

NORTH OMAHA LENDERS SUPPORT TO COMMUNITY PAGE

We, the following undersigned readers of the Omaha Guide, do hereby agree to spend \$1.00 per week or more with the business firms that advertise on the Community Page of the Omaha Guide on Page Eight. We feel that we owe that much loyalty to our Community paper for the service it has rendered and is rendering to the welfare of our Community.

- Sol Porter, 2113 No. 25th St.—2 in family.
- Mrs. D. Stromile, 2504 Franklin St.—6 in family.
- J. R. Martin, 1918 No. 27th St.—6 in family.
- James Hayden, 2624 Franklin St.—
- Jack Whitman, 2416 Parker St.—5 in family.
- Geo. Conway, 2417 Burdette St.—3 in family.
- C. C. Williams, 1413 No. 25th St.—4 in family.
- H. Williams, 1918 No. 24th St.—1 in family.
- Sterling Jones, 2520 Hamilton—2 in family.
- E. A. Williams, 2508 Burdette St.—2 in family.
- Lee Bryant, 2534 Parker St.—3 in family.
- Rose Johnson, 2512 Decatur St.—5 in family.
- Joseph Henry, 2508 Decatur St.—3 in family.
- Mrs. Mary Smith, 2435 Decatur St.—4 in family.
- Helen Frampton, 2432 Decatur St.—5 in family.
- Lois Thomas, 2428 Decatur St.—1 in family.
- Hazel Brown, 2428 Decatur St.—1 in family.
- Mrs. W. H. McGuire, 2428 Decatur St.—2 in family.
- Mrs. Bessie Williams, 2428 Decatur St.—2 in family.
- Mrs. J. S. Sloan, 2428 Decatur St.—2 in family.
- Robert Hawkins, 2410 Decatur St.—3 in family.
- Elizabeth Winn, 2408 Decatur St.—3 in family.
- Irene Jackson, 2410 Charles St.—4 in family.
- Elmora Hall, 2420 Charles St.—10 in family.
- Mrs. H. Jordan, 2522 Charles St.—7 in family.
- Mrs. Frank Wesley, 2113 No. 25th St.—2 in family.
- Mrs. Roxie Austin, 2518 Decatur St.—5 in family.
- Irene Becker, 2606 Decatur St.—1 in family.
- Mrs. Mae Perkins, 2524 Decatur St.—7 in family.
- Olfe Bostie, 2530 Decatur St.—3 in family.
- Lizzie Carver, 2919 Seward St.—2 in family.
- Mrs. F. E. Gibson, 2504 Decatur St.—3 in family.
- Mrs. Lucy Bell, 2604 Decatur St.—2 in family.
- W. R. Estell, 2606 Decatur St.—2 in family.
- Jessie Allen, 2608 Decatur St.—4 in family.
- Ruth Burselon, 2616 Decatur St.—4 in family.
- Ida Bryant, 2624 Decatur St.—2 in family.
- Mrs. Charles Curry, 2624 Decatur St.—4 in family.
- Tollie Stearns, 2622 Decatur St.—6 in family.
- Mrs. Gray, 2618 Decatur St.—3 in family.
- Mrs. Beatrice McRae, 2623 Decatur St.—3 in family.
- Mrs. O. C. Beck, 2628 Decatur St.—3 in family.
- Mrs. R. C. Gaskin, 2640 Decatur St.—2 in family.
- Mrs. Mildred Carter, 2640 Decatur St.—2 in family.
- Pearlie Baldwin, 2714 Decatur St.—4 in family.
- Mrs. R. Littlejohn, 2710 Decatur St.—3 in family.
- Ella Bultian, 2718 Decatur St.—2 in family.
- Rev. P. J. Price, 2718 Decatur St.—1 in family.
- Mrs. J. J. Long, 1801 No. 28th St.—7 in family.
- Mrs. Sally Dill, 1805 No. 28th St.—2 in family.
- Libby F. Harris, 1809 No. 28th St.—2 in family.
- Mrs. L. DeSote, 1809 No. 28th St.—2 in family.
- Edward Slaughter, 1816 No. 28th St.—8 in family.
- Mrs. Walker, 1812 No. 28th St.—6 in family.
- Mrs. Francie Redd, 1806 No. 28th St.—We. 3256.
- Mrs. G. W. Kellogg, 1802 No. 28th St.—4 in family.
- Walter Johnson, 2811 Decatur St.—3 in family.
- Mrs. John Moore, 2816 Decatur St.—
- Mrs. James Mayberry, 2816 Decatur St.—
- Mrs. C. Cain, 2913 Decatur St.—4 in family.
- Mrs. Findley, 2902 Decatur St.—2 in family.
- J. Edward Grooman, 2906 Decatur St.—3 in family.
- Mrs. Bertha Moore, 2922 Decatur St.—5 in family.
- Mrs. M. B. Anthony, 2929 Franklin St.—3 in family.
- Mrs. Estella Butler, 2909 Franklin St.—2 in family.
- Mrs. Moore, 2909 Franklin St.—2 in family.

- 2908 Franklin St.—11 in family.
- Walter Barrow, 2835 Franklin St.—3 in family.
- 2822 Franklin St.—5 in family.
- Mrs. Viola Reis, 2811 Franklin St.—4 in family.
- Mrs. Laura Triplett, 2807 Franklin St.—11 in family.
- Rufus Campbell, 2812 Franklin St.—4 in family.
- Mrs. Norine Anderson, 2720 Franklin St.—4 in family.
- Mrs. Anna Pannell, 2731 Franklin St.—3 in family.
- Mrs. H. L. Preston, 2735 Franklin St.—4 in family.
- Mrs. Pearl Mitchell, 2716 Franklin St.—5 in family.
- Hallie Chesney, 2712 Franklin St.—6 in family.
- Arthur Smith, 2637 Hamilton St.—1 in family.
- Arthur Smith, 2637 Hamilton St.—1 in family.
- Joe Henderson, 1605 No. 27th St.—1 in family.
- Maggie Welch, 2511 Decatur St.—2 in family.
- Bessie Anderson, 2517 Decatur St.—5 in family.
- Mrs. Jackson Davis, 2523 Decatur St.—2 in family.
- Mrs. P. L. Love, 2523 Decatur St.—2 in family.
- Earl M. Roberts, 2509 Decatur St.—2 in family.
- Mrs. E. M. Forrest, 2531 Decatur St.—7 in family.
- G. D. Benson, 2607 Decatur St.—No family (2)
- Mrs. Louise Whidby, 2615 Decatur St.—No family (7)
- Lisunia Brown, 2617 Decatur St.—7 in family.
- Mrs. Charlotte Robinson, 2619 Decatur St.—5 in family.
- Mrs. Mildred Glover, 2619 Decatur St.—5 in family.
- Minnie Franklin, 2625 Decatur St.—7 in family.
- Mrs. Roy Davis, 2 in family.
- E. G. Scoll, 2633 Decatur St.—1 in family.
- Ameda Hogan, 1 in family.

- F. H. Hunley, 2223 Clark St.—1 in family.
- Mrs. Elizabeth Kinney, 1728 No. 27th St.—2 in family.
- Mr. Edward Wallace, 1712 No. 27th St.—4 in family.
- Mrs. Hill, 1706 No. 27th St.—1 in family.
- Mrs. C. W. Blive, 2635 Franklin St.—1 in family.
- Ernest Prestor, 2712 Franklia St.—1 in family.
- Addie Watron, 1609 No. 27th St.—2 in family.
- Mrs. A. D. Gurner, 1605 No. 27th St.—2 in family.
- Eugene Harrison, 1516 No. 27th St.—1 in family.
- Mrs. W. C. Edson, 2708 Charles St.—4 in family.
- Helen Thomas, 2708 Charles St.—1 in family.
- Mrs. A. L. Read, 2317 No. 29th St.—6 in family.
- Mrs. A. Webster, 2317 No. 29th St.—3 in family.
- Charlie David, 1818 No. 26th St.—1 in family.
- Loma Taylor, 1402 No. 27th St.—4 in family.
- Wm. King, 2726 Charles St.—6 in family.
- Lyle Lawson, 928 No. 25th St.—3 in family.
- Mrs. George Litmor, 2215 Clark St.—2 in family.
- Edith Scott, 2502 Decatur St.—5 in family.
- Mrs. Ella Powell, 1720 No. 25th St.—7 in family.
- Mrs. Grace Speese, 2513 Decatur St.—7 in family.
- Lulu Woods, 1714 No. 25th St.—3 in family.
- Mrs. Anna S. Tubbs, 1712 No. 25th St.—1 in family.
- Mrs. Roberts Hall, 1711 No. 25th St.—6 in family.
- Y. W. Logan, 1711 No. 25th St.—2 in family.
- O. A. Calhoun, 1713 No. 25th St.—2 in family.
- Mrs. Georgia Allen, 2436 Franklin St.—3 in family.
- Mrs. Ella Reid, 2835 Franklin St.—2 in family.
- Mary Hobbs,

- Mrs. Riggs, 2436 Franklin St.—5 in family.
- Nellie Brown, 2433 Franklin St.—1 in family.
- Mary Williams, Apt. 2, 2433 Franklin—2 in family.
- Edna Davis, 2433 Franklin St.—1 in family.
- Odessa White, 2433 Franklin St., apt. 3—3 in fam.
- Mrs. Smith, Apt. 4, 2432 Franklin—2 in family.
- Mrs. Greenfield, 2115 No. 25th St.—4 in family.
- Mrs. Vera Graham, 2509 Grant St.—1 in family.
- Mrs. Lula Mae Ridge, 2509 Grant St.—2 in family.
- H. E. Walton, 2515 Grant St.—1 in family.
- Daisy Nared, 2517 Grant St.—2 in family.
- Beatrice Gray, 2620 Grant St.—1 in family.
- Ida Washington, 2514 Grant St.—2 in family.
- G. M. Myrick, 2314 Grant St.—2 in family.
- Lillie Sheldon, 2520 Grant St.—2 in family.
- George Macklin, 2525 Grant St.—3 in family.
- George Preston, 2525 Grant St.—1 in family.
- Rev. M. K. Curry, 2526 Grant St.—7 in family.
- R. L. Anderson, 2914 Lake St.—4 in family.
- Mrs. L. S. Davis, 2530 Grant St.—4 in family.
- Mrs. Robert Adams, 2601 Grant St.—2 in family.
- Sama Dalneshe, 2514 Grant St.—2 in family.
- Mr. Olie Love, 2613 Grant St.—2 in family.
- Tom Vann, 2618 Grant St.—1 in family.
- Juanita Bassett and Miss E. McGawgh, 2621 Grant St.—8 in family.
- Bernice McGawgh, 2623 Grant St.—2 in family.
- Lorraine Parker,

- 2622 Grant St.—1 in family.
- Mae Childress, 2622 Grant St.—1 in family.
- Golither Halcomb, 2625 Grant St.—7 in family.
- K. Harvey, 2627 Grant St.—2 in family.
- Isaiah Bates, 2630 Burdette St.—1 in family.
- Beulah James, 2628 Burdette St.—2 in family.
- Mrs. Fields, 2623 Burdette St.—1 in family.
- Ader Hall, 2621 Burdette St.—1 in family.
- Mrs. M. H. Thomas, 2617 Burdette St.—4 in family.
- Ezra Young, 2718 Charles St.—4 in family.
- Emma Smith, 2618 Grant St.—1 in family.
- Mrs. S. M. E. Baker, 2870 Miami St.—1 in family.
- Mrs. E. Matthews, 2870 Miami St.—2 in family.
- Rai Gordon, 2217 Charles St.—5 in family.
- Mrs. Davis, 2211 Miami St.—2 in family.
- Miss Helen White, 2226 Ohio St.—1 in family.
- For Ads see Page 8 of this issue.

it because three-fourths of such money would go to colored people of the south.

So, according to this information needy white people of the nation are to be denied this consideration and the help so necessary, in order to prevent benefits from reaching Negroes in the Southland. In this case, prejudice is proving a boomerang and hitting the very folk who are using it against those of our social group.

Prejudice is always blind and this case is indeed a confirmation of this axiom. If this money should be paid to colored people of the south, practically every dollar of it would be posed to it. Also it was stated that not a single southern state has such spent there, would contribute to the expansion of business and increase of the wealth of the people of that section.

But prejudice is unreasoning, as well as blind, therefore it will not hear this argument and so the southern oligarchy will increase its poverty when it might increase its wealth.

WEEKLY SHORT SERMON By Dr. A. C. Bearer

(For The Literary Service Bureau)

(Haman—Magnificent)

Text:—After these things did King Ahasuerus promote Haman the son of Hammedatha the Agagite, and advanced him, and set his seat above all the princes that were with him.— Esther 3:1.

This name, Haman, signifies magnificence and the definition is not difficult of understanding. But there are three things which feature in the eventful life of this man who, at one time was the favorite of King Ahasuerus. They are magnificence, degradation, retribution.

He had magnificence as to his home surroundings and his exalted position, but he was possessed of inner evil qualities which were evil and self-

SKIN DEEP

STORY ILLUSTRATIONS
by JAY JACKSON

Gee, it's good to be back in this swell apartment after such an insulting day. What a beginning and a whole year to go! You're lucky Miss Anne, only a year. We have a lifetime! Anyway, I haven't seen all there is to see yet. What about the social side? As the attractive brown you say I now am, with this gorgeous apartment, I should be able to meet the pick of the town. Maybe that will be the compensation! Just the same, I am determined to prove my point. What worries me is how can I account for this most luxurious place and still be looking for a job?



STANTON FEATURE SERVICE, INC.

Introductory...

Build a bigger and better cooperative Community spirit by trading with the businesses whose names will appear in these blank spaces next week. Watch for The Merchants' Ads On This Page Next Week.

North Omaha merchants, through the Omaha Guide Boost Business Page will bring to you the Community's greatest mark of quality merchandise at the lowest possible prices with service at your command. If you want your community paper to grow into a bigger and better paper, show your appreciation by patronizing these public-spirited merchants whose advertisement appear on this page and stand by and watch for results.

For eight years we have served you of this community faithfully in the publication of all of your civic, religious, fraternal, personal, national and local news releases, free of charge. A record achievement by Negro publications in the city of Omaha. Not one news item sent in for publication before the dead-line has knowingly been left out of the current issue.

It is your turn now to show your appreciation by patronizing the merchants who have voluntarily agreed to fill this page with community advertisement to assist us in the burden of publishing expenses. Tell your merchant that you are patronizing his store because he is a supporter of your community paper. If he is not an advertiser, ask him why he is not. Let us help you convince him that it pays to advertise in YOUR paper. Remember, charity begins at home.

Give your community merchant a bigger sale day, and he might give your boys or girls additional jobs. More money, more jobs. Bigger stores and a better and more prosperous community in which to live.

Patronize the community merchant who advertises in your community paper. The Omaha Guide is one of Nebraska's greatest weeklies. A paper which serves 14,000 colored Americans, who spend \$22,857.00 daily; and many other civic minded citizens. The Community Merchants are your merchants. It is strictly up to you what kind of service your merchants and your paper gives your community. They understand you and they have a sense of appreciation. They appreciate the fact that they prosper as you prosper and therefore experience the same feeling of prosperity or depression as conditions may bring about. In fact, your community newspaper and community merchant are part of your everyday life's activities. More business—better merchants. More advertising—better newspapers.

You need and must have a place to spend an average sum each day. Why not spend it with your neighborhood merchant, who advertises in your community paper such will help to make this publication the paper you would like it to be. The merchants who will advertise on this page will show their appreciation for your full cooperation in spirit by counter cooperation. If your favorite community merchant has not advertised on this page, again we say, find out why for the Omaha Guide is your paper today, we are just trusted with the stewardship. Tomorrow it must pass on to your sons and daughters. They must take your place in this world's activities. Therefore, it becomes your indispensable duty, today, to do your part to help build your community paper and community merchants. If this is done; when your road gets rough and your load gets heavy, your community paper and community business men may be in position to lend you a hand of assistance, for we understand you, and you understand us.

Remember, it is your best bet to feed the horse that pulls the plow. It is your best bet to put gasoline in the car you may have the opportunity to operate. Remember, it is your best bet to cooperate with those whose problems are something similar to your own.

Watch this page next week. The North Omaha Community merchants will extend to you a hand of welcome in the spirit of full cooperation through the columns of the Omaha Guide, Nebraska's Great Weekly.

Let us all put our shoulders to the wheel, one for all and all for one, in full cooperative community spirit.

destructive. These were envy, covetousness, selfishness, vindictiveness.

One may live in luxury and apparent security, but evil within will work destruction always. In the fall of Haman we have illustration of the text "Pride goeth before destruction and a haughty spirit before a fall."

Haman envied and hated the Jew Mordecai. He sought to take his life. He planned the destruction of another. But retribution found him and he was hanged on the gallows he erected for another.

Yes, real and enduring magnificence comes from inner, exalted, character; it is in sterling integrity and not in outward prosperity and gaudy show. Humanity will be better and fare better when this truth is recognized and considered.