

MISS LILA PRYOR JUST COULDN'T TAKE IT

Lawn Social Brings Tears To Young Lady

Miss Lila Pryor looked up and saw Mr. Edward Wiggins turn the corner, arm in arm with another girl and she just couldn't take it. The rest of the evening was spent in hot resentment tears. Miss Pryor was very business like about this matter. She first took it up with her father and mother, and they from all outward appearances, thought that Lila had been mistreated. Then the little miss that was walking arm-in-arm with Mr. Wiggins, who possessed those uncontrollable Grace Moore eyes, which were casted upward into the downward cast face of Mr. Wiggins, when they were taking that little stroll, were called into question about the romance walk, she seemingly could not see where she had committed anything wrong. Some said that she informed them that it was her duty today as one of the hostesses for the evening to see that everyone had an enjoyable evening. About this time the little miss and her mother met face to face about this matter. Her mother seemingly took part with Miss Pryor and her parents. The little lady just turned and went about her evening affairs and said nothing. Lila was yet weeping. Some

of the other girls said that Lila was just a little, somewhat timid. Some seem to think that what she should have done, was to grab a couple of young men, with a satisfied double smile, by the arm, and went for a stroll herself. They thought this would kind of even up matters. Youngsters are very changeable and some jump from one girl to the other trying to make up their mind. Girls shouldn't worry, because they will come again, if they are worth their while.

Mothers—Let your boys be Guide newsboys. Send them to the Omaha Guide Office, 2418-20 Grant Street.

Frame Up Case Brought To Supreme Court

Jackson, Miss., July 31, CNA—Ed Brown, Yank Ellington and Henry Shields, farm hands who were tortured and beaten to "confess" the murder of a white tenant farmer, will have their case brought to the U. S. Supreme Court, it was announced this week.

Notice, Subscribers: If you don't get your paper by Saturday, 2 p. m. call Webster 1750. No reduction in subscriptions unless request is complied with.

What A Subscriber Thinks of The Omaha Guide

July 18, 1935 The Omaha Guide Publishing Co., 2418 Grant Street, Omaha, Nebraska. Attention Mr. Galloway:

It gives me pleasure to compliment the change for betterment in the kind of news items you are publishing. Our Negro periodicals are so much needed for the proper instruction and elevation of our people. We would know very little about the advancement and the trials of our race if it wasn't for our Negro papers. I think we are getting a little more consideration from periodicals other than our own, but we are still sadly left out of the head-lines for the good things we are doing and scarcely anything said about the injustices against our people. So let the good, clean news be published, not gossip. Sincerely, Mrs. Russel Taylor.

Kansas City Visitors

Mr. Pike Johnson, sponsored a lawn party for his out of town guests, Miss Mae Jones, Mrs. Ollie Hadrick, Mr. Andrew Peterson, Mr. Jasper Franklin and Mr. Ralph McCantz of Kansas City. All of this happened at the residence, 604 No. 22nd St. Will be seeing you. Bye, Bye, Kansas City.

WHAT KIND OF A GUN DOES HEDNEY ROSS OWN

Jesse Pluck Simmons thinks that bullets curve so nicely. About 11 P. M., things began to happen on Grant Street, the noted automobile wrecking corner. One shot was fired and the group scattered and then reassembled again. The officer could not find out who fired the gun. An Omaha Guide Reporter, appeared on the scene and heard the following remark by Paul Haze. Mr. Haze was talking to Misses Ethel Cole, Dorothy Bell and three other girls. Paul Haze said that his brother, Iman Haze, 2909 No. 25th Street, seemingly went crazy about his girls and refuses to give them up and he followed a car, driven by Mrs. Eloma Robinson with his ex-wife, Marie Haze, in it to 2221 No. 25th Street and insisted that she remain outside. When his ex-wife attempted to ascend the steps of the porch, he heard someone open the door at 2221 and a revolver was noticed and a shot fired.

Pluck thought he was shot, when he turned the corner and fell. The car bearing this person, drove away. Someone notified the police department and when the cruiser car arrived, nobody seemed to know anything. The officers were

unable to find out just what had happened. A large crowd had been attracted to the scene of the shooting, and you could not get through Grant street. It is alleged that Mr. H. Ross, 2221 No. 21, when asked for a statement by the Omaha Guide reporter, said that he knew nothing about what had happened. He is reported to have been in the house, and that Mrs. Iman Haze lives at his home. Mr. Ross stated everyone has a right to protect their home when people try to force themselves into your home when they are not wanted.

Seek Reason Why 64-Year-Old Man's Body Turns White

Columbia, S. C., July 31, ANP—Physicians and dermatologists here are endeavoring to discover the reason why William Pickens White, who after being dark for 63 years, has now turned white, although otherwise the man is normal. White told the medical men here Tuesday, July 23, that about 17 years ago a white spot came on his forehead and a barber gave him some salve to put on it. The salve did him no good and the spot grew larger and was followed by another spot. In a short time his whole body turned white.

65-Year-Old Man to Be Tried; Murder Charge

Ottawa, Kas.—Sixty-five-year old Bud Bradshaw was bound over to the Franklin county district court for trial on a murder charge here Friday morning after a preliminary hearing before Homer Kint, a justice of the peace.

Bradshaw will be tried in the September term of court on a charge of slaying Andy Garret, 36, on July 14, in a cafe at First and Main streets. Bond was raised from \$10,000 to \$20,000.

Glen Jarrett, white, night cook at the cafe and Tony Grenier, his cousin, were witnesses for the state. After the testimony, the justice ruled that the "crime of murder had been committed and that it was willful, deliberate and premeditated" as he bound the defendant over.

N. A. A. C. P. Will Take Up Jake Bird's Fight

The Board of Directors of N. A. A. C. P., the local branch instructed the Legal Redress Committee to start at once to collect data in the Jake Bird case or present to Iowa State Prison Pardoning Board at its next meeting in an effort to have Jake Bird pardoned, for a crime that he was convicted of, on circumstantial evidence in the Stribbling Carter Lake affair. It is thought universal that Jake Bird is innocent of this crime.

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Senate Restores Cut in Span. War Pensions

Washington, Aug. 1.—The Senate Wednesday passed a bill restoring to Spanish-American war veterans pension reductions made by the 1933 economy act. The vote was 74 to 1.

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ANNOUNCEMENT Mrs. Mitchell Green, who made many friends by her home cooking and courteous service will have a grand opening, Thursday, July 25. GREEN HOME COOKING CAFE 2024 N. 24th Street.

Listen! Let us send you our fine book with prepared Church, Sunday School and Club addresses and forceful prayers for all occasions. Price \$1, C. O. D., or send stamps, check, money order, registered letter or currency to Public Speakers Society, Box 1114, Oakland, Calif.



I made my skin shades lighter! And now you, too, can have the joy of a lighter, clearer skin—free from freckles, pimples, blackheads, large pores, blotches. Tonight at bedtime just smooth on Nadinola Bleaching Cream—no massaging, no rubbing. While you sleep it actually dissolves dark pigment—for Nadinola is double-acting. That's why it gets results where ordinary bleaches fail.

TEST AT OUR RISK Get a jar of Nadinola today at any toilet counter or by mail postpaid, 50c. If not delighted, your money cheerfully refunded. Nadinola, Paris, Tenn.

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Why Chase the Rainbow of Foreign Sales With its Complexities, Unsettled Political Factors and Exchange Uncertainties When A Pot of Gold Awaits You In the Huge, Compact, Easily Reached and Little Exploited NEGRO MARKET

Few advertisers, far too few, but among them many of the wisest and shrewdest, realize the tremendous and steadily mounting purchasing power of the American Negro. Others erroneously visualize him as a negligible, illiterate, unimportant consumer. It's time for truths and facts about this great but inadequately exploited market which can be reached only through the NEGRO PRESS.



NEGRO PURCHASING POWER \$2,000,000,000.00 U.S. Dept. of Commerce Estimates for 1934. NEGRO PURCHASING POWER \$1,900,000,000.00 TOTAL U.S. Exports \$2,081,000,000.00. NEGRO PURCHASING POWER \$2,000,000,000.00 German WORLD Imports \$1,736,000,000.00. NEGRO PURCHASING POWER \$1,000,000,000.00 French WORLD Imports \$1,499,000,000.00. NEGRO PURCHASING POWER \$2,000,000,000.00 U.S. Exports to C. A., Argentina, Brazil, Chile, Mexico, The Indies, Bermuda \$408,400,000.00. NEGRO PURCHASING POWER \$2,000,000,000.00 Japanese WORLD Imports \$653,000,000.00.

TREMENDOUS PURCHASING POWER

"A TWO BILLION DOLLAR NEGRO MARKET" says the United States Department of Commerce. (Photostatic copy of this government report available upon request.) But just how big is \$2,000,000,000.00? In money value it is equivalent to 95.5% of the combined total United States Exports to all countries in the world. It is larger by one-third of a billion than the entire imports of Germany, exceeds the total imports of France by one-half billion, tops the combined U. S. Exports to Argentina, Brazil, Chile, Mexico, Central America, the West Indies and Bermuda by nearly one and one-quarter billions and leaves the individual world imports of such countries, as Japan, Holland, Belgium, Italy, Canada and British India trailing anywhere from a billion and a quarter to a billion and one-half behind!

Does the Negro Spend and What does he Buy? A Negro's pay-day releases a flood of dollars immediately. He pays cash. In proportion to his earnings he buys goods of better quality than the white man. Yet the Negro also spends over 7.5% of his income is devoted to insurance and similar cashable investments. A slave less than 70 years ago he is now an able citizen, owning 760,000 farms selling \$68,000,000.00 worth of crops, and selling \$102,260,000.00 worth of goods at retail to his fellow

Negroes. His story is one of advancement only we in the United States can understand or believe possible. What does the Negro read? He is 100% Negro in mentality and feeling. White media are not for him and are often belligerently against him. Their influence upon him is almost negligible. But he does read and believe and act upon the contents of the newspapers owned, written and edited by and for his Race. Consistently he pays more for his newspaper than does the white man—from 5c to 10c per copy, an evidence of true reader interest not duplicated in

this or any other country. And these newspapers are National in Character, not the organs of political groups, not confined to petty local issues but devoted to the interests and news of the Negro Race. To an almost unbelievable extent the Negro saves and rereads his newspaper and passes it on to other readers. As an Advertising medium it approaches a magazine in productivity—brings in inquiries, influences or creates sales, weeks and months after its date of issue. A Few Prominent Advertisers in the Negro Press Ford Chevrolet, Wrigley, A & P, National Tea, N. Y. Central Armour, Bayer's Aspirin, Borden's Milk & Ice Cream, Dr. Caldwell's Syrup Pepsin, Ceresots Flour, Vaseline, Conoco, Cudahy, Schenley Distillers, Castoria, Standard Oil, Bond Bread, Golden Peacock, Lifebuoy, Creamolona, Nadinola, Lux, Fenetre, Phillip's Milk of Magnesia, Lydia Pinkham, Penn. R. R., K C Baking Powder, Morton Salt, Pillsbury Flour, Rinsol, Rumford, S. S. S., St. Joseph's Aspirin, Vick's Vapo-Rub, Sears Roebuck, Richfield Gas, Graham, Gulf Refining, Moroline, Florsheim Shoe, Hupmobile, Ward's Bread.

The Negro Market Can Be Reached Through One Organization For the past 16 years, the W. B. ZIFF CO. has enjoyed international recognition for its services in connection with the Negro Field. Thus, one transaction, one contact, one responsibility serves to facilitate the placing and handling of your advertising campaign in the Negro Press. Today, a powerful, influential Negro newspaper with A.B.C. circulation (strongly recommended by the Ziff Co. and advertisers alike)—is at your service. In any one of a number of key metropolitan centers. Of the 300 publications in this field there are many which fully live up to your most exacting requirements whether they be A.B.C. circulation, 100% coverage, low milline rates, merchandising cooperation, or dealer influence. Through the ZIFF organization any interested advertiser can quickly summon a wealth of material on proper media, market conditions, racial characteristics, etc. A letter or phone call will bring you a thorough, exact statement as to the possibilities of YOUR PARTICULAR PRODUCT in the Negro Field. No obligation, of course, just address the W. B. Ziff Co.

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Tears and Heartache



WHEN Amy looked in the mirror, she couldn't hold back the tears. What good was a beautiful skin, a stunning figure or a clever personality when her hair made her look old and faded. She knew why—knew that her dull, iron-burnt, off color, gray streaked hair made her look 15 years older, too old to join in the fun of the younger set. Luckily she confided in a friend, who advised trying Godfrey's LARIEUSE, French Hair Coloring. She lost no time. She tried it that very night. Imagine her delight just 15 minutes later when her hair became soft, silky, lustrous, and ebony black. It didn't look dyed; it wasn't smelly or sticky. The years seemed to have disappeared like magic and she looked her adorable self again. She literally made herself over in a day. You can make your hair beautiful, too—as easily and quickly as Amy did. Just apply Godfrey's LARIEUSE. It will not rub off or wash out and will last indefinitely. In jet black, black, dark, medium brown, light brown, and blonde. Every bottle is guaranteed to satisfy or your money will be promptly returned. Get a bottle—TODAY. If your dealer doesn't have

Godfrey's Lariouse send \$1.25 direct to... GODEFROY MFG. CO. 3506 OLIVE STREET, ST. LOUIS, MO.

Whiten Skin This Fast Easy Way



To quickly whiten, lighten and clear skin of pimples, freckles and other ordinary summer time blemishes, just do this one simple easy thing. Get 25c Dr. FRED PALMER'S Skin Whitener Ointment at any good drug store. Tonight spread a little of this delightful pure creamy ointment over your skin. See for yourself the wonderful results it gives. Insist on the genuine. Ask only for Special Whitening Soap Free Dr. Fred Palmer's Skin Whitener Ointment

A free trial of DR. FRED PALMER'S products awaits you. Just send your name, address and 3c for postage charges today to Dr. FRED PALMER'S Laboratories, Dept. 890, Atlanta, Georgia. A valuable and useful WEEK-END-KIT will be sent to you without further charge.

AGENTS WANTED TO SELL Cannolene Hair Grower (Double Strength) 50c Cannolene Bleach Cream (Double Strength) 50c And Our 18 Other Cannolene Beauty Creations Beginning our New Advertising Campaign we will give a Free Start to intelligent, energetic men or women who are ambitious to make money and build up a business of their own selling beauty products of the better kind. Ours is strictly a quality line that appeals to the best people everywhere. You make more money with a quality line and you win valuable prizes. Write at once to Cannon Cosmetics Co., Dept. 20-A, Atlanta, Ga. N-N-F. Ex. S.