

# BUILD Your Own COMMUNITY By Patronizing Your Naborhood Stores

Sponsored and Supported by Public Spirited Northside Business Men for the Purpose of Creating Better Understanding Between Merchants and Consumers and for the Purpose of Bringing Directly to You the Latest Price Quotations

Buy Milk by Name  
Ask for  
**Roberts Milk**

OMAHA AUTO PARTS CORP.  
Omaha, Nebraska  
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S. J. Sindelar A. R. Thacker,  
Pres. Treas.

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GROCERY  
2114 N. 24th St. JA-3543.  
Every Day is Bargain Day Here

Buy Your Garden and  
Grass Seeds Now!

Save Money by Using our  
BULK GARDEN SEEDS  
Home Landscape Service.  
924 N. 24th St. JA-5115

Duffy Pharmacy  
We. 0609

24th and LAKE STREETS  
DRUGS  
PRESCRIPTIONS  
HARDINGS  
ICE CREAM  
Free Delivery

HARRIS' GROCERY  
2639 Franklin Street  
We Specialize in Fresh Vegetables  
and Meats  
We Appreciate your Patronage.

NORTH SIDE TRANSFER  
Long Distance Hauling  
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Phone WE 5656 2414 Grant St.

FOR REAL BARBEQUE MEATS  
Cooked With Hickory Wood.  
Always Have the Flavor and Taste.  
BILL HARPER  
2923 Charles St

AFTER THE WRECK  
—CALL—  
KAISER & CHRISTENSEN  
AUTO TOP AND BODY CO.  
Auto Painting  
AT 8972 2810-12 N. 24th St.

SLAUGHTER BAR-B-Q HUT  
and  
RESTAURANT  
2002 North 24th Street  
Under New Management  
EDNA MITCHELL & Son, LEON.

DEEP ROCK  
SERVICE  
STATION  
24th and Charles  
Now is the time to change motor  
oil and gear grease for Summer  
Driving

KOHRELL and CARPENTER.  
Expert Auto Repair  
and Battery Service  
Quick Service Ja. 8103  
M. & W. GARAGE  
1706 N. 24th Street

MILTON WILSON  
Says  
Come in And Look Us Over.  
BULGER TEXACO SERVICE  
Goodrich Tires.  
Willard Batteries.  
Recharge Batteries  
Fix Flats  
Have Complete Road Service.

FOR  
JOB PRINTING  
CALL  
WE. 1750  
OMAHA GUIDE

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Dignified, Efficient Supervision  
Nothing Over-Or Undone

2416 N. 22 St. WE 0248

## TUCHMAN BROS.

The North-Side Largest "Food Market."  
Lowest Prices on Quality Foods

24th and LAKE --- 24th and LAKE

ACE DOG-FOOD. Large Cans, --- 7c  
Tomatoes or Corn. No. 2 Size Cans, - 10c  
Worthmore Early June Peas, Tall Cans  
----- 10c

Aunt Jemima's Pancake Flour, Per  
Package ----- 10c  
Sweet California Oranges, Per doz - 10c  
Salted Cracker, Fresh and Krispy 2 lb.  
Caddy----- 23c  
CALIFORNIA PRUNES, 2 lbs ---- 15c

## MASON & KNOX CAFE

2307 N. 24 St. Prompt Delivery WE 4208

FREE! FREE! FREE! For A Few Days Only  
Free, with your stein of beer the following  
sandwiches: Hamburger, Imported Swiss or  
Cream Cheese, Boneless Cold Ham, Tender  
Prime Roast Beef.

Let us Club you with a club breakfast in a Mason and Knox way  
—FOR BREAKFAST—

HAM AND EGGS, German fried potatoes, Three hot Tea—  
No, Man-sized biscuits with coffee ..... 20c  
BACON AND EGGS, American fried potatoes,  
hot tea biscuits, coffee ..... 20c  
HOME MADE SAUSAGE, Knox fried potatoes,  
hot tea biscuits, coffee ..... 20c  
AUNT DELILAH HOT CAKES with Sausage or  
Bacon, coffee ..... 20c

Storz Triumph Beer On Draught  
HOME OF THE BARBEQUE KING

## HERMAN'S Market

WE FILL RELIEF  
ORDERS

WE-5444 24th & LAKE Sts.

The Best Quality Foods At The  
Very Lowest Prices

WE DELIVER

THOMAS SHOE REPAIR SHOP  
First Class Material  
Satisfaction Guaranteed  
1415 No. 24th St. Omaha, Neb.  
WEB. 5666

CHAS. HEDENBERG  
The Most of the Best for the Least  
Everything in Pictures  
218 N. 16th Street Omaha, Nebr.

Call  
OMAHA POULTRY MARKET  
1114 N. 24th St., We. 1100  
FRESH EGGS, FRESH DRESSED  
POULTRY  
While You Wait.

HEADQUARTERS AND REST  
ROOM FOR WAITERS AND  
PORTERS.  
2405 Lake Street AT 8295

RABE'S BUFFET  
Carl Rabes, Prop.  
Refreshments and Lunch  
2425 N. 24th Street, 24th and Lake  
Phone JA. 9195 Omaha

BLACK AND WHITE  
CAFE  
2210 N. 24th Street.

Sandwiches, Steaks and Chops.  
C. H. HALL  
EXPRESS  
PHONE JA 8585 RES WE-1056  
WE MOVE WITH CARE  
Office: 1405 N 24th St. Omaha.

JESSIE'S ORIENTAL  
TAVERN.  
The Place Where Good Fellows  
Meet—Hear  
GREGG WILLIAMS AND HIS  
FINE BAND  
2525 Erskine St. WE-5758

MRS. RANDLE.  
Home Made Candy Pop Corn  
Carmel Corn and  
ICE CREAM.  
2510 N. 24th St. Omaha, Neb.

SWANSON  
Plumbing Co.  
Plumbing—Heating and  
Repairing.  
1918 Cuming St.  
E. A. Backlund, Mgr.  
Phone JA-3434 Night JA-4356

Do You Want Naturally Wavy  
Hair?  
Try Our  
CROQUINGNOLE MARCEL  
WAVE  
Affords Numerous Changes of  
Coiffure.  
CHRISTINE ALTHOUSE  
BEAUTY SALON

### LIGHTNER NOMINATED FOR SPINGARN MEDAL

(Continued from Page 1)

sition in the fraternal realm.  
Lightner was elected Supreme  
Commander at the 1933 quadren-  
nial session which met in the  
Colorado Capital City. Since that  
time the Order has had a steady  
and substantial growth.

According to reports made pub-  
lic recently the American Wood-  
men Order had an income amount-  
ing to five hundred sixty-four  
thousand, three hundred and  
seventy-six dollars and thirty-  
eight cents; \$564,376.38 in 1934,  
and a total amount paid on death  
claims and accidents of two hun-  
dred twelve thousand, seven hun-  
dred thirty-three dollars and eleven  
cents; \$212,733.11 for the year  
ending December 31, 1934. Other  
claims amounted to three hundred  
sixty dollars, \$360.00 bringing the  
total sum paid out on claims to  
two hundred thirteen thousand,  
ninety-three dollars and eleven  
cents \$213,093.11 for the year.

The total sum of all disburse-  
ments, including salaries, sup-  
plies, death, accidents and sundry  
other items of disbursements,  
amounted to four hundred forty-  
one thousand, five hundred sev-  
enty-seven dollars and forty-  
three cents \$441,577.43. The total  
gross assets of the American  
Woodmen are two million, seven  
hundred sixty nine thousand, one  
hundred eight dollars and eighty-  
five cents \$2,769,108.85.

The nomination is being strong-  
ly supported by many supported  
leaders throughout the nation  
who are bringing to bear their in-  
fluence that he be given the Sping-  
arn Medal, insisting that great  
achievement in the business and  
fraternal realm is as praisewor-  
thy and deserving as that of any  
other and that any Negro leader  
of a fraternal organization  
who successfully steers the af-  
fairs of the business to such a  
height a Lightner has done, is de-  
serving of the highest possible  
recognition.

BOY SCOUT CIRCUS AT  
AK-SAR-BEN COLISEUM  
A cast of more than four thousand  
Boy Scouts, Sea Scouts and Cubs will  
present the biennial Boy Scout circus at  
Ak-Sar-Ben Coliseum Friday and  
Saturday nights of this week. The  
event will be a complete circus, with  
three rings, fifty "elephants", a small  
army of clowns and pink lemonade.  
The clown act, under the direction of  
J. A. Hertell, will feature an act by  
fifty trained "elephants", constructed  
by local boy scout troops. In the  
ring at the same time will be twenty  
tumbler, a mutt dog contest with sev-

JOHNSON DRUG CO.  
We Fill Relief Prescriptions  
WE. 0998 .. 1904 N. 24th St.

### MORE JOBS

The easiest way to prevent unemploy-  
ment is to create jobs. This Community  
offers a great variety of employment op-  
portunities. When you patronize your  
community merchants wholeheartedly,  
you increase their volume and make it  
possible for them to give all the mem-  
bers of this neighborhood additional em-  
ployment.

ARE YOU DOING  
YOUR PART

### Grant Street Pharmacy

PHONE Webster 6100  
Registered Pharmacist Prompt Delivery  
PRESCRIPTIONS CAREFULLY COMPOUNDED

MIDAS ICE CREAM  
Flavor—Quality Always

P. J. Robinson, Mgr.

24th and Grant Streets Omaha, Nebr.

ral hundred curs entered, and the  
clowns.

Another featured act will be the  
skates and wheels act, with fancy ex-  
hibitions by seventy-five skaters and  
bicycle-riders. House lights will be  
darkened for this event, and the lights  
will come from the bicycle lamps and  
skaters.

Three hundred scouts will take  
part in a complete demonstration of  
signaling. One hundred scouts will  
exhibit their model airplanes. Two  
hundred will present the famous In-  
dian ghost dance. Five hundred will  
stage the pioneering act, which fea-  
ture the construction of shelters,  
bridges, and signal towers without the  
use of hammers and nails. Music will  
be furnished by the 80-piece Benson  
Boy Scout band, a comedy German  
band and two bugle and drum corp.

According to A. J. Rhodes, chair-  
man of the attendance committee, tick-  
et sales are far in advance of previous  
years, and indicate a capacity crowd.  
All Omaha scouts and Cubs have  
tickets for sale.  
General chairman of the circus is  
Hird Stryker, who is assisted by Harry  
A. Koch, as chairman of the general  
committee, W. B. Millard as chairman  
of the business committee, W. J.  
Bruett, house manager, A. J. Rhodes,  
attendance, James P. Lee, transportation,  
Oscar Newton, Jr., concessions,  
W. L. Byrne, operations, and Law-  
rence McCague, program.

### THE BLIND MAN

(Dedicated to Mr. Dixon)

Early one morn as he journeyed along  
The blind man was whistling a song,  
A hymn of faith and hope,  
His heart and soul in every note,  
"Just as I am, without one plea"  
When I heard the mournful melody,  
I recalled the well known line,  
"Just as I am, poor, wretched and  
blind"

Yet, to the world he was revealing  
With such a depth of feeling  
In his heart and soul there is a song  
Praising God as he travels along.  
When Christ dwells in us and we  
in Him  
A glimpse of heaven can be seen,  
For in His great love we find  
Sight, riches and healing of the mind  
Through eyes of faith he can see  
The veil shall be lifted some day  
Until then he shall sing and pray,  
"Just as I am, without one plea,  
Oh, Lamb of God, I come to Thee".  
Myrtle M. Goodlow

CELEBRATE NATIONAL NEGRO  
DAY, AUGUST 24th  
San Diego, Calif., April 30—Twenty-  
five thousand Negroes will gather  
in Balboa Park, San Diego, on Sat-  
urday, August 24, to celebrate National  
Negro Day at the California Pacific  
International Exposition.

Complete details of the program  
have not yet been announced by the  
committee which is headed by D. V.  
Allan. He is assisted by Mrs. Audrey  
Hackshaw, E. W. Anderson and J.  
H. Brown. The latter is in charge  
of publicity, while the others com-  
pose the committee on arrangements.  
Music by massed choruses and bands  
will feature the program with a gala  
banquet in the evening at a San Diego  
hotel. The climax of the day will be  
the coronation of the young woman  
elected queen of the festival at the  
Exposition which opens May 29.

### Quartette Gives Recital at White College

Parkville, Mo.—May 2.—The  
male quartette of Western Uni-  
versity, State Industrial Depart-  
ment, rendered a program here at  
Park College Thursday evening in  
the college chapel before a cap-  
acity audience including the facul-  
ty and student body of the his-  
toric white institution. Miss  
Louise Washington rendered two  
readings during the program. The  
program was one hour long and  
the group of singers charmed  
the great crowd which came to  
witness the program. The mem-  
bers of the male quartette were:  
George Royston, baritone; Jack  
Johnson, second tenor; Morris  
Waldo Wright, first tenor and  
Robert Reid, basso profundo.  
The program was directed by  
Miss Marie Lillard, head of the  
Department of Music at Western  
University. The Western Uni-  
versity group was loudly applauded  
and highly commended by the  
audience. Bishop W. T. Vernon  
heads the institution.

### LOOK!

WITH EACH CHANGE WE  
GIVE A COMPLETE  
GREASE JOB.

No Extra Charge. 24 Hour Tow-in  
and Repair Service.

WALKER GARAGE  
24th and Lake Sts. Call JA-7086

### Alpha Phi Alpha Launches Four Point Educational Program

The Alpha Phi Alpha Fraternity  
launched on Sunday, April 28, an at-  
tack on four fronts against America's  
shameful treatment of her Negro pop-  
ulation, according to a statement is-  
sued by Professor Rayford W. Logan,  
of Atlanta University, the fraternity's  
national director of education.

EDUCATION FOR CITIZENSHIP  
is now the fraternity's major objective.  
By citizenship is meant nothing less  
than full participation everywhere by  
the Negro in effective political orga-  
nizations, and in the holding of elective  
and appointive offices. This message  
is being carried to the public through  
newspapers, the radio, and mass meet-  
ings. Mr. Mack Spears, Kansas City,  
Kansas, is the chairman of this phase  
of the work.

Since in some sections of the coun-  
try there is not yet a full realization  
of the cultural and vocational advan-  
tages inherent in a high school and a  
college education, the fraternity's fa-  
mous "Go-to-high-school, go-to-col-  
lege" campaign is again being prose-  
cuted under the direction of Dr. John  
W. Davis, Jr., Houston, Texas.

The fraternity is again awarding, as  
it did in 1934, the sum of \$1,200 for  
fellowships and scholarships. The  
Committee on Awards, which includes  
some of the race's leading educators,  
announces that the records of the men  
to whom awards were made last year  
and who are now studying at City  
Colleges of New York, Fisk, Michigan,  
and Ohio State, approach a straight  
"A".

Probably the most notable activity  
of the fraternity, Professor Logan de-  
clared, is its investigation of the vari-  
ous New Deal agencies. A specially  
engaged investigator spent several  
months in the offices of every agency  
in Washington gathering material to  
determine the effects of these agencies  
on the Negro. This report will ap-  
pear in a special issue of the Sphinx,  
the official organ of Alpha Phi Alpha,  
during the week of the fraternity's  
campaign.

"I believe," said Professor Logan,  
"that this is the most comprehensive  
campaign ever undertaken by a fra-  
ternity or a sorority. I believe also  
that this investigation of the Federal  
Agencies, as distinguished from the  
NRA, is the first made by any colored  
organization. An idea of the value of  
this investigation may be gleaned  
from the fact, revealed by the report,  
that Negroes have received less than  
one per cent of the patronage jobs  
since the New Deal began."

Dr. Charles H. Wesley of history,  
Howard University, Washington, D. C.,  
is the general president, and Mr.  
Joseph H. B. Evans, Washington,  
D. C., is the general secretary of the  
Alpha Phi Alpha Fraternity.

### YOUR CHILD AND THE SCHOOL

By Dr. ALLEN G. IRELAND  
Director, Physical and Health Education  
New Jersey State Department of Public Instruction

To Aid the Health Diet  
I came across a chart of the ideal  
health diet. It was the best of its  
kind I had seen, readable, under-  
standable, and correct. And in the  
excitement of discov-  
ery I showed it to a  
young mother whom  
I knew to be a stick-  
ler for the correct  
thing in child rais-  
ing.

In a twinkling she  
took the wind out of  
my sails by saying with a little  
touch of justifiable pride: "That's  
nothing. I have that beat a mile."  
Thereupon she showed me an ad-  
mirable thing of her own invention.  
And the best of it is, it actually  
works.

It, too, was a chart, a home-made  
affair. First, I should say this  
mother has two boys and a girl.  
Her chart, hand colored, attractively  
drawn, attempted to show in  
terms of child interest, the values  
of the several essential foods. In  
the left-hand column were state-  
ments such as these: "This makes  
chinning the bar easy," "This gives  
speed to running," "This helps to  
make graceful dancers," "This  
keeps Daddy well to earn a living  
for us," and so on.

Opposite these were colored  
drawings. In one place there were  
four glasses of milk; in another a  
bowl of fruit; or a plate of bread  
and butter. And so it went, down  
through the list of essential food  
items, including meat, fish, eggs,  
nuts, all kinds of vegetables, and  
milk products such as cheese, ice  
cream, and custards.

The chart was hung in a con-  
spicuous place in the kitchen.  
Sometimes the children are allowed  
to select meals from the chart. At  
other times, the mother points out  
what she has planned for the next  
meal. The object of the game each  
time is to pick out a balanced meal,  
in which there is a variety but with  
some item from each of the es-  
sentials.

The question of home work rises  
again; Dr. Ireland will discuss it in  
his next article.