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THE OMAHA GUIDE

JUSTICE AND EQUALITY

ALL THE NEWS WHILE IT IS NEWS

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Comics
EVERY WEEK

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Number Twenty-five.

BETHUNE COLLEGE BURNS; FIRE RAZES McLEOD HALL

PENNEYS NEW SUPER STORE HAS GRAND OPENING MANY NEW EMPLOYEES

The new J. C. Penney store just completed at Sixteenth St. between Douglas and Dodge in the heart of Omaha's metropolitan shopping district, opened for business Thursday morning at 9:30 o'clock.

Work on this big department store, which extends over the four building (with 178,000 square feet of floor space) formerly occupied by Haydens has been under way since the first of the year. The entire interior has been torn out and remodeled. New steel work was installed, wall were ripped out, stairways added, elevators rebuilt all the old fixtures destroyed.

There were 1001 other construction details all of which go to make the interior of this new super-store the last word in modern department store design. For many months a large crew of decorating experts has been preparing for the grand opening.

Pleasing Color Schemes

Among the many and varied features that make the new Penney store something extremely and pleasantly new is the ingenious use of colors everywhere throughout the interior. The color schemes are soft and pleasing, nothing to startle and clash. Most of the hues of course are backgrounds designed specifically to set off the brighter views of the merchandise displayed.

With the opening of this new store, score of additional salespeople will be given employment. The entire staff of the Penny store at its former location will be on hand to greet old customers. Salespeople, who formerly worked as "extras," will be given steady employment, and others will be added to the selling staff. On opening day, over eight hundred Penney "associates," did their part to make this celebration event as pleasant for customers and as efficiently handled as possible.

For the past month during this immense remodeling project hundred of skilled and unskilled workers were given employment.

22 COLORED EMPLOYEES

The Penny Store has on its staff 22 colored employees. 15 men and 7 ladies. The ladies employed are Mrs. Ikie Williamson, Mrs. Margaret King, Mrs. Evelyn Williams, Mrs. Alice Dailey, Miss Dora Duley, Mrs. Helen LaSuer, Mrs. A. Jones and Mrs. A. Fuen-tal. The names of the men employees were not available at this writing.

Dining Car Men Oppose 15 Per Cent Wage Cut

Chicago, Sept. 29 (ANP)—Railroad owners made a move this week to cut the already low wages of dining car employees as locals affiliated to the joint council, national organization of dining car employees, began receiving notices from the carriers that effective Oct. 1, the carriers would cut wages 15 per cent. Immediately upon receipt of these notices, application was made through the joint council for the services of the National Mediation Board to stay the order of the carriers. Dining car employees not affiliated with the Railway Executives' Association that handles national questions affecting most of the workers in the railroad industry were not a party to the recent negotiations. They are the ones dealt with separately by the carriers.

DAYTONA BEACH, Fla., Sept. 30—(Special)—Fire of an undetermined origin early Thursday morning swept through McLeod Hall on Bethune-Cookman college campus, completely destroying the building. Destruction of the building represents a loss covered only partially by insurance.

McLeod hall was a 14 room structure erected on the campus in 1920 and originally served as a hospital. It was the first hospital south of Jacksonville built solely to minister to the ills of the Race. The only other hospital in which members of the Race could receive medical services was the one maintained by the Florida East Coast railroad for its employees.

Mrs. Bethune Hopeful

In discussing the disaster, Mrs. Mary McLeod Bethune, founder and president of the institution, stated: "From the ruins of this, the second building erected on the campus, must come a modern home economics building. I feel that our friends throughout the country interested in education and our school will help to carry forth the plans that we had outlined."

Mrs. Bethune is advisor on Race affairs to Aubrey Williams, head of the National Youth administration.

Hundreds of nurses have been graduated from the destroyed school, many of whom are now serving in various capacities throughout the country. For the past few years it has been used as a class room building. It was planned to open the home economics department in the building this fall and the plans for conversion of the building into a practice home had been perfected.

As soon as sufficient funds are in hand it is proposed that a modern home economics buildings will be erected on the site.

ACCUSED OF BEATING OFFICER; TURNER PUT UNDER \$7,500 BOND

Two men who last Saturday night are alleged to have attacked Police Officer James E. Callahan while he was attempting to make an arrest at 24th and Seward Sts. were bound over to the district court Mon. morning for trial.

Bond of LeRoy Turner, 28, 1702 North Twenty-sixth street was fixed by Municipal Judge O'Brien at \$7,500, and that of A. T. Thomas, 47, 1615 North Twenty-seventh street, at five thousand dollars.

According to witness one of the men who was apparently under the influence of liquor, was told to go home by Patrolman Callahan which he refused to do, but seized the officers' club, and began to run across 24th St. with the officers in pursuit. Witness said just before they reached the other side of the Street, the man turned and struck the officer with a thud across the head knocking him down. The onlookers prevented him from hitting Callahan again.

HILLSIDE 2ND ANNUAL CANDLE LIGHT SERMON

Sunday night, Oct. 2nd at 8 o'clock the Hillside Presbyterian church 30th and Ohio will have its 2nd annual candlelight service commemorating the world wide communion service of Presbyterian throughout the world. The choir will render special music. October 16th, will be the 9th Annual Harvest Festival, and all members are asked to cooperate in the Harvest State Rally.

SECURE AMERICAN MEDICAL ASS'N RECOGNITION



The president of the National Medical Association and members of its committee, who for the first time in history appeared before the House of Delegates of the American Medical Association, The committee pledged the cooperation of organized Negro medical men to the AMA policy of attempting to guide the U. S. Health program. They also asked that the doors of the AMA be opened to Negro doctors, pointing

out the handicaps which face the Negro practitioner who seeks to work in public institutions on his own patients and race.

Top: Dr. George W. Bowles, president, National Medical Association; lower: left to right, Dr. Carl G. Roberts, Provident Hospital, Dr. Clarence Payne, president Cook County Medical Association and Dr. Roscoe C. Giles, late president NMA. (ANP).

Cornhuskers To Hold Final Golf Meet Sunday

The members of the Cornhusker Golf Club will participate in the last tournament of the season Sunday, when an 18 hole club meet will be held at Elmwood. 3 prizes will be awarded. Those expected to participate are: Billy Davis, Joe Owen, John Pegg, Boyd Gallo-way, Penny Murray, Jess Hutten, U. Watson, Dr. Craig Morris, Lonnie Thomas, and Malcolm Scott.

Moves North



J. B. DEANS

Formerly manager of the Richmond, Va., office of the North Carolina Mutual Life Insurance Company, who has been placed in charge of the new Philadelphia, Pa., office, 512 S. Broad Street. Mr. Deans is a man of seasoned insurance experience, of fine personality, sterling character and unquestioned ability. On his Philadelphia staff will be T. L. Walker of Richmond, a graduate of Virginia State College, A. P. Dumas of Oklahoma City, a Howard man, and Francis Griffin, who attended Temple University Philadelphia. Great things are expected of the N. C. Mutual in Pennsylvania, with Mr. Deans leading the way.

The Association which will meet once a month hopes to foster a better understanding and to promote a friendly spirit among the Tenants of the Homes.

OMAHA NAACP PLANS MINSTREL

According to Dr. Jones, president of the Local Branch, the N. A. A. C. P. will sponsor a minstrel and parade on October 15th. He said the presentation will offer some of Omaha's very best stage talent.

Officials Elected for Fontenelle Tenants' Ass'n

Dwellers of the Logan Fontenelle Homes turned out in large numbers Friday night, September 23, 7 to 9 P. M. to vote for the officials of their newly formed Tenants' Association. The balloting which was carried on in official manner by Election Commissioner Wallace Wright, showed the following candidates elected; Gov.-at-large, Atty. Charles Davis; Treasurer, Edgar Warren; Secretary, Mrs. Allison Fredderick; Sgt. at-Arms, Collins Lee; Gov. of 1st District, B. S. Sutton; Gov. of 2nd District, Mrs. Florence Terrell; Gov. of 3rd District, Gene Murray; Gov. of 4th District, Nate Goldsmith; Gov. of 5th District, Milton E. Johnson; Gov. of 6th District to be followed by appointment. The election afforded an opportunity for many of the 110 families to meet and get acquainted as well as to form an organization for dealing with their minor problems.

Plaintiff Shoots Defendant In Open Court

London, Sept. 29 (ANP)—Apparently dissatisfied with the verdict of the judge in a suit for assault brought against three fellow students, a colored student shot one of the defendants in open court just after the judge dismissed the case on the grounds that since the assault took place last December it was too late for the plaintiff to file charges. The wounded student was not seriously hurt, receiving only a superficial wound in the thigh.

Litvinov Assails Betrayal of Czechs, Ethiopia, Spain, China

3 KILLED IN CAR CRASH

OMAHA GUIDE'S

12th and FINEST FOOD
and HOUSEHOLD
DEMONSTRATION

OCTOBER 18 - 22
WATCH FOR DETAILS

A Houston Martyr Voices Thanks for Freedom of Comrade

New York, Sept. 23—An echo of the famous Houston, Texas riot of 1917, when 152 members of the U. S. Twenty-fourth Infantry were sentenced to death and imprisonment was heard here this week.

In a letter made public today by the National Association for the Advancement of Colored People, Roy Tyler, one of the "Houston Martyrs" voices his thanks for the long fight waged by the Association in freeing those members of the Infantry who escaped the death penalty. Tyler's letter said in part:

"It is a pleasure to have this golden opportunity to pen you a few words of thanks and appreciation for your loyalty to the Twenty-fourth Infantry which was involved in the Houston riot of 1917. I am heartily thanking you so much for fighting for and with us until the freedom of the last comrade has been gained."

William Burnett only remaining member of the Infantry in prison was freed July 20 from the penitentiary at Leavenworth, Kansas by President Roosevelt, after having served more than eight years of a nineteen-year term.

COLORED ORGANIZATIONS ASSISTED BY COMMUNITY CHEST

For building upkeep and general expenses, The Colored Old Folks Home received \$1,900 from the 1938 Budget of The Community Chest. The Urban League Community Center received \$8,000. The YWCA and several other social agencies were also aided by the Chest. The total amount pledged for the 1938 budget was \$553,067.39.

Joe Louis Softballers Beat Falstaffs 4-2

The Brown Bombers softball team led by World Heavyweight Champion Joe Louis, defeated Omaha Falstaffs State Champions 4 to 2 Thursday night before 2,800 fans at Falstaff park. Joe Louis signed autographs, talked over the radio, pep talked his teammates and fanned out three times to put on a swell

Lancaster, Mo.—Two Iowa men were killed and two persons injured in a head-on crash on highway No. 63 near here Thursday night, Sept. 22.

The dead:

Forrest Green, 30, 1203 East Court St. Ottumwa, Iowa instantly killed.

Arnold Stanley Bottoms, 39, 637 E. Main St. Ottumwa, Iowa who died early Friday morning at the Ottumwa hospital.

The injured are Harry Brown, 33, of 108 W. Second St. Ottumwa who received severe pelvic injuries and Mrs. Belle Cooper, white of Kansas, City, lacerations of the head and face.

Mrs. Cooper was riding in the car driven by Leslie Ellis, white of Kansas City, who escaped uninjured.

When the two cars crashed on a straight stretch of road, the Kansas City car was knocked over an eight-foot embankment. Mrs. Cooper was thrown clear of the car before it landed in the ditch. Bottoms' car was badly wrecked.

PROBE DEATH OF MINISTER

Dallas—Sept. 28. Death of the Rev. R. D. Nious, 38-year-old pastor of Mount Salem Baptist church here, whose body was found slumped on the steering wheel of his car at Hutchins, with blood flowing from his nose, was still shrouded in mystery this week.

His death was pronounced by a justice of the peace as caused by cerebral hemorrhage, but at the insistence of family and friends, officers are investigating to deter-

mine if the minister was killed. A farmer at Hutchins, in front of whose home the minister died in his car, was arrested as a suspect and questioned. He was later released.

The contents of some food from the minister's stomach found on the floor of his car, were being examined by authorities. Rumors that the pastor was poisoned have been rife in the city since his death Monday night.

REV. L. A. STORY OF KANSAS CITY SENT TO OMAHA

show for those who came out to give him the once over. The Louis team will play at Holdrege, Nebr., Sept. 30, after which they will go to Topeka and Kansas City.

Judge Grants Stay of Dis- possession To Negro Living On East Side

New York, Oct. 1—Justice Michael R. Matteo in the Second District Municipal Court this week was granted a two months' stay of eviction to John Winters, ordered dispossessed because of his race from his apartment at 7 St. Marks place lower East Side, where he has lived for five years.

In granting the stay until November 15, Justice Matteo sharply criticized discriminatory practices by landlords who are segregating the Negro people.

Winters was handed an eviction notice by the Poughkeepsie Holding Corp., 250 West 57th St. The East Side Tenants Union accused the real estate firm of evicting the Winters family because of race prejudice.

The tenant's organization charged that landlords on the lower East Side are attempting to oust all Negro families from the area. Winters was the only Negro tenant in the house. All the white families in the tenant signed a petition requesting the real estate office to withdraw the disposes proceedings.

Lenord Wacker, attorney for the tenant's union said that the organization would continue to fight the eviction.

Richmond, Mo.—Several important changes in appointments were announced Sunday, September 25 by Bishop, J. A. Hamlett at the closing meeting of the Kansas-Missouri CME conference which met here last week.

The Rev. L. A. Story, pastor of the Jamison Temple CME church in Kansas City for the last three years, was assigned to the Cleaves Temple church in Omaha.

The Rev. R. O. Langford of Durham, N. C., was appointed to succeed the Rev. Mr. Story at Jamison.

Birmingham Considering of Negro Policemen

Birmingham, Sept. 29 (ANP)—Possibility of adding three or four Negroes to the police department to patrol the colored district was aired by Commissioner Eugene Connor last week, who said that no definite action would be taken until public opinion had been sounded out.

Connor added investigations would be made in Southern cities now using Negro officers. He admitted he did not know how police superiors in Birmingham would react to the idea. Many members of the police department, however, were of the opinion that colored districts could be more efficiently patrolled with Negro officers.