lister hospital early Monday, after having been stricken in the fire barn at 24th and Cuming Streets at 2:55 a. m.

Mr. Turner, a patrolman, stopped at the fire barn while patrolling his beat. E. W. Fields, a fireman, heard him stumbling about the back room. Turner told Fields he felt faint. Fields helped him to a chair and called police. Turner was removed to Lord Lister hospital in a police ambulance and died after reaching the hospital.

Mr. Turner had been confined to bed with an attack of the 'flu' for about four weeks and had just been back on his beat two nights when he was stricken.

He was appointed to the department September 23, 1929, and was laid off in July, 1933, for lack of funds. He was reinstated December 9, 1933.

He has always been active in fraternal, civic and religious circles. He was a Thirty-third degree Mason, Deputy Supreme Chancellor of the State of Nebraska, Chancellor Commander of Western Stars, and a Wishful Master in the K. of P.'s. He had held the position of Chancellor Commander of Western Stars in the K. of P.'s for about ten years. He has been active in Zion Baptist Church for a great number of years, and was one of Omaha's best liked citizens.

His survivors are his wife, Mrs. Victoria Turner, father, Benjamin Turner, Sr., three brothers, Benjamin, Jr., Nathan and John.

CALLERS COMPLIMENTS AND COOPERATES

Mr. T. P. Mahamitt was a caller at the Omaha Guide office on Monday, January 28, and signed up as a strong supporter of the Omaha Guide Community Page Advertisement. He said that he thought this was the keynote and that the Guide should not have any trouble in getting any citizen in this Community to spend one dollar per week with the advertisers on this page. "As an ex-owner and ex-editor, I know what that would mean to this paper and to this Community now," he said.

Mr. Willie Truelove, 2864 Lake St. was also a visitor in the Office of the Omaha Guide on Monday, January 28. In discussing his trip to Dallas, Texas, he expressed his surprise at the thriving industries and beautiful homes, owned and operated by Negroes in Texas. He spent several days with friends in Dallas. He said that the population in Dallas is about 300,000, about one third of which is Negroes. Mr. Truelove is a horticulturist and has beautified some of Omaha's most beautiful grounds, for instance, the Morris Milder estate. He was at one time employed by the city under Mr. Hindu, supervisor of City plants, and is an expert in his profession.

Mr. W. L. Myers, of Myers' Funeral Home, visited the Omaha Guide Tuesday morning and complimented the Editor on the splendid paper and its service to this Community since the reorganization of its working forces. While in the office, Mr. Myers subscribed for ten inch space on the Community page for a period of twelve weeks. He said that he thought it was the proper spirit for all business men with Community pride to feel it their duty to take part

FOUR HOURS TOO LATE TO SEE MOTHER ALIVE

Mr. W. J. Truelove, 2864 Lake St., former resident of Waxahachie, Texas, hurriedly left the city December 13 to go to the bedside of his mother, Mrs. Sarah Truelove-Burnett, who was dying. He arrived in Waxahachie the following morning, just four hours too late to see his mother before she died.

Mr. Truelove is the brother-in-law of Mr. Thomas L. Holley, 1547 Crockett Street, San Antonio, Texas, who is the state superintendent of Night Schools in the state of Texas. Mrs. Holley is a teacher of primary grades in San Antonio. Mr. and Mrs. Holley have a daughter who attends the Mary Ellen Seminary in Crockett, Texas.

The following is a notice of Mrs. Sarah Truelove-Burnett's death, which appeared in the Waxahachie Daily Light, for December 15th.

OLD RESIDENT OF WAXAHACHIE PASSES AWAY

Sarah Truelove-Burnett, who was born in Holly Springs, Miss., in 1865, married William J. Truelove and came to Waxahachie, Texas, in 1887, passed away at 5:40 a. m., Friday, December 14, at the family residence, 415 Wyatt Street. She rendered many years of active service in the city and county schools and in the A. M. E. Church, having served as Sunday School superintendent about forty years.

She leaves to mourn her loss three children, Mary L. Porter, primary teacher in the Oak Lawn school of this city, Irene T. Holley, teacher in the San Antonio public schools, and Willie Truelove of Omaha, Nebraska, one sister, Birdie Jackson of Corsicana, and three grandchildren. Funeral services were held Sunday, December 16, at 2:30 p. m. at Joshua Chapel.

CHARGED WITH SLAYING OF HER HUSBAND

Mrs. Mary Erbin, 1413 N. 21st St., went on trial Monday, January 28th, in Judge John W. Yeager's Court charged with the murder of her husband, Joe Erbin, on Sunday, December 30, 1934. It is alleged that Joe Erbin, who was strangled to death with a scarf, which was wrapped 3 times around his throat. After drawing the scarf tightly, Mrs. Erbin proceeded to beat Joe with a bucket of frozen water. It is reported that he was struck about the body a number of times.

The State has written a statement for her prosecution, and it has been signed by the following citizens: G. W. Goodridge, physician, who was called to attend Joe Erbin, W. L. Myers, officiating mortician, Paul Steinwinder, County Coroner, who reported on the case, Avesta Crawford, 1208 N. 24th St., who said it started with a drunken brawl at about 2:45 p. m., and that they had all been drinking, Mr. McDowell, who found Joe Erbin lying on a bed, and after investigation, discovered that he was dead, and notified the police, Joe Perkins, 2919 Parker St., Chester King, 1417 N. 21st St., Irene Arthur, 1415 N. 24th St., Joe Patton, Pete Bradley, 1413 N. 21st St., and David Pauling, 1413 1/2 N. 21st St. Mrs. Erbin was charged with murder in the first degree, which carries a life imprisonment or death penalty.

MRS. DOUGLAS SCOTT DECEASED

Mrs. Douglas Scott departed this life January 15, 1935. She came to Omaha with her husband, Frederick Douglas, and daughter, Estella Madeline, in 1890. They moved to Missouri Valley, Iowa, and lived there, where they were in business, until the time of her husband's death.

In 1925 she was married to Joseph Scott, and in 1927 they moved to Omaha, where she passed away.

Mrs. Scott was loved and respected by all who knew her. She leaves to mourn her loss a husband, a daughter, relatives and a host of friends.

CHILD JIM-CROWD AT BENEFIT BECOMES SERIOUSLY ILL

Cleveland, O.—(CNA)—An eleven-year-old crippled school girl lies seriously ill in her home, a victim of Jim-Crowism.

The girl, Colleta Patton and her sister, Evelyn, received tickets for a charity show, sponsored by the Masonic Grotto, from the school for crippled children which Colleta attends. They were taken to the affair in a friends car.

Just before the performance began, a prejudiced white official compelled the children to leave because they were Negroes. This same official berated the doorman for admitting 'niggers'. The girls were forced to walk home. As a result, Colleta fell sick.

NEGRO ATTORNEY DEFENDS WHITE WORKERS IN VIRGINIA

Newport News, Va.—(CNA)—The International Labor Defense here smashed the Jim-Crow tradition of the town court when its attorney H. C. Midgette, defended 4 white longshoremen, members of the Waterfront Unemployment Council, charged with 'vagrancy'. It was the first time that a Negro lawyer represented white workers in a local court.

At the trial, Midgette's brilliant legal defense backed by the mass protest of the unemployed seamen who jammed the courtroom, forced Justice B. Locke to dismiss the trumped-up charges.

\$9,000.00 GIVEN AWAY IN NEW CONTEST!



AUNT JIMMA

OFFERS OVER 2500 CASH PRIZES

As prizes in a new and different kind of contest, Aunt Jimma—maker of delicious cakes with that "old plantation flavor"—is going to give away \$9,000.00 in cash, split up into 2,522 separate prizes. A few minutes' work may win \$100.00, the first prize. Even one of the 1,500 lowest prizes offered—\$2.00 each—will more than repay entrants for the few minutes needed to enter the contest.

There is no age limit on those who can enter the Aunt Jimma Contest. Even a 4-year-old can win a prize! The age of the entrant is taken into consideration when the picture is placed before competent judges. Those who color the picture best, or who present the most interesting results in the opinion of the judges, win the cash prizes. The only necessary qualification for entrance is that 2 box tops from Aunt Jimma Pancake Flour packages (or facsimile) accompany each entry.

The contest closes midnight, March 15, 1935, so before that date there's enough time for everyone to enter.

N.A.A.C.P. Completes Membership To Its Board of Directors

At a Special meeting called by its President, Dr. J. Wesley Jones, the Board of Directors of the Omaha Branch of the "National Association for the Advancement of Colored People" completed its roster of members to serve upon its Board for the current year. The meeting was held at the office of its Secretary, 2314 1/2 N. 24th St., Suite 1.

Those elected Friday evening Jan. 31st, were namely: Mr. R. R. Boone, Atty. Ray L. Williams, Mr. Arthur B. McCaw, Atty. John Adams, Jr., and Mr. Y. W. Logan.

By a vote of a majority of the members of the Board, it was ruled that the Board be comprised of 11 members. The complete set-up in their order is namely: Dr. J. Wesley Jones, President and member of Board, Mr. C. C. Galloway, Vice-Pres. and member of board, John Benj. Horton, Jr., Secretary and member of the board, Mr. C. C. Dudley, Treasurer and member of board, Mrs. Victoria Turner, Atty. Charles F. Davis, Mr. R. R. Boone, Atty. Ray L. Williams, Mr. Arthur B. McCaw, Atty. John Adams, Jr., and Mr. Y. W. Logan.

A great year is ahead for the local branch with such an efficient personnel at its "helm of state", and its said that the local branch has prospects of a larger membership than ever in its history.

LOVELY AND O'BRIEN WIN VICTORY IN MURDER CASE

Lovely and O'Brien, attorneys in the public defender's office, who were in charge of Mary Erbin's case, were victorious in their plea for her freedom.

Mary Erbin was charged with first degree murder in Judge John W. Yeager's Court, and the case was given to the jury on Monday at 4:00 p. m. A verdict was reached on Tuesday at 5:30 p. m. Mary Erbin was acquitted. She expresses her thanks to the attorneys and to her many friends who were wishing the best for her.

SEES NOTHING UNUSUAL IN INTERRACIAL STORY

New York.—Will Rogers, famous comic writer, in recent article differed with white and Negro critics on "Imitation of Life." Of this famous picture Rogers says:

"Despite the great praise showered on 'Imitation of Life' by the white and colored critics, I find it, to a considerable extent, just some more of Hollywood, and an imitation of life indeed. This is no reflection on the players, most of whom, colored and white, were sincere and splendid. Louise Beavers, as I have said before, really doesn't have to act. She just is it. The defects are in the plot, and in the gestures made to preserve 'social equality,' or at least an appearance of it.

"In this play, so far as it is of special interest to colored folk, a light-colored girl, who wishes to be white, disowns her black mother, first before her white school companions, once again in a restaurant, where she is employed as a cashier, and finally leaves her altogether. Well and good. Such things do happen. I have not heard much of this in the United States, but it is not infrequent in the West Indies and South America.

"The black mother, Louise Beavers, as Aunt Delilah, has made a fortune in conjunction with a white woman, Claudette Colbert, selling pancakes and pancake flour. Both women are most touchingly attached to each other. They place this love and the affection for their respective daughters above all thoughts of money and worldly goods. Now what happens when this black mother is dying of a broken heart at her daughter's desertion? She pauses in her grief, and her whole face glows. Why? Because she is going to find rest in heaven! No, she is seeing the wonderful funeral she will have with all the lodges in full regalia, strutting down main street while the bands blare the funeral march. The dying woman gives minute orders for this parade and then turns up her heels.

"Now let us suppose that a white heroine in any play stopped to gloat over her gorgeous funeral in this supreme moment of grief, what would any critic, however much of an imbecile, have said? Yet critics lauded this play inordinately. Would any mother, except a Negro mother created in a Nordic brain, ever have done this? A clown must be made of the Negro even in the depth of his anguish to evoke laughter from white audiences and snickers from Negro ones.

"Again, here, as I said, are two women, one white, the other black, deeply attached to each other, not to mention that they are business partners. What happens when both go in search of the ungrateful colored daughter? The black woman rides with the chauffeur, while the white one rides alone in the back. In real life these two sorrowing women would have continued to forget color and have ridden together. But on the screen that would be 'social equality.'

"Further, when the repentant colored daughter flings herself on her mother's bier, and is led away by the

REFUSES TO SPY ON SCOTTSBORO SUPPORTERS

Birmingham, Ala.—(CNA)—Rev. E. H. Hammond, a minister active in the local Scottsboro-Herdndon Action Committee, was picked up on the streets and subjected to a grueling examination at City Hall by Chief Detective Giles.

The detective attempted to force Hammond to act as a spy and set up an 'independent Scottsboro Committee' to weaken the militant Scottsboro Herndon Action Committee.

white woman and her daughter, the colored girl is again placed beside the chauffeur and care is taken that she should be shown, not beside the three other people in the car, but ahead of them. Now in real life what would have happened? Such a white mother as that portrayed in this story would have clasped the grief-stricken colored girl to her breast, have seated her beside her in the car, and endeavored to console her. But to give it this human touch would have been guilty of a breach of 'social equality.' Yet, the title, 'Imitation of Life' applies equally to the plot as to color prejudice in America.

"This picture, nevertheless, is significant. It shows that Hollywood has at last realized that there is a color problem. Moreover, it might also learn that featuring Negro actors in other than clown parts, pays. Colored people simply poured into the Harlem theatre in which this picture was shown, and after a time the number of standers exceeded the sitters."

Omaha Tigers To Be Member of Baseball League; Draw Stars

On Monday, January 28, several Omahans met and organized an Omaha Baseball Club, known as the Omaha Tigers, with offices at 1618 N. 25th St. Those elected to office were Mr. C. C. Curry, president, Mr. Homer Curry, Manager, and Mrs. C. C. Curry, Manager, and Mrs. C. C. Curry, secretary-treasurer.

C. C. Curry has been in the baseball world for a number of years, and has a great deal of experience in this sport. H. Curry expects to put his team at the head of the list this season. He was associated with the late Lou Foster, noted pitcher and owner of the largest Negro League in Chicago. In recent years Mr. Curry has been connected with the Memphis Red Sox, and is acquainted with the best base ball players in the country. His intention is to draw the stars of the baseball field in Omaha into his team.

The Chamber of Commerce, City Officials and Big Business Men will be requested to welcome the first game to be played by the Omaha Professional Ball Club.

Mr. Homer Curry will leave the city in a few days to arrange for four week's practice in Hot Springs, Arkansas, with his team.

He says that when his team hits the diamond of Omaha, regardless of who they are playing, even if they are the best in the country, he expects his team to win.

All Omahans will be invited to make this first game the biggest event in the history of baseball in Omaha. Watch the Omaha Guide for later announcements.

COMMISSIONER WILL ADDRESS MEETING

On Tuesday evening, February 5th, at 8 p. m., Commissioner Frank Myers will address a meeting at the Mid-City Community Center and the Omaha Urban League, 2213 Lake Street.

This meeting is being sponsored by the North Omaha Law Enforcement Committee. Mr. C. C. Galloway has been requested to introduce the speaker of the evening. The public is cordially invited to attend this meeting. J. L. Harris, President J. H. Kerns, Secretary

FOR CORRECT TIME CALL JACKSON 3765 AND LISTEN IN