

SOCIAL AFFAIRS

The Society World

CLUBS ORGANIZATIONS

Mrs. E. I. Barber, one of Omaha's promising beauticians gave a Birthday Party for her youngest son, Master Nelson Barber. Those present were Autry Maurice Her-

Mr. Frank Johnson of 2606 Patrick avenue was called to Perry, Okla. to the funeral of his oldest brother. The second death to occur in the family since Christmas

Robbin's Pharmacy 2306 No. 24th St. WE 171

EASTER FLOWERS CHAS. EDERER FLORIST PALMS, PLANTS, CUT FLOWERS, DESIGNS AND DECORATIONS 30th & Bristol Sts. Omaha, Nebr.

WE. 1795 WE. 4746



VOTE FOR RICHARD BRITTON (SANDY) CITY COMMISSIONER MGR. CENTRAL OPTICAL CO. Your Vote Will Be Appreciated

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Political Advertisement

PRE-EASTER PARADE



Spring Cleaning Easy with NEW ELECTRIC CLEANER

There's a new helper in this year's spring cleaning parade!... the new Electric Cleaner—an economical, efficient, housecleaning servant.

Besides helping with the rugs, upholstery and mattresses—the new Electric Cleaner is valuable for getting the loose dirt from over the doors and hard-to-get-at corners. And those are the places that make housecleaning a drudgery—that are likely to be the cause of backaches and sore muscles such as you remember from other years.

Make a change this year! It's easy to own a new Electric Cleaner—and it costs so little to operate because electric service is so cheap in Omaha.

Cheap Electricity SERVES and SAVES

See Your Dealer

URBAN LEAGUE RECREATION

The pre-school children would like to have their mothers visit them during their session at pre-school. There is still room for more children to enroll. The Rhythm Band is progressing nicely along with a musical playlet which will be presented in the near future.

The girls at the YWCA are having a grand experience in learning to play badminton. A ping-pong tournament is being planned. Betty Jones was the champ last week. We wonder who will win this week.

The girls' handicraft class at the Urban League is making "what-not" shelves. A Mrs. Ann Williams is making a very pretty one as a gift to her mother.

Many unique kites have been made in preparation for coming kite tournament on the 22nd of April. There is still time and materials left for all boys who wish to enter.

We would like to announce a bird house contest. Boys come to the Urban League and ask for Mr. Gerren.

Mrs. Ella Saunders Long, a former resident of Mo. died here at her home in Omaha, April 5th 1939. She was taken ill four years and had been bed-ridden for the last three years.

She is survived by her husband, W. B. Long, and a sister, Mrs.

Ladie M. Johnson of Chillicothe, Mo., an uncle, Mr. James Crews of Kansas City, Mo., and a host of cousins and friends to mourn her loss.

The Wide-Awake 24 will meet at the residence of Mrs. Allie Jones 2427 Ohio St. Friday afternoon 2:30 P. M. April 14. All members are requested to be present. Please don't forget your waist measurement.

Mrs. Mae Jackson, president

FREE! FREE! FREE!

A picture both entertaining and educational. Come and bring your family an enjoy the evening with the parents and teachers of Long School 26th Franklin St. Thursday April 13. Time 8 P. M. Place at Long school.

An Easter Cantata, entitled 'Hillside and Garden' will be presented at 6 o'clock Sunday morning by the young people organization of Pilgrim Baptist church assisted by Mr. Thomas Jones, Mrs. Constance McGee, Mrs. Veta Jowers, and Mr. Fred Dixon. Special parts are being taken by a trio of young Misses who are Louise Downing, Margaret Dorte, Hattie Crumps. The angel, Miss Annie Bell Thomas, and Mary Magdalene, Miss Groves Marshall.

HADASSAH RUMMAGE SALE

The Hadassah Organization will hold a Rummage Sale, Wednesday Thursday and Friday, April 12 to 14 at 1322 Farnam St. You will get what you want at our sale at bargain prices.

City Union of the Ushers and Usherettes

Jack Hall, reporter

The president held her Cabinet Meeting last Sunday at the residence of Mrs. Mayberry's on No. 27th St. We were glad to see so many present. Among them was a representative from Bethel Baptist on the South Side, who favored us with a short talk: "Thanks" hope you will come again soon.

While making my usual rounds last Sunday to the different churches, I was pleased to notice so many Ushers and Usherettes on the job, not much "Gum chewing" and little talking here and there.

Now Mrs. J. of Salem, hope you better luck next time with your "pennies" while selling your church paper "the Voice" don't be so fussy, Thanks.

Mrs. Henderson of Pleasant Green reported one of her Usherettes ill. Here's hoping she'll be O. K. and on the job next Sunday. So Long.

TOWL FOR COMMISSIONER RALLY

Leaders of the North Side Towel for Commissioner Club have arranged a big rally for next Saturday night April 8th at Dreamland Hall. Senator John Adams, Jr. president of the Club will act as master of ceremonies.

WALK INTO—THE SQUARE DEAL POULTRY MARKET

Which is Sanitary and Clean Stock Squabs, Rabbits and see All kinds of Fat Hens Springer Stags and Fresh Eggs

—DELIVERY

2528 CUMING ST. WE. 4277

Speakers will include Former Mayor Roy N. Towl, J. Westbrook McPherson, Emmett Hannon, W. P. "Bob" Donahue, Peter Mehrens, and other independent candidates in the city primary, and Richard C. Meissner, who will talk on the subject "Down with Dictatorship."

THE URBAN LEAGUE CITY CHAMPIOSHIP NORTH DISTRICT FOR MARBLE

In the Senior Division, Leroy Mc Davis won first place with 17 points. Otis Page was second with 13 points.

In the Junior Division, Russell Smith won with high score of both division with 27 points Maurice Hautspetch and Norman Jackson, tied for second place with 19 points apiece. They played a deciding game of 5 marbles. Norman Jackson had 3 of the 5 to his credit and stuck in the ring where he was knocked out by Maurice. Maurice won the game on that stroke of luck.

The Labor Non-Partisan League wishes to announce that they are supporting the following candidates: Mace Brown, Joe Dolan, James Roncka, J. Westbrook McPherson.

The Just We Social and Charity Club will have their Annual Tea and Style review Sunday April 9th 2519 Wirt St. at the residence of Mr. and Mrs. J. W. Dacus. Hours from 4 to 7. There will be music. Mrs. Edith Todd, president.

THE BEAUTY BOX

By VERSIE WINSTON of

Northside Beauty Shop

1939 FORECAST

Ladies and Misses: 1939 coiffure fashions that put a new interpretation on feminine sophistication, curls marching upward to romantic heights, ringlets creeping over the crown and dipping low on the forehead, streamline at the temples and sleek tapered contours in the back.

Off the neckline to complement the new high-necked afternoon frock is over, nightfall brings an "Opening night," and for this occasion we use all artistry in creating a formal style mainly to shadow waves and carefully sculptured curls clinging to the contour. For day wear, the newest trick in millinery appears to be the tiny hat with plenty of color including a colorful veil that finds its way under the chin.

Foremost in the minds of these women is fear of criticism by husbands, children, relations, and even their friends. They have an abnormal fear of being "talked about." If I were you I would turn this fear of criticism into a desire for praise. I'll tell them that the day of "Whistler Mothers" went out with the bonnet and the horse car. Today children and grand-children take pride in a mother who looks no more than her age and who is becomingly and naturally groomed to make her children and her husband proud of her looks is the secret goal of every mother.

The fashion argument is often a successful with elder women as with younger ones. Often they are more fashion conscious but are afraid to express it. They want to "grow old gracefully" and welcome the aid that this type of beauty service gives. The comfort of short hair does not need to be argued. It is evident. Ears have re-appeared—pretty

as red shoes they are, too, when they ARE pretty. But study your profile and make sure ears won't break the lovely sweep of profile and hair. Hair can ruin our looks and hair can make them as to first impression as to type as to allure. Remember that hair is the sing and seal of personality.

In these days you must know your shop, get an operator who knows your hair, its texture and condition, pay a fair price and get the best. Anything else is risky. When you pay a fair price you know that best service is given. The croquignole marcel is in demand because it has an air of its natural appearance and lack of regular pronounced waves. The more brushing the prettier the wave will be, pushing the waves in place with the fingers as you go along.

Booker Washington, an outstanding pianist of Omaha has been quiet ill for the past weeks. Latest report he is rapidly showing improvement. We join with Vercelee Norvell in hoping for his quick recovery.

HOLLYWOOD CHARM

by Bessie Mae West of the Althouse School of Beauty

Make up if correctly applied improves any individual's personal appearance.

A make up does not necessarily mean rouge (lipstick, eye make up and powder but might be a combination of any two or three.

A make up is applied correctly it does not look artificial. A make up should look as if its one of your natural inheritance of Beauty.

The length width and shape of the face determines the balance of our make up. A small face does not require as much rouge as a larger face with larger cheeks. The hair dress is also a determining feature.

The color of lipstick and powder to be used is determined by the amount of pigment of the skin. The tips of the ears and palms of the hands are factors for choosing make up.

Visit your Cosmetologist and watch Hollywood Charm for helpful Beauty hints.

FEDERAL MUSIC

The WPA Federal Orchestra this week entered its fifth program of Music Appreciation concerts in Omaha schools. This program will be dedicated solely to works of American Composers.

The orchestra will play half-hour concerts each day of Holy Week, Monday through Friday at the Orpheum theatre with a closing of religious programs Easter Sunday from the Singing Tower in Hillcrest Memorial Park beginning at 5:30 A. M.

Orchestral activity for the week of April 3.

Monday: WPA Federal Orchestra, Orpheum Theatre 11:30-12:00 noon: WPA Federal bands, So. High school & Omaha U. 12:00 noon.

Tuesday: WPA Federal Orchestra, Orpheum Theatre 11:30-2:00 noon; WPA Federal bands, South High school 12:00 noon, Florence Home for Aged, 7:00 pm.

Wednesday: WPA Federal Orchestra, Orpheum Theatre, 11:30-12:00 noon; WPA Federal bands, South High school, 12:00 noon.

Thursday: WPA Federal Orchestra Orpheum Theatre, 11:30-12:00 noon WPA Federal Bands, South High school, 12:00 noon.

Friday: WPA Federal Orchestra; Orpheum Theatre, 11:30; 2:00 noon; WPA Federal bands, So. High school, 12:00 noon, Urban league, 8:00 P. M.

Sunday: Singing Tower, Hillcrest Memorial Park, April 9, 60th and Oak St. 5:30 A. M.

Patronize Our Advertisers READ THE GUIDE

Calvin's Newspaper Service TESTED RECIPE

By Frances Lee Barton



IT'S getting warmer. The furnace needs less oil, the stove less coal and our bodies less fuel. Eat more sparingly of heavy foods. Enjoy more liberal portions of healthful salads. This is good advice—and here's a recipe for a good salad.

THIS WEEK IN RELIGION & THOUGHT

by ROBERT L. MOODY

"Abusing the Spirituals"

The "Pittsburgh Courier" many race leaders are crying aloud against the irreverent use of the Negro Spirituals and Melodies. The writer and one of our pastors were walking past a beer tavern in South Omaha on West "L" St., and as we did so we heard that anticipation—"When the Saints Go Marching On." Being played to swing time and these revellers were enjoying it.

It appears that the present generation of Negroes are soon forgetting the price that our grand and great-grandfathers paid for freedom and the beauty and great faith and hope that comes forth in these spirituals.

The very words that we pray in our "National Negro Anthem" are being forgotten. We sing in the last stanza "Lest our feet stray from the places our God where we met thee: Lest our hearts drunk with the wine of the world, we forget thee"

Our parents who have gone on to be with their makers would very likely use the words of Longfellow's "Father Felician:

"What is this that ye do my children?

What madness hath seized you?" Our protest is weakened because many of the patrons to the abominable taverns and dens, are professed Christians or "church members". These are a disgrace to God and Christian faith hand church. If they would stop supporting these places then the honest hearted sinners would respect these songs of our race which were bought, in blood and danger.

We wish to announce for the benefit of those who may not know, about our general prayer day, which for the 14 months or more, has been in the various churches of the new era Baptist, State Association This that came through spiritual inspiration to our state president, Mrs. O. Haynes. And up to now has proven to be a greater source of power to all who have attended. On the 22 Thursday of last month, we met with the new Hope Church 26th and Sewart St. We all witnessed a great shower of the spirit upon us, 14 were present the hours are

from 10 a. m. to 3 p. m.

Quarterly Board meeting April 11th and 12th. Our president has consented to give us all of the morning period Wednesday that is always our day for Missionary work. Just here, we extend to all Christian women who may desire a warm welcome and cordial invitation to meet with us every second Thursday. Come and bring your unsaved person. Shall we expect you there?

3010 St. South Omaha Mt. Olive Bapt. Church Rev. J. P. Mosley, pastor. Mrs. O. Haynes, state president Mrs. V. Boljen, devotional chr. Mrs. E. Gorham, sec'y. rep.

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LAKE SHOE SERVICE 2407 Lake St. J. L. TAYLOR, Prop.

Nervous, Weak, Ankles Swollen? Much nervousness is caused by an excess of acids and poisons due to functional Kidney and Bladder disorders which may also cause Getting Up Nights, Burning Passages, Swollen Joints, Backache, Circles Under Eyes, Excess Acidity, Leg Pains and Dizziness. Help your kidneys purify your blood with Cystex. Usually the very first dose starts helping your kidneys clean out excess acids and this soon may make you feel like new. Cystex must satisfy you completely or money back is guaranteed. Get Cystex (miss-tex) today. It costs only 5c a dose at drugists and the guarantee protects you.

The Very Latest from the Chicago Convention: The New—

"Pin Curl" WAVE The Same Effect as the Croquignole without the heated iron.

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ALL FLAT WORK BEAUTIFULLY IRONED. BATH TOWELS FLUFFY DRIED WEARING APPAREL RETURNED DAMP READY TO IRON. WE GUARANTEE COLORED CLOTHES NOT TO FADE. SHIRTS FINISHED IN THIS SERVICE FOR 10c EACH IF DESIRED.

20% DISCOUNT CASH AND CARRY

Emerson-Saratoga Southwest Corner 24th and Erskine Sts.

ELECT Peter Mehrens City Commissioner ABOLISH DICTATORSHIP Remove the cause of the Misuse of Police Pension Funds to the extent of \$466,000.00 to which the city has confessed and which the Taxpayers must make good. Primaries April 11th Election May 9th

Political Advertisement