

“TRY HOME FIRST”

NORTH 24TH STREET BUSINESS DIRECTORY

You Save

CASH, Car Checks, and Lots of Time

By a 'Peep-in' on this Alphabetically Classified Business Directory.

You May Find Just What You are Looking for "Right at Your Door, or at Your Neighborhood Store". You Can also SAVE that Car Check and Lots, and Lots of Time! This North 24th Street Classified Business Directory Page is Your "Best Money-Back Guarantee".

You Can Now Buy Your

Fresh Fish
OF ALL KINDS

—AT THE—

Nebraska Produce

• Poultry Dressed
While 'U' Wait

FRESH FARM
EGGS

2206 North 24th St.

WE. 4137

Quality and Service

Cozy Grill

—“Where Friends Meet and Eat”—

Starting Sept. 1st

Sea Food - Lobsters, Shrimps

Oysters & Fillet of Fish

2615 North 24th

PHONE FOR RESERVATIONS—JA. 4336

Geraldine Craig, Proprietor.

ARNE'S FLOWER Shop

• Cut Flowers • Artificial Wreaths
• Gift Ware

CONVENIENTLY LOCATED AT 20th and LAKE •
OPEN EVENINGS AND SUNDAYS
VETERAN WORLD WAR TWO
—Phone JACKSON 3396—

EARL AND BUD'S Texaco Service

• GAS and OIL
“We Appreciate Your Trade”
—30th & Wirt—

APEX Bar Inc.

“FAVORITE BRANDS WHEN AVAILABLE”

(Under New Management)
Nate Ferer, Manager
1818-20 NORTH 24TH JA. 9331

△ TRIANGLE SHOE REPAIR △

• QUALITY MATERIALS,
• GUARANTEED WORKMANSHIP,
• CLEANING & PRESSING,
• HATS CLEANED & BLOCKED.

1608 NORTH 24th ST.

JA. 0850

THRIFTY LIQUOR STORE

• WINES, BEER, LIQUORS

“We Appreciate Your Trade”

24th & LAKE

AT. 4248

TIP TOP TAILORS

Cleaning, Pressing; Altering

We Appreciate Your Trade

ATlantic 6138

1804 NORTH 24th

Buyers' Guide

• Services, Foods, Accessories, Household Needs, etc., which may be had at these 24th Street Places of Business.

EDITORIAL

BY GEORGE H. McDAVIS,
Advertising Manager

“ANOTHER FIRST”

IN keeping with our policy of giving our READERS and ADVERTISERS the Best possible SERVICE. The OMAHA GUIDE is FIRST again with a new FEATURE which to our way of thinking, will be of IMMEASURABLE VALUE to all CONCERNED.

WE are striving to keep abreast of the times, with NEWS, ARTICLES & FEATURES. KEEP your eye on this PAGE each week.— here you will find the answer to all your household NEEDS; and

PATRONIZE THESE ADVERTISERS.

“Be Wise and Advertise in The Guide— The Midwest's Largest Weekly.”



C. A. KELLAR CONSTRUCTION CO.

• ALL TYPES OF HOUSE REPAIRS
• Septic Tanks, • Flues Repaired • Concrete Work
• Basements Waterproofed, • Basements Dug
• Sidewalks

Free Estimates. “Your Patronage Appreciated”

4104 North 24th

KE. 9514

Gabby's Service Station

24th & Ohio Streets

★ To All Our Friends—Your Business Will Be Appreciated.

Complete Line of Lubrication

& Accessories

GABBY WATSON, PROPRIETOR

RITZ CAB CO

—“PROMPT SERVICE—NITE OR DAY”—

• JA-5222

The SNACK Stop

• HOT DOGS—A FOOT LONG—• HAMBURGERS
• CANDY—• ICE CREAM—• MALTED MILK
• REFRESHMENTS—• FOODS

—Open 24 Hours A Day—

2108-10 NORTH 24TH

Phone. JA. 9434

★ We Sell for Less ★ HOUSEHOLD FURNISHINGS

CHICAGO FURNITURE CO.

“COME IN AND GET ACQUAINTED”

JACKSON 4411

1833-35 NORTH 24TH

Neighborhood Furnace Co.

2111 NORTH 30th ST.

—CUTTING SPOUTING & REPAIRS—

INSTALLATION OF OIL, GAS, COAL, also STOKERS

ESTIMATES FREE

AT-7518

We Are Once More

LAUNDERING CURTAINS

• SEND OR BRING THEM IN

Edholm & Sherman

—LAUNDERERS & DRY CLEANERS—

2401 North 24th St.

Phone WE-6055

Cleo's Nite & Day Bar-B-Q

2042 North 21st Street

• ALL KINDS OF DELICIOUS SANDWICHES

—Open 24 Hours A Day—

Deliveries Made—Small Fee Charge the same.

CALL ATlantic 9541

THEY'LL NEVER DIE By Elton Fax

BESSIE SMITH
—“AMERICA'S 'QUEEN' OF THE BLUES!”—

EVEN THOSE WHO LIKE ONLY “CLASSICAL” MUSIC CANNOT DENY THE MOVING POWER OF THIS GREAT AMERICAN VOCAL ARTIST. BESSIE SMITH, BORN 1898 IN CHATTANOOGA, TENN., MADE HER FIRST STAGE APPEARANCE AS A CHILD SKATER AT THE OLD IVORY THEATRE IN CHATTANOOGA. SHE LATER WON THE ROLLER-SKATING CHAMPIONSHIP OF TENNESSEE! AS A BLUES SINGER SHE WAS WITHOUT A PEER—STARRING IN ALL OF THE COUNTRY'S LEADING THEATRES. BESSIE SMITH'S RICH AND PLAINATIVE VOICE IS STILL HEARD ON RECORDS EAGERLY SOUGHT BY WISE COLLECTORS!

Continental Features

THE LIQUOR STORE

COMPLETELY REMODELED

—AND—
AIR CONDITIONED

24th & Cuming

STREET

Midwest Paint & Body Co.

—“SEE US FIRST”—

WE BUY & SELL Used Cars & Trucks

2812 North 24th

JACKSON 0744

SPORTS OUT OF ADAM'S HAT

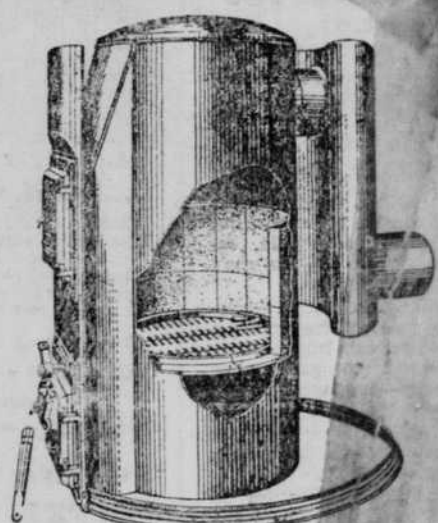
THE LATE **LOU GEHRIG'S** CONSECUTIVE GAME STREAK WAS IN DANGER OF BEING BROKEN AT THE BEGINNING OF THE 1937 SEASON, BECAUSE OF A SORE FINGER WHICH HAMPERED HIS GRIP ON THE BAT— BUT HE HIT A DOUBLE AND 2 SINGLES IN THE OPENER.

FIRST NO-HIT, NO-RUN GAME IN WEST DIXIE LEAGUE HISTORY WAS HURLED BY HUGO KLAERNER OF LONGVIEW, WHO CRAWLED FROM A SICK BED TO DO IT!

IN THE LAST GAME OF THE 1934 SEASON, WALLY BERGER, OF THE BRAVES, AROSE FROM A SICK BED TO PUNCH HIT WITH THE BATTERS FULL— HE BANGED A HOMER, THAT WON THE GAME AND PUT HIS TEAM IN THE 1ST DIVISION!

Let **SWARTZ FURNACE** YOUR HOME

Everything in Plumbing Supplies Faucets Kitchen Cabinets Fittings, Etc.



WE INSTALL REPAIR RESET All Makes of Furnaces

Grates --- Fire-Pots
LOWEST PRICES PROMPT SERVICE

SWARTZ FURNACE CO.

2415 CUMING

AT. 2835



MARY'S CHICKEN HUT

• BARBECUED RIBS & SOUTHERN FRIED CHICKEN
“OUR Chicken Dinners Are Something to Crow About.”

ROBERT JONES, PROPRIETOR

JA. 8946

2722 North 30th St.

fine Quality, Attractive..

STATIONARY

“Planned to Suit the Individual or Business”

JUST PHONE: HA. 0800

WHILE THEY LAST!!!
TIRE CHAINS

600x16 650x16
700x16 7x25 & 7x50x17 & 18

• FEW TRUCK CHAINS
DEEP ROCK SERVICE STATION
• 24th CHARLES STREETS

FINLAY & COMPANY

ICE

—24 Hour Service—

SCORED ICE AND GUBS

(Open Sundays)

WE. 0232

24TH & SEWARD