

# 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

**BEER** Draught or Bottled  
**RABE'S BUFFET**  
 Refreshments and Lunch  
 2425 N. 24 St. 24th & Lake St.  
 Ja. 9195  
 Old Time Lager on Tap

**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

**Autry Ice and Coal Co**  
**Basket Coal, Lump**  
 35c, 3 for \$1.00  
**Nut, 30c, 3 for 90c**  
**Prompt Delivery**  
 We. 2762

**TIRE & BATTERY SERVICE**  
**AUTO PAINTING**  
 General Repairing  
 At. 9662  
**THE IDEAL GARAGE**  
 2419 Lake Street

**FEBRUARY SALE**  
 Beautiful Evening Gowns and  
 Afternoon Dresses of all kinds  
 This Spring's Styles  
**The KRAFT BARGAIN Store**  
 2518 N. 24th 1701 N. 24th

**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  
 Try Our

**KANT-NOCK AVIATION GASOLINES**  
 Kohrell and Carpenter.

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

**IT'S HERE NOW.**  
**FIRE-CHIEF**  
 Emergency Auto Service

**BULGER TEXACO STATION**  
 30th and Wirt. JA-8052.  
**MILTON WILSON ATT.**

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**JOB PRINTING**  
**CALL**  
**WE. 1570**  
**OMAHA GUIDE**

## MYERS FUNERAL HOME

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

**GRAPE-FRUIT** FLORIDA SEEDLESS **3 for 10c**

**ORANGES** CALIFORNIA SUNKIST **each 1c**

**YAM SWEET POTATOES** **lb. 5c**

**BREAD** 16 oz. LOAVES FRESH DAILY **LOAVES 5c**

**BLACK WALNUTS** 5 POUNDS **10c**

**SALMON** TALL CANS PINK **11c**

## 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-5444 24th & LAKE Sts.

The Best Quality Foods At The  
 Very Lowest Prices

WE DELIVER

### Economic Highlights

(Continued from Page 7)

American mid-west, turned millions of acres of rich wheat land to desert, and had the laugh on the puny efforts of mere man to control production.

As if that lesson weren't severe enough, Nature is again menacing crops—dust clouds recently swept day after day across the vast mid-west wheat country. The area affected includes over fifty million acres of wheat land. The result, unless late rains do the unexpected and remedy the situation, will be an inconsequential crop.

The Secretary of Agriculture has removed certain restrictions on the planting of spring wheat. This is expected to cause a rise from 1 to 30 million bushels in the normal spring crop.

### POLICE MAM DEFENSELESS WORKER IN BREADLINE

New York, N. Y.—CNA—As he attempted to get a meal at a relief kitchen located at 142nd Street and Fifth Avenue, Tommy Aiken, unemployed worker, was savagely assaulted by a relief official and policemen last week. Aikens right eye was knocked out and he was otherwise permanently maimed.

The worker was standing in the bread line when the policemen ordered him to "get out of line" and "get inside the kitchen." Aiken who had been waiting for his turn for several hours, protested that he would lose his place in line and refused to move. The policeman knocked him out of the line into the kitchen.

**Beaten To Floor.**  
 Aiken then threw his hands above his face for protection, whereupon the policeman hit him on the head with a night stick and knocked out his eye. The relief station head, Capt. Radcliffe, who held Aiken while the policeman kicked him in the stomach and beat him to the floor. Even after he was on the floor face down he was beaten on the head by a policeman. The policeman dragged him in-

to the lobby where he lay unconscious a half hour before an ambulance picked him up.

The policemen were numbers 6671 and 4406. The former is known for his brutality against Negroes. Capt. Radcliffe who comes from Kentucky has a reputation for beating up the Negroes in the breadline.

### Framed on Assault Charge

In addition to the beating given Aiken, the policemen have framed him on a charge of criminal assault. The worker is now in the Harlem Hospital.

Aiken lives at 411 Convent Ave. in Harlem. His sister Miss Hortence Aiken, has turned his defense over to the International Labor Defense, which will be supported by the Unemployment Councils and the League of Struggle for Negro Rights.

The relief kitchen at 142nd St. and Fifth Avenue formerly gave 3 meals a day but since the City Administration cut relief only one meal is served. Workers claim that the food is unfit for human consumption.

### MERIDIAN, MISS., FORMS BRANCH OF N. A. A. C. P.

New York, Mar. 29.—Citizens of Meridian, Miss., have completed the organization of a branch of the N. A. A. C. P. there, it was announced at the national office of the association here today. The number of persons required for a branch is fifty, but Meridian was able to furnish 126 charter members. This branch is the first active unit of the NAACP in the state of Mississippi in many years. There are skeleton organizations in Panola county and Jackson. Meridian citizens were spurred to act by the case arising in Kemper county where Ed Brown, Henry Shields and Yank Ellington were brutally beaten and "forced to confess" to the murder of a white farmer. The case is now being appealed by the N. A. A. C. P.

Officers of the new branch are Rev. Roy L. Young, president; Rev. B. W. Coates, vice president; Mrs. Louise Lawrence Webb, second vice president; C. T. Butler, Sr., secretary; Miss Dorothy Harris, assistant secretary; and Miss E. B. Ivy, treasurer.

### MORE JOBS

The easiest way to prevent unemployment is to create jobs. This Community offers a great variety of employment opportunities. When you patronize your community merchants wholeheartedly, you increase their volume and make it possible for them to give all the members of this neighborhood additional employment.

ARE YOU DOING YOUR PART

### PETERSEN'S BAKERY

2506 N. 24th Street 24th and Lake Streets  
 Our Bread Holds Its Freshness. Besides that our bread tastes better, toasts better, and comes sliced or unsliced. We have twelve varieties of dark and light bread.

**SATURDAY SPECIALS**  
 Cinnamon Bread, delicious ..... 35c  
 toasted, loaf ..... 15c  
 Whole Wheat Parker house ..... 15c  
 Rolls, doz. .... 15c  
 Jellyrolls, filled with Strawberry ..... 15c  
 Jelly, each ..... 15c  
 Meringue Shells, pastel shades, each ..... 5c  
 Black Walnut bars, doz. .... 15c  
 Black Walnut cup cakes, doz. .... 25c  
 PIES—Apple, Peach, Blueberry, Gooseberry, Lemon and Butterscotch, each ..... 25c  
 Vermont Cake, each ..... 35c  
 Yellow Cake, pineapple icing, each ..... 4c  
 Pecan Fudge Cake, each ..... 4c  
 Tuttle Fruitee Cake, each ..... 45c  
 Plain Butter Rolls, doz. .... 20c  
 Hot Cross Buns, doz. .... 22c  
 Fruit and Fig Coffee Cakes, each ..... 15c and 20c  
 Lemon Snaps, doz. .... 8c  
 PIES—Apple, Peach, Blueberry, Gooseberry, Lemon and Butterscotch, each ..... 25c

### 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.

### STATE REGULATORY AUTHORITY AT STAKE

By E. Hofer.

The proposed Public Utility Act of 1935, on which Senate committee hearings are now being held, is supposedly designed to eliminate hold companies.

The public has heard much from the politicians of real or fancied abuses of various holding companies.

What has not been emphasized is the potential effect of the bill on operating companies—on any utility company, large or small, which is in any way connected with a holding company, or one which engages in interstate commerce, or one having any physical connection whatsoever with another company engaging in interstate commerce.

Ever since the utility industry began, it has been regarded as a local business. For that reason, regulation was left to the jurisdictions of each state, and was never vested in a commission which could act for the country as a whole. The public's needs are obviously very different in South Carolina, for example, than in New York. The cost of producing and distributing power varies widely from state to state. A utility program which is necessary and adequate for one state, might not fit the needs of a neighboring commonwealth.

Under state commission regulation, utility service has been made extremely responsive to the needs of each individual state. There has never been a derth of power—always a surplus. Service has constantly improved, and rates have steadily declined. It can be statistically proven that the American people, operating costs and taxes considered, receive the best and cheapest utility service in the world.

If the proposed Act is passed, operating utility companies generating 99 per cent of the nation's power will come under the jurisdiction of a federal commission. Management will be a figurehead—and the state commission will have little cause for continued existence. If they make a decision that might conflict with the blanket policy laid down at Washington, that decision will be automatically negated. So strict and sweeping are the provisions of the bill that a utility could not engage legal or engineering counsel, expand facilities or buy supplies, without permission of the Washington commission.

In brief then, the bill proposes to nationalize management of operating companies—under a political bureau. It would do that at the expense of the present owners of the properties, who would no longer have a voice in ministering their own affairs—and at the expense of each state, which would no longer be able to regulate utilities in the best interest of its own citizens and consumers.

The bill seeks public support under the guise of correcting abuses. Those abuses, if they exist, should be corrected—but should that end be achieved by giving a politically appointed commission absolute dictatorship over one of our most essential and progressive industries; an industry in which millions of citizens have invested billions of dollars, and which is already subject to stringent regulation by each state?

### STUDENTS CONSTRUCT APPARATUS TO SAVE UNIVERSITY EXPENSE

Students at the Municipal University of Omaha, working under the direction of Dr. W. D. Maclay, assistant professor of physics and chemistry at the school, have constructed laboratory apparatus for use in their classes at an estimated saving of more than a thousand dollars to the university and Omaha taxpayers.

According to Dr. Maclay "for all practical purposes the equipment is as serviceable and efficient as the most costly on the market."

"There's absolutely nothing crude or amateurish about the apparatus," Dr. Maclay said. "It is of an excellent calibre. In addition to the saving effected the university by the undertaking, the students also received valuable training in practical construction of apparatus" he said.

As an illustration of the saving effected, one piece of apparatus, an ampere frame, costs something over \$35, according to Dr. Maclay. The one built by the students cost exactly 35 cents.

Included in the collection of new apparatus are a device for testing the efficiency of a motor, for studying the function of a vacuum tube, a coulometer, apparatus for verification of Kirchhoff's laws and the ampere frame.

School authorities say the work of the students will save taxpayers "more than a thousand dollars."

### POEM

Those who are quick to criticize,  
 Condemning what you try to do,  
 And never giving aid to you  
 Are the ones you can surmise,  
 Have made a failure of their lives,  
 While those who share complete success,

Will give a hand of helpfulness,  
 To worthy efforts that are made  
 To help another make the Grade.  
 Myrtle M. Goodlow,  
 Omaha, Nebr.

### MAID-WELL GARMENT CO. CLOSES DOORS.

Forrest City, Ark. April 4.—The Maid-Well Garment company of this city, against which attorneys acting for the National Association for the Advancement of Colored People have filed suit on account of back pay due colored and white women employees under the NRA code, has closed its doors for an indefinite period. The company announced that it was forced to shut down when the NRA Regional Labor Board forbade its use of the Blue Eagle. The Blue Eagle was taken away from the plant after complaints had been filed in Dallas, Texas by John P. Davis, who made a personal investigation at Forrest City for the N. A. A. C. P. and the employees.

### NOT DOING SO WELL IN HEALTH

Mr. George Hibler, 2125 Ohio St., is reported not doing so well. A few days ago, he had a severe fainting spell in a Barber Shop. Mr. Hibler is one of Omaha's leading citizens, he has lived in our city thirty-five years and has been very active in civic, church and political affairs. He has held a trusted position at the Newspaper Union for 23 years. Omaha is hoping for his full recovery.

### WHY NOT NOW

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 Why Not Now, pay when its due.  
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 And we will send some one to you.  
**WHY NOT NOW, Pay your subscription,**  
 When it's due.

B. S. Sutton,  
 Circulating Manager

Do You Want Naturally Wavy Hair?  
 Try Our  
**CROQUINGNOLE MARCEL WAVE**  
 Affords Numerous Changes of  
 Coiffure.  
**CHRISTINE ALTHOUSE**  
**BEAUTY SALON**  
 2422 N. 22nd St. WE. 0846