

EDITORIALS

THE OMAHA GUIDE

All News Copy of Churches and Organizations must be in our office not later than 5:00 p. m. Monday for current issue. All Advertising Copy or paid articles not later than Wednesday noon, preceding date of issue, to insure publication.

Race prejudice must go. The Fatherhood of God and the Brotherhood of Man must prevail. These are the only principles which will stand the acid test of time.

James H. Williams, James E. Seay, Linotype Operators and Pressmen
Paul Barnett, Foreman

Published every Saturday at 2418-20 Grant Street, Omaha, Nebraska—Phone WE. 1517
Entered as 2nd Class Matter March 15, 1927 at the Post Office at Omaha, Nebr., under Act of Congress of March 3, 1879.

THE RECORD

Criticizing the institution of life insurance has become a paying business. But these very vocal critics who cash in on criticism, don't seem able to suggest anything better. In past times, a few of their schemes have been tried—and usually found sadly wanting.

What criticism cannot hid is that life insurance has given the American people more and better protection than is enjoyed anywhere else in the world—that, even in the face of great disasters, such as war, the percentage of life insurance failures has been microscopic—and that life insurance, to the bulk of us, offers the only sure and practical means of providing for dependents, and for our own futures.

In other words, look at the record. The voices of life insurance's most extreme critics are puny indeed when put beside it.

If in order to combat the notion that American young people need to look for guidance to that dictatorial regime which is the embodiment of Communism, it is felt necessary to set up counterorganizations among youth, let such organizations have the sponsorship of leaders whose devotion to American institution has been tested.—Raymond Moley.

"If the people of the United States are to weight intelligently the merits of public vs. private rendering of electric service, not only must public systems include taxes at the same rates as those paid by private utilities, but they must also accurately credit all free or under-cost services which are furnished by other governmental departments, and all of which represent an expense to the taxpayers."—E. R. Abrams.

HILLSIDE XMAS SERVICE

At the eleven o'clock service on Sunday Dec. 24th, the pastor, Rev. J. S. Williams will preach the sermon. The choir will sing the beautiful sixteen century French Christmas carol "Angels Over the Fields" by Dickinson and "Rose of Sharon" by Schubert. At 4:30 in the afternoon will be the 3rd annual candle-light musical. At this service the choir will sing excerpts from Handel's "Messiah." Augmenting the choir will be a young peoples chorus of 50 voices, incidentally singing 3 outstanding Christmas carols, and serving in the capacity of an chorus. The young peoples chorus will join in the concluding anthem which bring the service to a marvelous impressive climax.

At 8 P.M. will be the Sunday school services at which time everyone will sing Christmas carols and the children will offer a program. Everyone is invited to these services.

The afternoon program follows:

- Processional
- Invocation
- Lord's Prayer
- Silent Night, Holy Night (Antiphonal singing)
- Anthem "And the Glory of the Lord"
- Lord's Prayer
- Anthem "Glory to God"
- Lighting of the Christ Child Candle

- Anthem "Christ we do all adore thee"
- Offertory
- "He was Despised" (solo)
- Mrs. Irene Morton
- "Behold the Lamb of God"
- "And the Glory of the Lord"
- (Mrs. Morton)
- "Surely He Hath Born our Grief"
- "Angels O'er the Fields"
- Recessional
- Benediction

The Ladies Auxiliary to the Brotherhood of Sleeping Car Porters gave a breakfast in honor of A. Phillip Randolph, International President of the Brotherhood, and M. P. Webster, First Vice president of the Brotherhood, at the home of Mrs. Selma Clark on Saturday morning, December 9th at 10:30 A.M. Covers were laid for 30. Those present included:

Mrs. E. M. Harris, President of the Ladies Auxiliary, Mr. and Mrs. F. W. Cloud, Mr. and Mrs. H. Beasley, Mr. and Mrs. Clark, Mr. and Mrs. S. Woods, Mrs. I. Pharr, Mrs. A. Lewis, Mrs. H. Avant, Mr. and Mrs. S. Sanford, Mrs. L. S. England, Mrs. F. Moore, Mrs. Glenn Deckard, Mrs. Wesley, Mrs. Todd, Mrs. George Althouse, Mrs. Ned Moore, Mr. and Mrs. John Vonner, Mrs. B. Ray, Mrs. Olivia Kirtley, Mrs. Guy Smith, Mrs. George Adams, Mr. W. R. Johnson, Mr. W. W. Simms, Mr. S. Towles, President of the Local Brotherhood, and Mr. Taylor Murrell, Secretary-Treasurer of the Local Brotherhood.

The Ladies Auxiliary to the Brotherhood of Sleeping Car Porters will sponsor their annual Pre-Christmas Tea, on December 21, 1939, at the home of Mrs. Charles Woods, 2823 North 27th Avenue, from 4 until 8 P.M. A beautiful quilt will be given as door prize to the person holding the lucky number.

Mrs. E. M. Harris, President; Mrs. F. Cloud, Reporter.

Mt. Calvary ushers and usherettes annual social that was held at 2608 Hamilton street, December 9th was a wonderful success. We want to thank the members and friends for their support in making this affair the success that it was.

M. Warren, President
Miss Peel, secretary
For Economical Sure Fire Advertisement TRY A CLASSIFIED AD

Omaha Gets New Street Markers



Mayor Dan Butler, top, receiving the Eighteenth Street marker from J. E. Davidson, president of Nebraska Power Company, after having put the Farnam street marker in place at the City Hall corner. This brief ceremony was held Wednesday morning, December 6, to place the first of 257 street markers at 156 intersections in downtown Omaha contributed by Nebraska Power Company as a service to the city.

First of 257 new street markers now being installed at 156 downtown street intersections by the Nebraska Power Company, was put in place Wednesday morning (December 6) at the city hall corner, Eighteenth and Farnam Streets, by Mayor Dan Butler and J. E. Davidson, president of the power company.

Workmen of the power company expect to have the remaining signs installed within the next week or the ten days, depending on the weather.

The new signs are of blue and white enamel with four-inch letters designating the street each sign faces, and the intersecting street designated above in 2-inch letters. Each sign is in an ornamental frame attached to the steel light pole at intersections throughout the business district. They are of the same type as are used in New York City.

The old signs, to be replaced, because they had become faded, and rusty after many years use, had letters but two inches high and did not designate the intersecting street. To visitors and a long felt need which the city more legible markers will prove of even greater convenience than to residents of the city. They fill alongfelt need which the city has long recognized, but for which it could hardly spare the funds because of the many demands for other necessary city activities.

In appreciation of the power company's generosity in contributing this service to the city, the city council, Tuesday passed a resolution introduced by Street Commissioner John Krasl thanking the company.

The new signs are being installed along the following streets: Farnam, Ninth to Turner Boulevard; Harney, Ninth to Twenty-sixth; Howard, Ninth to Twentieth; Jackson, 9th to 19th Ave.; Jones, 9th to 16th, 22nd to 24th; St. Mary's Avenue, 17th to 24th; Leavenworth, 9th to Park Avenue; Douglas, 9th to 25th Avenue; Capitol, 13th to 18th; Davenport 13th to 16th; Thirteenth, Davenport to Hickory; Sixteenth Leavenworth to Cuming.

Remarking all of streets throughout the city is expected to be done early next year, Mayor Butler announced. The city now has a WPA project pending for this work, he said.

Mr. John N. Thomas, 58 years of age died Saturday (Dec. 2 '39) at a local hospital after a brief illness. He was a plasterer by trade and had lived in Omaha for twenty five years. His wife the former Miss Heneretta Wilson preceded him in death 15 years

ago. For the past ten years Mr. Thurman had made his home with Mr. and Mrs. Hildy Norman, 527 South 26th street.

Mr. Thurman is survived by a sister Mrs. Anna Butts of Duluth Minn., and a brother, Isiah Thurman of Detroit, Michigan. Funeral services were held Monday, Dec. 11, in the afternoon with the Rev. R. W. Johnson of the Metropolitan officiating at the Thomas Funeral Home, 2022 Lake.

City Union of Ushers & Usherettes

Jack Hall, Reporter
WE. 2094

Last Sunday the 10th as you remember was Cabinet Meeting. And what a grand time we had. It seemed like old times.

After listening to the report, coming from Bethel Baptist, or shall I say letter, thanking us for our visit of a couple Sundays ago. And also understanding more fully the nature of the meeting, Mr. Andrews, we believe we owe you and your local an apology for saying what we did, we all make mistakes sometimes so we will shake, for give, and forget. But don't forget the Old Fashion Box Lunch on the 21st, at Bethel AME on Franklin St. We are expecting each local and its pastor and wife to be our guest that night.

I must remind you again that

CHOP SUEY

King Yuen Cafe
2010 1/2 N. 24th St. JACKSON 8576
Open from 2 p. m. until 3 a. m.
American & Chinese Dishes

Robbin's Pharmacy

2306 N. 24th St. WE. 1711



Yes, employers do judge your age by your hair. And if your hair is gray you might as well wear a tag saying, "I'm old—too old for this job!" Have you ever lost out on good jobs for this reason? If you have, don't worry—you can keep it from happening again. Simply color your hair with Godfrey's L'arieuse. No matter how gray yours is now, it will instantly take on glowing, youthful-looking color when L'arieuse is brushed through it. No experience necessary—directions in package tell you how to apply L'arieuse. Takes only a few minutes. Color will not rub off or wash out. Use L'arieuse—keep your age a secret. Who knows, it may mean a new job for you... and new friends... and new chances for romance. Get a bottle today. IF YOUR DEALER DOES NOT HAVE IT, SEND \$1.25 (no extra postage) DIRECT TO

GODFREY'S L'arieuse HAIR COLORING
WORTHY MFG. CO., 3510 Olive St., St. Louis, Mo.

Sunday, the 17th Salems local of which Mr. Herbert is president, is having their pre Xmas Tea at 2423 Parker St. Of course you may prefer coffee, but however we must drop in and sip awhile with them, because you will save something yours. If some me, then you can leave there and go over to Mt. Moriah on 24th street to the "White Gift" service. You know each local is asked to send two ushers. Men in regular uniforms, women in all white. Oh yes, strange but true. So don't forget your gloves, clean of course. You can leave your chewing gum at home this time.

Zion ushers had rather a trying day last Sunday due to the fact that Rev. Harper the ex-pastor preached and everybody in town seemingly was out at all services to see and hear him. Being trained and accustomed to handling big crowds as they so often do it was just another Sun. gathering in their line of work. It is worth a visit to go over there some Sunday and see those ushers 'struct their stuff.'

We were glad to see our secretary Mrs. Goosby in our meeting last Sunday. The President announced that the next regular meeting will be held the 4th Sunday in January.

We learn Mrs. Henderson was reelected for president of her local for next year at their election of officers meeting last week. Mrs. Henderson, you must be a good president. Well, here's hoping to see you later. I'll be C-ing-U.

The Friendly 16 Bridge Club met at the home of Mr. and Mrs. J. Davis, 2118 North 29th St. After playing twelve hands of bridge, the members was served a delicious repays by the host and hostess.

Massay Avant, President
Walter Ford, Secretary

CURTIS BONDS

The funeral of Curtis Bonds, a resident of Omaha for 18 years was held Dec. 4th, from the Lewis chapel. Rev. C. Q. Hickerson officiated. A large representation of the boys whom he worked with at Armours were present and many other friends, paying their last respects. He is survived by his sister, Mrs. Martha Smith, niece Thelma Smith, Mrs. Clara Samley and other relatives. Interment Graceland Park cemetery.

Hollywood Grill
BREAKFAST SPECIALS
Soups & Sandwiches
2418 N. 24th St.

Johnson Drug Co.
Prescriptions

LIQUORS, WINES and BEER

WE. 0999 1904 N. 24th St.

Dolgoff Hardware

PAINT, GLASS & VARNISH
BRING IN YOUR BROKEN WINDOW AND WE'LL GLAZE THEM FREE!
WE HAVE A FULL LINE OF CHICKEN & FENCE WIRE
OUR STOVE, FURNACE, PLUMBING, ELECTRICAL SUPPLIES, ROOFING AND GUTTERING ARE COMPLETE.
"Everything At A Low Price"
(Open Evenings)
—WE. 1607— 1822-24 N. 24th St.

2 SUITS

80cts
CASH & CARRY

1 SUIT & 1 DRESS

80cts
CASH & CARRY

Plain 2 DRESSES

80cts
CASH & CARRY

SHIRTS

12cts
CASH & CARRY

at
EDHOLM & SHERMAN
2401 North 24th Street
LAUNDERERS & DRY CLEANERS

Amazing New Hollywood Discovery

FROM THE MAKE-UP CENTER OF THE WORLD

"Glamour" Liquid Beauty
Lightens the Complexion
Performs the Rites of Loveliness for Thousands of the Smartest Women!
HAVE THAT LOVELY VELVETY, ATTRACTIVE COMPLEXION
By Using

"GLAMOUR LIQUID Beauty"
This preparation will not peel or harm the most delicate skin in any way.

It's for the Modern Woman..in pursuit of loveliness

This lovely liquid preparation lightens the complexion and produces a softer and smoother tone. It radiates and is alluring. It is an aid to clearing the complexion of a muddy, sun-tanned appearance. It is a protection against winds and heat that dry the skin. It will rid your complexion of that terrible oily appearance.

Glamour Can Be Yours!

This wonderful preparation is not something CHEAP that you will be afraid to use. ABSOLUTELY HARMLESS. UNQUESTIONED PURITY.

Prepared By
MARIE WEST PRODUCTS
OF HOLLYWOOD, CALIFORNIA
Distributed By
THE SCOTT COMPANY

ORDER YOUR SUPPLY FOR
THREE (3) MONTHS NOW

Price
Only \$1

ONLY ONE SIZE. PREPAID TO
ANY PART OF THE
UNITED STATES.

SEND COUPON BELOW

THE SCOTT COMPANY
In Care of THE OMAHA GUIDE
2418-20 GRANT ST. OMAHA, NEBR.

PLEASE send to me by return mail one (1) bottle of "GLAMOUR WHITENER." YOU WILL FIND ENCLOSED \$1.00 for Same.

Name _____ Address _____
City and State _____

PRAYER

If you believe in the POWER OF PRAYER—if you are seeking a HAPPIER LIFE of Love, Health, Peace, Prosperity, Success—let us invite you to clip this message now and mail with 3c stamp for full information about the wonderful work our group is doing—and may do for you!

LIFE-STUDY FELLOWSHIP
Stuart A. J. Norton, Genl.