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THE OMAHA GUIDE

JUSTICE & EQUALITY ALL THE NEWS WHILE IT IS NEWS NEW TO THE LINE

City Edition
The Weather
Weather Out for the period April 17 to April 22
Upper Miss. and Lower Missouri Valleys and Central great plains, temperatures near or below normal and not much precipitation indicated.

Entered as Second-Class Matter at Postoffice, Omaha, Nebraska, under Act of March 8, 1874.

Saturday, April 22, 1939

Number 3—

TWENTY-FIVE DIESEL-POWERED BUSES START SERVICE IN JUNE

BURLINGTON'S NEW STREAMLINED, AIR-CONDITIONED BUSES HAILED LAST WORD IN MODERN 'COMFORT ENGINEERING'

Diesel-powered, streamlined and including the latest scientific achievements in "comfort engineering," the new fleet of twenty-five transcontinental buses are rapidly being completed and will bring the public on the nation's colorful highways early in June, according to announcement today of W. E. Fuller, vice president of the Burlington Transportation Company.

The new fleet of air-conditioned buses to be operated by the Burlington Trailways bus system, follow the pioneering "Diesel power" example of their parent organization with Burlington Zephyrs of railroad fame and will be the first Diesel powered buses to be used in transcontinental service.

While assuring the fastest and safest coast-to-coast bus schedule, this radically new type of cruiser ushers in air-conditioning, which it is said, will perfectly combat the naturally varying temperatures encountered, and numerous other brand new comforts and conveniences which actually bring economical bus travel into a new era of luxuriousness.

The new cruisers, built at a cost of \$500,000, are designed in size to accommodate 37 passengers, but there are only seats for 28 in order to supply more leg room and reclining comfort. Seats are of sponge rubber and are adjustable to five positions, one more than in ordinary buses, so that in the fifth position there is opportunity in a natural way to sleep. In addition to the air-conditioning by frigidaire, another new convenience includes accessibility to the baggage compartment from inside the bus. This new feature means considerable comfort to travelers on long trips.

These newest additions to the Burlington Trailways system were built by the Yellow Coach Company, a subsidiary of General Motors. Within the past four years the Burlington Trailways owned and operated by the Chicago Burlington Railway & Quincy Railroad, has operated 365,000 bus miles per month on its "limited" routes between Chicago, San Francisco and Los Angeles in addition to its extensive service throughout the Middle West and West.

In keeping with their quiet and more powerful Diesel motors, safety features and comfort advantage too numerous to detail, the interiors of the new buses have been specially designed in restful and harmonious colors. The exterior will be painted in cream and crimson, the familiar colors of the nationwide service.

For visitors to the San Francisco and New York World Fairs they may be said to provide a type of bus transportation little dreamed of a few years ago and to constitute the last word in automotive engineering.

12 CHURCHES PLAN CONCERT PREPARE FOR 5th ANNUAL GOODWILL EVENT

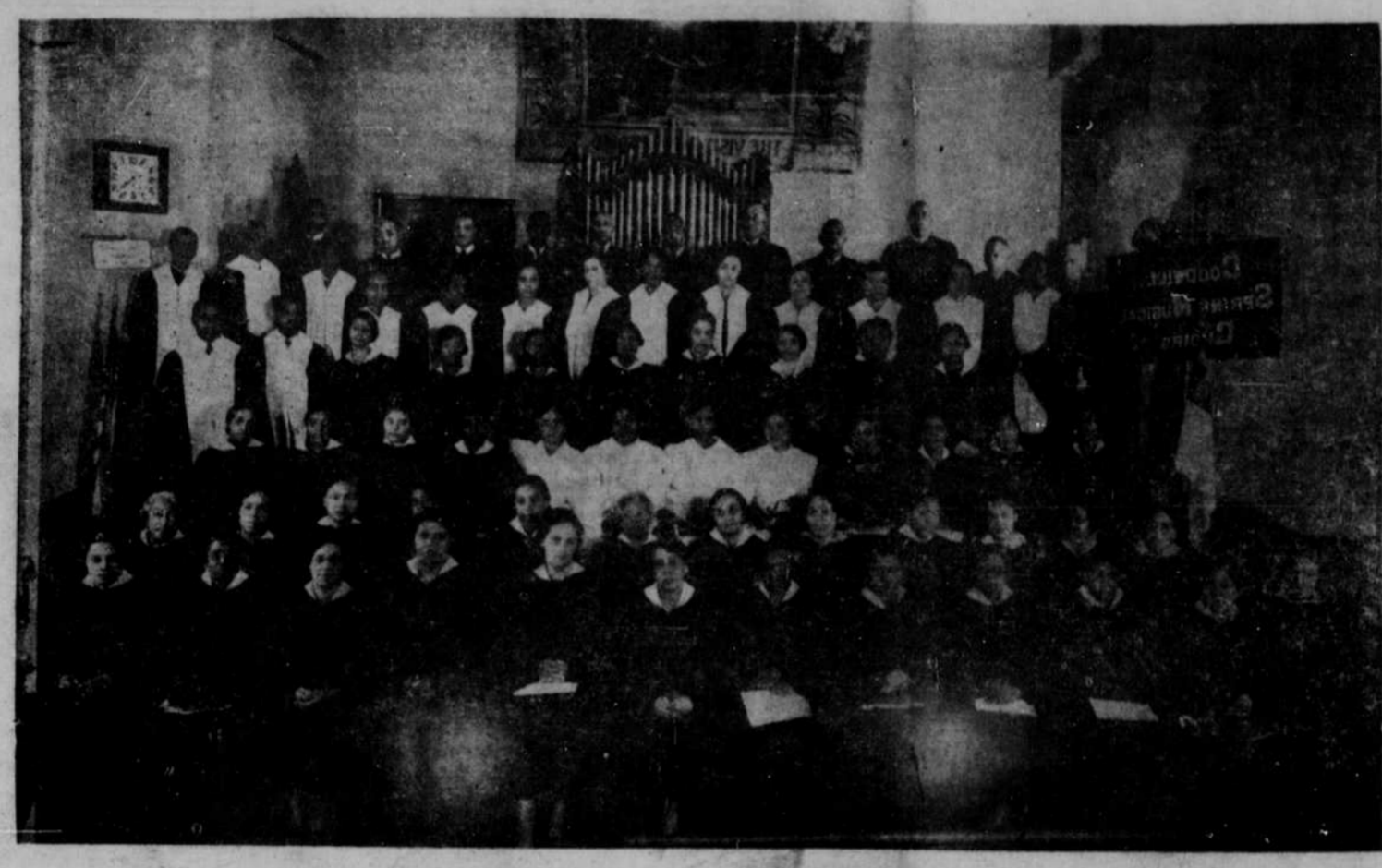
Almost two hundred members of the choirs of 12 Negro churches here met Sunday at the Hillside Presbyterian church for their rehearsal for the fifth annual goodwill spring musical concert, to be presented at Technical High school auditorium April 30.

The combined choirs will include from 250 to three hundred voices, but some members remained away because of the snow.

The rehearsal was conducted by Rev. John S. Williams, pastor of Hillside, assisted by Mrs. Pearl Gibson. L. L. McVay, founder of the annual program acted as manager.

Choirs which will participate are: Bethel Baptist, Bethel A.M.E., Clair

Spring Musical Choirs



chapel, Cleaves Temple, Freestone Baptist, Hillside Presbyterian, Mt. Foriah Baptist, Pleasant Green Baptist, Salem Baptist, St. John A.M.E., and the imperial and senior choirs of Zion Baptist.

St. Louis Nears Goal of 2,500 Members; Biggest in History

St. Louis, Mo. April 13—With less than \$200 needed to complete their quota of 2500 members, the local branch of the National Association for the Advancement of Colored people is winding up the most successful membership campaign in the history of the organization here.

Sidney R. Redmond, president of the Association's national board is general chairman of the drive. John A. Davis, an attorney, is head of the men's division, while Mrs. Clatheta Barrett heads the women's group.

Much of the spirit demonstrated in the campaign is attributed to the broad scope of activities engaged in by the branch. According to Mr. Redmond the Association's success in winning a Supreme Court decision which opened the doors of the University of Missouri to Negro citizens, has done much to quicken the feeling of local citizens to the necessity of a united effort to break down other forms of discrimination. The branch is preparing to make a Congressional fight to prohibit federal aid to any state which allows a policy of discrimination to govern the state militia.

LOUIS-ROPER PICTURES IN MOTION AT TOWN THEATRE

The manager of the Town Theatre wishes to announce that on Wednesday, April 26th the Louis and Roper's motion picture of the Los Angeles fight will be shown through Wednesday April 26th to Saturday April 29th.

FOOD DEALERS' CONVENTION

The Nebraska Food Dealers Association, division of the Federation of Nebraska Retailers, announce their 33rd Annual Convention. This will be held at the Lincoln Hotel, April 23, 24, and 25, Lincoln, Nebraska. One of the outstanding features scheduled for the convention will be the arranged panel discussions. Many prominent food experts, both wholesale and retail, will take part. Problems confronting the food industry as they effect the merchant in Nebraska will be analyzed. A number of manufacturers and wholesalers have fine exhibits, which will be of unusual interest to delegates attending the Convention. The banquet and entertainment provided has been carefully arranged, everyone is assured a good time. Honored guests, whom the Federation deem it a pleasure to have take part, are Honorable Governor Roy L. Cochran, Chief Justice Robert Simmons, House Speaker William Diers, and Attorney General Walter Johnson. Out-state guests, prominent in the food industry are Schuyler Crawford, Treasurer of the National Retail Grocers' Ass'n of Chicago, Sam Freed, Advertising Director for the Great Western Sugar Co., of Denver, David Suttle, Program Director for the National Retail Gro-

The Just We Social Art Club Holds Their Regular Meeting

Mrs. Flossie Moorner, was hostess to the Social Art Club, at her lovely residence, 2875 Oho St., at the last meeting.

The regular business having been transacted, the sewing instructors were given charge. Those having their frames, and thread started working on various pieces of candle-wicking.

After a few remarks from the president, the club adjourned to meet at the home of Mrs. Mable Diggs, 1515 N. 25th St.

While partaking of the delicious and repeat served by the hostess, the members were much pleased by

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SECY. URBAN LEAGUE QUILTS OMAHA DISTRICT

Mr. B. E. Squires, who succeeded J. Harvey Kerns as Secretary of the local Mid-City Community Center and Urban League at 2213 Lake Street, announces to the Board of Directors that he is resigning to take up the Urban League work in Seattle, Washington.

Mr. Squires will leave the latter part of May.

SISTER DIES

Mr. Russel Lewis, owner of the Lewis Oil Station at 24th and Grant streets, was called to Mobile Alabama on Wednesday on account of the death of his sister, who has been sick for some six or eight months. Mr. Lewis just returned about forty days ago from the bedside of his sister.

Mr. Elmer Gant has charge of Mr. Lewis' Oil Station while he is out of the city.

Heads New Political Organization

Mrs. Letha C. Fleming of Cleveland, Ohio, well known in civic and political circles, nationally, was elected in Washington, D. C. president of a new National Organization of Republican Women last week. Vice presidents are to be elected from a number of states and the body expects to become an active force in the political life of colored people throughout the country.

Mrs. Fleming, who resides at 2342 E. 40th Street, Cleveland, Ohio during her political career has been a member of the state executive committee in Ohio, a member of her county committee, ward leader, precinct committee-woman, election officer and has served in the Colored Women's Division of the Republican National Committee. She is past president of the Ohio State Federation of Colored Women's Clubs.

The organization stated as its purposes (1) Complete enfranchisement of the American Negro (2) To give support to the men of our group who seem to be in a political coma. (3) To enroll every Negro woman into a huge force that will be felt in demanding the things Negroes have been denied. (4) To contribute to the financial support of the Republican Party.

Other officers are Mrs. Therese I. Robson, secretary and Mrs. Mary Church Terrell, treasurer.

LOUISVILLE COURIER JOURNAL PUBLISHES EDITORIAL BY A NEGRO PUBLICATION

Louisville, Ky. April 13 (C)—The Louisville Courier-Journal, famous daily of the South, reprinted an editorial from the Louisville Leader, edited by I. Willis Cole in its issue of Sunday March 26. The Louisville Times also under the same ownership as the Courier-Journal, carried an earlier editorial discussing an editorial from the Leader on the Marian Anderson Constitution Hall incident.

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WOMAN FOUND DEAD IN APARTMENT

Mrs. Opal Stoneham was found dead in her apartment at 24th and Ohio Sts. over the electric shop.

Mrs. Leota Crockett of Minneapolis, Minn., her sister came to Omaha and took charge of the body and accompanied it to Kirksville, Mo., for burial.

PROUD PAPA

Mr. and Mrs. Elford Davis were the proud parents, of a bouncing baby boy, on the 10th day of April.

Mr. Davis, alias "Snags" will be remembered as the popular bartender of the H. and M. Buffet. The Davises, formerly of St. Joseph, Mo., will now establish their home in Omaha, Hats off to you Mr. Snags.

NACW. Holdup Begins

NATIONAL ASSOCIATION OF COLORED WOMEN, INC.

N. A. C. W. HOLDUP

To the Colored Editors and Publishers of the Nation: Greetings:

The National Association of Colored Women is the largest organized body of Negro women in the country working for the uplift of the Race without remuneration.

We have the departments, Mother, Home and Child; Negro Women in Industry; National Association of Colored Girls; Scholarship Fund for College Girls; and we also maintain the home of the illustrious Frederick Douglass.

The N. A. C. W. HOLD-UP is an attempt by the members to get one penny from each of the twelve million Negroes in the United States.

On May, 27 Saturday, our membership plans to get out and hold up the good citizens for this one cent per person. A great deal of advance advertisement is necessary to make such a collection possible.

I am sending this circular to every Negro publication in the country and asking them to give us some publicity on this effort in your issue of Saturday, April 22, and in subsequent issues before May 27 if possible.

We shall consider the appearance of the news in your valuable paper a great favor and any special headings or space you may give to this announcement as your special contribution to the Drive.

We entreat you; please help the National Association of Colored Women by giving them some publicity.

Visit the Douglass Home and our Headquarters at 114 O. St., N. W., Washington, D. C. whenever you are in the Nation's capital.

Thanking you for any bit of publicity you may give us, I am, Gratefully and appreciatively yours,

Sallie W. Stewart Executive secretary NACW

Mrs. Jennie B. Moton, President; Miss Arsanah Williams, vice-president; Mrs. M. Josenberger, First Recording Secretary; Mrs. Nannie M. Williams, Second Recording Secretary; Mrs. Ida Henderson, Third Recording Secretary; Mrs. Ella P. Stewart, Treasurer; Mrs. Ida B. DeMent, Chairman Executive Board; Mrs. Catherine Helm, Secretary Executive Board; Mrs. M. J. Brockway, Parliamentarian; Mrs. Lizzie B. Fouse, Statistician; Mrs. Wanza B. Webb, Auditor; Mrs. L. M. Johnson, Chaplain.

Boards: Dr. M. McLeod Bethune, Headquarters; Dr. Hallie Q. Brown, Scholarship.

NACW: Mrs. Sallie W. Stewart, Mrs. Mary C. Terrell, Past president's Council;

Major Department Heads: Mrs. L. W. Rowan, Mother Home Child; Mrs. A. L. Spaulding, Negro Women in Industry; Miss Jane Hunter, Phillis Wheatley; Mrs. Lucy Harth Smith Nat'l Supervisor of NACW; Mrs. S. Joe Brown, Administrative Board Members at Large; Mrs. Letha Fleming; Miss Annie B. Gilliam; Mrs. Christine S. Smith; Dr. Mary F. Waring.

You Will Need to read Every word of each leaflet in this Envelope—Generate some Enthusiasm—

If you have not sent in your one hundred dollars, it is most probable that you are needing

some help in raising it. If you have never raised five hundred dollars in your life, accept this project, follow directions, and give yourself a thrill. IT HAS BEEN DONE. YOU CAN DO IT TOO!

READ FURTHER DETAILS IN NEXT WEEKS ISSUE

NOTICE TO THE NEGRO REGISTERED VOTERS OF OMAHA

A reporter of the Omaha Guide will call on as many voters as humanely possible for our reporters to interview in the short space of time allotted to this work asking your choice of seven of the fourteen nominees for city commissioner to be voted for on Tuesday, May 9th, to administrate the affairs of your city for the next three years, and also the reason why you are going to vote for your choice.

We are going to ask you to extend a reasonable amount of courtesy to our reporters in answering questions the reporter may ask you. Many of your loyal friends, who do not perhaps know the good qualities of your choice, will most certainly appreciate that information from someone they know, and have confidence in their judgment.

We, the publishers of the Omaha Guide, are thanking you in advance for your cooperation in our efforts to acquaint the Negro voters with the qualifications of seven of the present nominees for city commissioners, also their attitude towards the Negro of this community and as to whether they can expect a fair and impartial treatment from them for the next three years.

Again we wish to thank you. Omaha Guide, C. C. Galloway, Acting Editor.

P. S. There will be many citizens who we will not be able to reach for an interview. We will be pleased to have you call at our office, 2418 Grant St., for an interview by our reporter. Or a written statement of the good qualities of the choice of your candidate will be accepted for publication if properly signed by the writer, the name, address and telephone number, for verification and mailed on or before April 28th to our office.