

# BEAUTY AND ROMANCE by Marie Downing



DIRECTOR, LARIEUSE BEAUTY FOUNDATION

The Larieuse Beauty Foundation was established by the Godefrey Manufacturing Company to study methods of preserving women's natural beauty, and to make the results of this research available to the public.

Ho, Hum!  
The Spring Fever season is here. Nobody feels much like working. It's more fun to sit-r-r-etch and gaze out the window and think how pleasant it would be if we didn't have housework or office work to do.

Nearly everyone begins to feel restless at this time of year. That's just natural, and nothing to worry about. But some people feel really unhappy and discontented, and that's more serious.

Happiness is an unusual subject to discuss in a beauty column, because you can't buy it in jars at your beauty shop. But happiness really is a "beauty method." The woman who is happy has a sparkle in her eyes and a smile on her face that make her look attractive, no matter what sort of features she has.

So, if you have a really bad case of Spring Fever—if you feel unhappy and mope around the house and hate your work—then you'd better take the Spring Fever "cure." Nobody seeks the company of a person who is always unhappy.

What is the Spring Fever cure? Well, there are lots of parts to it.

If you are bored, you need variety. That doesn't mean that you have to take a trip to Europe. It simply means that you must become interested in new things—new amusements, new hobbies, new ways of preparing your meals, new kinds of books to read.

And get outdoors! You've probably worked indoors most of the

winter—now get out in the sunshine in your spare time, and that will be variety in itself. It doesn't make much difference whether you merely go out for walks, or whether you develop outdoor sports, or what sort of outdoor activity it is—even working in a garden in the fresh air will give you a better appetite, make you sleep better, and make you feel better.

A change in your diet will make a great deal of difference, too. After all, we get tired of eating the same old winter foods for months at a time. Make sure that you eat plenty of the summer vegetables and fruits as soon as they are on the market, and your meals will become more interesting.

And, of course, there's nothing like new clothes to make life more enjoyable. Even if you can't afford to buy a whole new summer wardrobe, it's fun to select a few attractive dresses, and to fix up the old ones so they'll look new.

Get out that old sweater and dye it a new color. You can even feel more dressed up by putting a different color band on your hat, or wearing a gaily-colored handkerchief or scarf.

Maybe these things all sound small and unimportant, not half as exciting as a trip or a new job. But it's surprising how much difference the little things make. Even if you don't do anything but dye an old pair of shoes some newer, fashionable color, you'll start feeling happier the minute you put them on. After all, life is only a big collection of those little things.

## SO. OMAHA NEWS

Mr. and Mrs. Bill Milton were hosts at party honoring their brother, whose birthday it was. Everyone had a good time.

Mrs. V. Rivers, 2906 R St, entertained friends at a birthday party at her home Saturday evening, March 27.

Mrs. Hannah Scott 2411 Hamilton St., is recovering from a major operation at the Nicholas Senn hospital.

## Clarinda, Iowa, News

Mrs. Jane Pemberton went to Omaha Sunday to meet some friends from Chicago.

Mrs. Merrill Griggs and family were guests in the home of her mother, Mrs. Otto Baker.

Mrs. Harvey McNeal and Mr. Ernest McNeal went to Omaha to spend the week end with the former's husband.

Mrs. P. J. Sears, wife of the pastor of Bethel Baptist church has gone to Avenger, Texas, where her mother is reported to be very sick, due to a paralytic stroke. A brother of Mrs. Sears is also in the hospital at Avenger.

Raid Sampson Sweet Shop  
Police raided the Sampson Sweet Shop, 5221 S. 29 St., on Saturday night, Mar. 27, and arrested fifteen. All were dismissed in Judge Wheeler's police court Monday morning on "insufficient evidence."

Woodson Center Athletic Club  
The Woodson A. C. basketball team was the winner of the Class C division of the Florence Community Basketball A. A. U. Tourney, held at the Florence Community Hall. These boys made a very good showing and were highly commended for their fine sportsmanship and clean play. The team was also the winner of the Class C division of the city-wide Recreation League.

The team is composed of former South High stars: Ace Breakfield, B. Coleman, C. West J. Volrie, L. Starnes, P. Harris, J. Anders H. McCaw is the manager.

The Gateway Quartette of Omaha, and Rev. Nicholson were dinner guests in the home of Miss Rachel Cason.

Donald McNeal was given a part in the Junior play at the High School and rendered a fine appearance.

Mr. Lewis Montgomery motored to St. Joseph, Mo., this week.

Second Baptist Church  
Rev. Nicholson, Pastor  
The Church held Sunday School at 10:00 a.m. and the preaching at 11:00. Rev. Nicholson's topic was "The Special Delivery Letter."

Friends were greatly surprised to find the choir had acquired new robes, and was to make its first appearance on Easter night.

A. M. E. Church  
Rev. W. Majors, Pastor  
Regular Sabbath Day meeting was held the past Sunday.

OLE'S  
Battery Station  
WE SPECIALIZE ON BATTERY SERVICE  
3014 N. 24th Ja 9999

## WHITEN SKIN while you sleep



Now—almost overnight—you can make your skin many shades lighter—free from freckles, pimples, blackheads, large pores, blotches.

Tonight at bedtime spread Nadinola Bleaching Cream on face, neck and arms. While you sleep it gently dissolves dark pigment. Remember—Nadinola is double-acting. It gives results you have never found in any ordinary bleach.

Get Nadinola today at any toilet counter or by mail postpaid, 50c. If not delighted, money cheerfully refunded. NADINOLA, Dept. 93, Paris, Tenn.

TRY AT OUR RISK  
Nadinola Bleaching Cream

## HOW OFTEN CAN YOU KISS AND MAKE UP?

FEW husbands can understand why a wife should turn from a pleasant companion into a shrew for one whole week in every month.

You can say "I'm sorry" and kiss and make up easier before marriage than after. Be wise. If you want to hold your husband, you won't be a three-quarter wife.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three ordeals of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age."

Don't be a three-quarter wife, take LYDIA E. PINKHAM'S VEGETABLE COMPOUND and go "Smiling Through."

## Sioux City, Iowa

Mt. Olive Baptist Church  
Rev. J. H. Patten, Pastor

Mrs. Mable Owens, Rep.

Morning and evening service were well attended Sunday.

The Pastor's Aid took charge of night service with a Conversational Rally, Mrs. Elnoora Jennings and Mrs. L. J. Malone in charge. Mr. Timothy Jackson and wife have moved to South Soo, Nebr., where they have bought their own home. The whole church misses them very much. Mr. Jackson is president of the BYPU.

The BYPU was well attended with the vice president, Mrs. L. J. Malone in charge.

The Pastor's Aid met at the home of Mrs. Frances Anderson. The weekly prize was won by Mrs. L. J. Malone.

The Bible Class under the leadership of Mrs. Dolly Jones was well attended Tuesday evening. The teacher is Mrs. String.

The Willing Workers Club had a Waist Rally and Barbeque at the church Saturday night. The president, Mrs. Frances Woods has been confined to her home. The whole church wishes her a speedy recovery.

Mrs. Elder Owens was very busy Sunday morning getting the children to Sunday School. Keep up the good work, for the Sunday School was well attended. Mr. Homer Zachary is superintendent.

The choir under the leadership of Mrs. Frances Anderson is having a Fish Fry at the church Saturday night, April 10. We would like the cooperation of all auxiliaries.

Sunrise services Sunday at six o'clock.

Prayer meeting was well attended Wednesday evening.

We are getting ready for our revival which will start April 6th.

We have on our sick list Mrs. Irene Cook, Mrs. Frances Woods and Mrs. Mary Butler who is in the hospital. Let us not forget to visit the sick.

The Missionary Society will have a Chicken Dinner Thursday, April 1.

The BYPU and the Sunday School are having a Fish Fry Saturday night, April 3, at the church.

The Mother's Board under leadership of Mrs. Jennie Marshall met Tuesday evening at 7:30. We are sorry that the president is having so much trouble with her teeth.

DO YOU WANT SUCCESS IN LIFE?

Stop Worrying!  
Do You Need a New Start?  
Write Me Today.  
Information Free.

M. WILLIAMS, Dept. O  
Journal Square Station  
Jersey City, N. J.

FREE LUCKY HEART INCENSE  
NEW—DIFFERENT

Numbers appear like Magic in boxes. Write quick for greatest agent's easy money-making proposition. Get Free Samples Incense, Face Powder, Hair Dressing, new 32-page Beauty LUCKY HEART Dept. Q-423 Memphis, Tenn.

## DO YOU KNOW WHY



## Visits Here



Mr. Bennie D. Brown, graduate student of Iowa university, Iowa City, Ia., was in the city during the Easter holidays visiting his sister and brother-in-law, Mr and Mrs.

S. Edward Gilbert, circulation and advertising managers respectively of The Omaha Guide.

Mr. Brown, who holds the position of first violinist in the university orchestra and residence manager of the Alpha Phi Alpha fraternity, of which he is a member was the recipient of many social courtesies while in the city.

He returned to his studies leading to a master's degree in history Monday evening.

## Atty. J. N. Thompson Vs. J. J. Johnson

Jessie J. Johnson, booking agent for dance orchestras throughout the middle west, according to Atty J. Nelson Thompson, has been found guilty of unfair tactics by the American Federation of Musicians who had the following to say in a recent correspondence with Mr. Thompson: "Atty. J. Nelson Thompson, Des Moines, Ia., Dear Sir: Mr. Johnson has been advised to make payment to the amount of \$500.00 through the office of Treasurer Benton within 30 days, and his failure to comply therewith will result in his name being placed on the national unfair and defaulter's list of the A. F. of M. and his license will be cancelled.

Very truly yours, Fred W. Birnboch, Sec'y, American Federation of Musicians.

Expert Auto Repairs  
Overhauling Our Specialty  
All Work Guaranteed  
Day and Night Service  
—Phone AT. 6697—  
Merrivether's Garage  
We repair all makes and models  
E. L. Merrivether, prop.  
2209 No. 22nd St. Omaha, Neb.

## North 24th Street SHOE HOSPITAL

Celebrates the 15th Anniversary  
With a Big Shoe Repairing Sale  
Women's Tonifs ..... \$1.50  
Women's half soles .65c and up  
Men's half soles .75c and up  
Men's rubber heels 35c and up  
Children's Half soles 50c and up

1807 No. 24th St. WE 4240

## "A NEW ALL FINISHED SERVICE"

15 LBS. FOR \$1.98 11c EACH ADDITIONAL POUND

Entire Bundle Finished—All Men's Shirts Hand-Finished at No Extra Cost. Bundle Must Contain 50% Flat Work.

THE IDEAL FALL AND WINTER SERVICE

EMERSON LAUNDRY AND ZORIC DRY CLEANERS

2324 No. 24th St WE 1029

## Civil Service Examination

The Omaha Urban League and Community Center announces the holding of an unasssembled Civil Service Examination for the position of Social Science Analyst. Salaries ranging from \$2,000 to \$5,600 yearly. Age limit 20 to 53. This opportunity is open to all Negro Social Workers, Sociologists, Economists and Research persons. Closing date for filing application, April 19th. Any one wishing further information may receive same by visiting or calling the Urban League.

## ARE YOU ONLY A THREE-QUARTER WIFE?

MEN, because they are men, can never understand a three-quarter wife—a wife who is all love and kindness three weeks in a month and a hell cat the rest of the time.

No matter how your back aches—how your nerves scream—don't take it out on your husband.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three ordeals of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age."

Don't be a three-quarter wife, take LYDIA E. PINKHAM'S VEGETABLE COMPOUND and go "Smiling Through."

## HEALS THOUSANDS

Sores, Pellagra, Syphilis, Bad Blood, Gonorrhea, Bad Skin, Gastric Stomach, Indigestion, Nervousness, Run Down Nature and Kidney Complaint. Guaranteed Treatment, \$1.80 Postpaid. Seid 01.00 with C. O. D.'s

C. A. Williams Med Co., McKemie, Ark. Agents Wanted.

Golden Brown Hair Dressing NOW 25¢

Make your hair beautifully smooth and easy to dress. Same big package that sold by mail—now at 50¢. at your favorite drug store NOW 25¢.

LUCK BAG FREE!  
10c Algerian Majo Luck Bag and samples Hair Dressing, Powder, Ointment Free. Send 10c to cover mailing cost Golden Brown Chemical Co., Dept. G, Memphis, Tenn.

alamito  
OMAHAS PIONEER DAIRY

## ANGELA MATE

A New Discovery; Recommended By World Famous Doctors  
MADE ME YOUNG AT FIFTY

and gave me the youthful vitality of a person of twenty years says Lieut. Clifford of New York. MATE is giving to thousands of run-down, nervous and weak elderly men and women new energy and vitality and the thrill of youth and love again.

ONE DOLLAR for one month's supply. Money returned if not satisfied.

FREE—Books on Sex Secrets worth \$1.00 given absolutely free with each order received within ten days. Write at once for your package of ANGELA MATE and Lieut. Clifford's Story. Address

NORTH AMERICAN MATE CO.  
408 Manhattan Ave., NEW YORK CITY  
S-C-F. Ex. S.

Drawn for this paper By Fisher

MEEN!  
KA-CHAW  
HOW DO YOU SUPPOSE YOU WOULD FEEL IF YOU WERE DEAD?  
I GUESS I DON'T CARE!  
WASH YOUR MOUTH WITH WATER!  
GEE!