

Broad Fight For Race Rights Urged By N.A.A.C.P.

Largest Negro Paper in Nebraska

THE OMAHA GUIDE

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JUSTICE AND EQUALITY

ALL THE NEWS WHILE IT IS NEWS

HEW TO THE LINE

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NEGROES URGED TO SEEK BETTER HOMES

St. John Literary Club Has Entertainment

HOLD MEETING AND LUNCH FOR MEMBERS: PRIZES ARE AWARDED

The St. John Literary club held a very interesting meeting Monday at the Althouse Beauty school, featuring a book review by Mr. Edward Bruce who reviewed the book entitled "As a Man Thinketh" and a quiz session on Negro History led by Miss Covington.

Prizes were awarded to the following persons, Mr. William Conwell, for answering the largest percent of questions, Mrs. Christine Althouse, the sponsor, for the wonderful interest she has shown in the organization.

The club, eighteen in number enjoyed a delightful Dutch lunch following the awarding of prizes.

Mr. Lawrence Lewis, a former member of the club, was present and given a warm welcome. Mr. Lewis has been sojourning in St. Paul, Minneapolis, for the past ten months.

SALEM BAPTIST MISSION

The Salem Baptist Missionary Society met Friday, March 11, at the home of Mrs. Ader Watson, 1069 North Twenty-seventh street. A very enjoyable meeting was held. Fourteen were present. The lesson taught to us by the instructor Mrs. A. D. Turner was found in the 23rd chapter of Matthew, beginning at the first verse. Subject was "Use Not Liberty for a Cloak."

Mrs. Ader Watson served a lovely luncheon. Everyone enjoyed themselves and were very grateful to Mrs. William Haynes as our visitor. She spoke some very interesting words to us. We are always glad to have her with us.

The next meeting will be at the home of Mrs. Haynes, 2107 North Twenty-seventh street, Friday, March 18. Come and visit us anytime. Visitors are always welcome.

THRIFTY 12 ART CLUB

The Thrifty 12 Art Club met Tuesday March 8 at the home of Mrs. Addie L. Marrow, 5517 South Thirty-third avenue. The meeting was called to order by the president, Mrs. Whitlow. Following a brief business period the hostess served a delightful luncheon, keeping in line with St. Patrick's Day which was enjoyed by all.

We were happy to have Mrs. Katye Smith of Twenty-ninth and R streets as a guest. Mrs. Smith stated she had a very pleasant visit with the club. Everyone seemed very happy to see Mrs. Pearl Lee back at her post, and sorry to know Mrs. Minnie Williams is quit ill. We hope she will soon be able to be up and about again.

Everyone reported a pleasant afternoon.

M. Robinson

DAUGHTER BORN

A daughter, Sandra Cecile, was born to Mr. and Mrs. Cecil R. Watson, Monday, March 7. Mrs. Watson was formerly Miss Ruth M. Jones of Omaha and a teacher in the public schools of Atchison, Kas.

Mr. Watson spent two days in the city with his family.

The Watsons now reside in San Francisco, California.

Mrs. Watson and daughter will remain in Omaha with relatives for a short time.

Holds University



DR. FELTON G. CLARK, the new president of Southern university, Baton Rouge, La., Dr. Clark took over the administration of the institution formally on March 9, succeeding his father as president, Dr. J. S. Clark, who retires June 30 and becomes president emeritus, headed Southern for 24 years while it grew from a small beginning to one of the most important state Lang Grant colleges in the South, with a plant worth \$1,500,000.

S. S. Alliance Holds Meeting

The Interdominational Sunday School Alliance met Sunday, March 13 at Christ Temple church, at 3:30 p. m., with the secretary in charge after which the superintendent presided.

There was a forum discussion, "Are Sunday Schools Essential and are they Producing the Desired Effect?" led by Mr. Parker of St. John. Some very interesting facts were expounded.

The members of Christ Temple Sunday school are very proud of the attainment of both banners.

A short, spicy, and timely program was rendered.

The next meeting will be held April 10 at St. John church.

Subject for discussion, "Can the Church of Today Solve the Present Day Problems?"

We are asking the cooperation of all the Sunday schools of the city in making this a worthwhile organization. Come, you will be benefited.

Bro. Webb, Superintendent; Mrs. Beatrice Gray, Sec'y; Miss Ruth Hersey, Rep.

WELCOME CIRCLE GIVES FINE PARTY

On Sunday afternoon, between 4 and 8 p. m. Mrs. Earl Jones, 2512 Corby street gave a delightful St. Patrick's Day Tea. Soft green light gave color to the dining room. A repast consisting of green frosted cake, green sherbert and green candy in connection with chicken salad, tea and other varieties were served.

To top off this beautiful affair was the lovely hostess, Mrs. Jones dressed in a sheer green dress to completely match the setting. More than 150 persons attend this affair.

BATTLE FOR FULL RIGHTS AS CITIZENS

New York, Mar. 17—A call to the country to dig in in the home communities for a broad battle to secure the citizenship rights of colored people was issued today by the National Association for the Advancement of Colored People.

Pointing today to the 47-day filibuster against the anti-lynching bill as evidence that the Negro must fight not only lynching but a whole system of discrimination, exploitation, and oppression, the association states that it is not calling any conferences on the anti-lynching bill at this time, but is pressing a program of education and action in hundreds of communities throughout the country.

For the anti-lynching bill itself, the NAACP states that it is negotiating certain plans for securing further action on the bill at this session of Congress, but that these plans for the present cannot be revealed. Without relenting in its work against lynching, the association is driving forward on certain objectives which will be shaped up rally at its Twenty-ninth annual conference to be held in Columbus, Ohio, the last week in June.

The principal item in this program is a fight to secure the ballot for those colored people who are now denied it and to this end, the association has already sent instructions to its 400 branches, youth councils and college chapters to stimulate registration and voting. Suitable test cases will be instituted in the courts and careful consideration will be given to the framing of legislation where the need for such is indicated.

The association also is mobilizing its members and associated groups behind certain proposals to guarantee that the proposed federal education bill will not discriminate against Negro schools. It is asking that the bill contain a provision for a minimum school term of 160 days, that the distribution of federal funds be equitable without reducing the provisions of state and local funds, and that annual reports on the distribution of this money be published and the authority given the federal government to withhold the funds of any state which violates the act.

A wage and hours bill which will (Continued on Page Two)

Former Northside Druggist Opens Store 24 & Seward

C. L. Reid formerly a partner in the Reid and Duffy Drug store, announces the purchase of the Thull Drug store at 24th and Seward street.

In order to give the first class service which characterizes his stores, Mr. Reid has installed new fixtures, new decorations and stocked up with a complete line of high class drugs and sundries. His motto will be—It must be good if carried by the Reid Pharmacy. Since giving up his partnership at 24th and Lake streets, Mr. Reid has operated stores in Grand Island and at 24th and Fort St in Omaha. However, he says that he has had a desire to return to the Northside among his old friends and acquaintances and that he will greatly appreciate their calling on him for the best in merchandise and prompt delivery service.

Youth Council To Hold Big Meeting

The newly formed Youth Council will hold its first business meeting Friday evening at the Urban League beginning at 8 p. m.

All persons from high school age to the age of twenty-five inclusive are urged to attend.

Speakers interested in the welfare of youth will lead pertinent questions pertaining to youth problems here in Omaha.

SAFEGUARDS ASKED FOR IN EDUCATION BILL

New York, Mar. 17—Pointing out that the proposed federal education bill, which will distribute \$855,000,000 of federal money to the states in the next six years, will probably not be called up for a hearing before going to the floor of Congress, the NAACP is asking that certain safeguards against discrimination be included in the bill.

For the protection of Negro schools, the NAACP is asking, (1) equitable distribution of funds between white and Negro schools without reducing the proportion of state and local funds spent on Negro schools; (2) a minimum school term of 160 days for every school, white and black; (3) annual reports from the states to the U. S. Commissioner of Education; (4) authority to withhold allotment from states which violate the act. The NAACP is asking that letters be sent to President Roosevelt, Senator Alben W. Barkley, Senator Pat Harrison and to the senators from the states in which the letter writers live.

Career Conference Held At YWCA

On Friday, March 18, 19 and 20, the Second Annual Career Conference for high school youth and young people out of high school up to the age of 22, will be held at the Northside YWCA. The theme of the Conference is "The Key to Your Future." The Conference will open on Friday with a banquet at 6 p. m. Miss Mary E. Sawtell, the director of the union Division of the Nebraska State Employment Service, will be the banquet speaker. She will talk of the kind of person one needs to be in order to succeed in any line of work. Betty Davis, of the Cross Eicks Girl Reserve group, will preside at the banquet.

On Saturday evening, there will be a symposium on Occupational Trends, followed by discussion groups. The following persons will participate in the Symposium and read the discussion following it: Social Service, Mrs. Robbie Turner Davis; Trades, Mr. Harry Reimund; director Omaha Division of CCC; Beauty Culture, Mrs. Christine Althouse; Domestic Arts, Mrs. T. P. Mahammitt, and Civil Service. Persons to be announced. The Conference closes on Sunday afternoon with a Summary and Inspirational message by Mr. Randall Meiert of the Public schools.

Mrs. Helen Thomas, of Casper, Wyoming, returned home after a visit with her parents, Mr. and Mrs. Edward Fletcher, and little daughter, Betty Jean. Mrs. Thomas spent several weeks in Omaha and attended many affairs in her honor by her sisters, Miss Lorraine Fletcher and Mrs. James Crumbley and many friends.

FARMERS FOR WHITE SPOT CAMPAIGN

Effect of the Nebraska White Spot advertising campaign in time will be to "double our population and stimulate business in all lines so that we never will be tempted to add to our tax structure by adopting any of these insidious vagaries which are proving detrimental to the welfare of some of our sister states."

That is the opinion expressed by G. F. Eberspacher, of Seward, a Master Farmer since 1930.

"As an old Master Farmer of Nebraska I want to express my hearty appreciation of the campaign to advertise our state as the White Spot of the Union for its freedom from those devastating extra forms of taxation so widespread over the country, and for its freedom from debt," Mr. Eberspacher said. "I am glad we have a well established and successful policy of paying as we buy instead of piling up huge bond issues to borrow money."

"This news spread before the world will foster industries here to have a part under our liberal laws and working up our surplus products into useful articles for general consumption over the country."

W. Marshall Ross, of Gibbon, president of the Midwest Wool Marketing association and a Master Farmer since 1929, does a great deal of traveling.

"Wherever I go and am introduced as a resident of Nebraska the response is, 'Oh, yes, The White Spot of America where you have no bonded indebtedness, no sales taxes or income taxes, and your roads and statehouse are paid for when finished.'"

"The publicity given Nebraska by the fact that it has no bonded indebtedness or sales tax has been far-reaching," Mr. Ross said. "I have read many editorials in Kansas and Missouri papers in regard to the White Spot of America, and the commentators usually wind up by saying, 'I would like to live in a state like that.'"

"There is no doubt," Mr. Ross added, "that many people will be attracted to Nebraska, for after traveling over many midwest states I know that Nebraska has many other advantages in addition to its freedom from debt and nuisance taxes that recommend it to (Continued on Page Two)

TVA Probe Will Include Jim Crow

New York, Mar. 17—If a senatorial investigation is made of the TVA, the question of discrimination against Negroes will be included in the examination, the NAACP was assured by Senator H. Styles Bridges, of New Hampshire. When Senator Bridges announced recently that he would ask for an investigation of "every phase" of the TVA, the NAACP telegraphed him asking for permission to have its officers appear at such an investigation, and submit evidence of the gross discriminations against Negroes in the TVA with respect to employment and residence.

Don't forget the Hobby Show on May 7. It will be a display of articles made during the Hobby Days on Saturday at the YWCA. Also Groups in the "Y" who have had interest groups in knitting will take part.

DR. SULLENGER SPEAKS TO LARGE AUDIENCE AT URBAN LEAGUE CENTER

People's Drug Co. To Have Formal Grand Opening

Sunday, March 20, will mark the opening of the first Negro owned and operated drug store ever to be established in South Omaha, when the People's Drug Co. formally opens its doors to the general public at 2729 Q street.

The company is composed of Dr. S. B. Northross, manager, who has for years successfully served the populace of South Omaha as a physician, M. George Althouse, who has been active for years in the labor movement of the Pullman Porters in the middle west, and Rev. P. M. Harris, who has operated a successful Tonsorial parlor on the Southside for years.

The People's Drug Co. promises efficient and courteous service at all times and invites the general public to visit their store on Sunday, March 20 and inspect for themselves the new and wholesome stock of drug merchandise on hand.

MURDER TRIAL TO U. S. SUPREME COURT

Washington, D. C., Mar. 17—Attorney retained by the National Association for the Advancement of Colored People will argue the case of Joe Hale, who is convicted of murder in Paducah, Kentucky, before the United States supreme court here Monday, March 28. Hale's case was taken over by the NAACP at the request of the Colored Civic League of Paducah after the Kentucky supreme court had affirmed his conviction and death sentence. The appeal to the high court is based upon the fact that Negroes have been denied jury service in the county in question for more than fifty consecutive years.

Better housing is becoming the watchword throughout the United States. Sunday afternoon, Dr. T. Earl Sullenger of Omaha university, told an audience at the Urban League Community Center that the effects of bad housing were many. He stated that it increases mobility, bad health, overcrowding, immorality and the breakdown of family life. He further pointed out that bad housing causes a lack of pride in the home and that the tenant should insist that the landlord cooperate in beautifying the home through painting and providing of the necessary plumbing, thus making for a better health and sanitary condition. He urged that the Negro populace of Omaha get together and see that the city ordinance as it pertains to housing be adhered to.

Many of those present were residents of the new Federal Housing Project, Logan Fontenelle Homes, and upon interviewing them it was brought out that for two or three years many who were now taking advantage of the modern apartments of the federal project, had sought to have their respective landlords fix up their homes, such as repairing of plumbing, installing of inside toilets and bathtubs, painting, etc. but had been repeatedly refused.

The meeting was sponsored by the Omaha Council of the National Negro Congress, J. Dillard Crawford, chairman of the Negro Commercial club's better homes committee, presided.

Other speakers were J. Westbrook McPherson, Council president; S. Edward Gilbert, national chairman of the Congress; B. E. Squires, Urban League Secretary, and Paul Holliday, member of the Commercial Club Better Homes committee.



MRS. NELLIE B. JACKSON ROGERS, Grand Basileus of Zeta Phi Beta, who has just led her sorority in observance of "Finer Womanhood Week." Mrs. Rogers elected this winter to succeed the late Violet Anderson, is a native of Wheeling, West Va., and a product of Teachers College of Indianapolis and Butler university. For 15 years she has taught in the public school system of Indianapolis.