

Church

Funeral services held for prominent black leader

Funeral services for Florence Elmore, a respected leader of the Las Vegas black community was scheduled last Saturday in Davis Funeral Home. She was 77.

The 44-year Las Vegas resident died Tuesday in her home.

Born Aug. 30, 1908, in Des Moines, Iowa, Elmore moved to Las Vegas in 1942

and, after the war years, became the city's first licensed black cosmetologist.

She later established her own beauty shop business and also became the first black radio disc jockey in Southern Nevada.

Her activity within the Las Vegas community earned her a position on the Clark County Hospital Board, with which she served for several years. She was also an active member of the Las Vegas chapter of the National Association for the Advancement of Colored People.

Her social activities included membership with the Elks Lodge and the Eastern Star Masonic lodge.

She is survived by her sister, Dorothy McCants of Las Vegas. Elmore was also very close with her nieces

and nephews, Barbie and Odis Allison of San Francisco and their children, Kimalyn, Tony, Christopher and Ivan Allison.

Elmore's family asks that in lieu of flowers memorial donations be made in the National Shrine of St. Jude, 221 W. Madison St., Chicago, IL, 60606.

Bural was private.

Florence Elmore was born in Aug. 1908. The eldest of six (6) children born to Benjamin and Mae Elmore in Des Moines, Iowa. She received her education and early training as a beautician in that city. The family later moved to Los Angeles when she opened her first beauty salon in 1942.

Florence, her mother Mae and sister Dorothy moved and settled in Las Vegas. She became the 1st black licensed cosmetologist in the State of Nevada and for a number of years owned and operated one of the largest beauty salons in Las Vegas. Also, during this time, she was engaged with other family members in owning and operating restaurants in the Cotton Club, Swanky Club, Carver Park, the Groove, Town Tavern and finally the Chili Pot.

In the early 50's when black entertainers were

unable to eat on the Las Vegas Strip, they would come over to the Harlem Club to eat Florences' great food!

Shortly after World War II she was employed by the City of Las Vegas as the Assistant Director for the Jefferson Ave. Recreation Center where she worked with James A and Jimmy Gay.

She became a contributing factor in this area. Already politically active, she sought election for the Clark County Hospital Board in 1948, becoming one of the 1st Black candidate to ever run for a public office.

She secured a F.C.C. license in communications becoming the first black Disc Jockey in Nevada. For a number of years she was active in St. James Parish serving on the Guide.

She was a warm, caring and loving person who always looked for good in everyone. She related well to all ages of people exemplified by her many community and political activities. If anyone ever needed a favor, she was always there. She was known to us all as "Aunt Florence." We will certainly miss her, but we will never forget her.

CHURCH NEWS

By Mary Wilson
Church Reporter

The Ninth Annual Choir Day for the Combach Choir will be held at the Greater St. James Baptist Church, 316 Madison Street on July 5. It will be a pre-musical at 7:30 p.m. followed by the Annual Choir Day on July 6 at 3 p.m. The Combach Choir will be featuring Sisters Francis Lee and Hazel Jones in concert along with several choirs of the city. Special guest choir will be the St. Paul C.O.G.I.C. You'll miss a musical-explosion if you miss this great event.

The Greater Evergreen Baptist Church, 1917 Lexington Avenue will be having their 1st Annual United Woman's Day July 6, at 11 a.m. and 7 p.m. The program will conclude with a pageant entitled "Old Ship of Zion." The program is coordinated by the pastor's wife, Sis. Loretta Whitney. For more information call 648-1494 or 648-3428.

The Greater Evergreen Missionary Baptist Church will be celebrating their First Annual Woman's Day at the church on Sunday, July 6 at 7:30 p.m. where Rev. Nathaniel Whitney is the pastor. You are invited to Come Aboard the Old Ship of Zion" directed by Sister Loretta Whitney. The church is located at 1915 Lexington Street.

Evening Women's Fellowship to Hold Banquet

Evening Women's Aglow Fellowship will host a dinner buffet meeting on Tuesday, July 8 at 6:30 p.m. in the second floor banquet room of the Palace Station on West Sahara. Dinner is \$7.95 and the guest speaker is Jane Shunney.

For reservations please call 870-0752 or 645-2360 before 9 a.m. Monday, July 7.

CHURCH ANNOUNCEMENTS

Churches are urged to send their services and program announcements, typewritten, to the Las Vegas Sentinel-Voice Church Reporter, Mary Wilson, at 1201 South Eastern Avenue, Las Vegas, NV 89104. Articles must be mailed or delivered to the above location no later than Monday noon of each week.

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