

# BUILD Your Own COMMUNITY By Patronizing Your Neighborhood 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  
2206 Cuming St. JA. 0019  
S. J. Sindelar A. R. Thacker,  
Pres. Treas.

VONER and HOUSTON  
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  
PRESCRIPTIONS  
Free Delivery

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

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

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

SPECIAL  
GET ACQUAINTED OFFER  
Shampoo, Press with Finger  
or Marcel .....\$1.25  
Homer McCrany's  
BEAUTY SALON  
Two Doors South of Ritz

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  
2011 N. 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.

PROGRESSIVE TAILORS  
John Hall, Prop.  
Cleaning and Pressing Neatly Done  
We Call For and Deliver  
2120 North 24th Street Omaha

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

## 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

Winter Potatoes, (While They Last) pk. ...15c  
NEW POTATOES, 6 lbs. 25c  
Fresh Gabbage, per lb, 5c  
Fresh Large Leaf SPINACH, per Peck 10c  
Valley Brand Seedless Raisins, per box 5c  
Irish Linen Toilet Tissue, per roll 5c

## HERMAN'S MARKET

WE-5444 24th and Lake Sts.  
The Best Quality Food at the Very Lowest  
Prices  
WE DELIVER

### 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

## 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, Neb.

JOHNSON DRUG CO.

We Fill Relief Prescriptions

WE. 0998 1904 N. 24th St.  
AMERICAN WEINER SHOP  
2509 N. 24th Street.  
RED HOTS AND SHORT  
ORDERS  
SCHLITZ BEER ON TAP  
TRY OUR DOUBLE DECK  
CLUB SANDWICH

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'S  
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

WHY WANT TAILORED  
CLOTHES  
(Suits A Specialty, \$4.95)  
At Expensive Prices When You Can  
Buy Them Cheaply At The  
ARCHWAY SEWING ROOM  
1324½ N. 24th Street

ALWAYS ASK  
FOR

## FORBES' BAKERY PRODUCTS

AT YOUR GROCER  
2711 North 24th St.

Compliments of  
MONTGOMERY GROCERY  
We carry a full line of groceries and  
Fresh Vegetables. Give us a Trial.  
2531 Lake St. WE. 0226

### LOOK!

WITH EACH OIL CHANGE  
WE GIVE A COMPLETE  
GREASE JOB  
No Extra Charge  
24 HOUR TOW IN AND  
REPAIR SERVICE  
Walker Garage No. 5  
24 and Lake Sts. Tel JA-7086

### A Plan For Holding Company Regulation

By E. Hofer.

Public utility executives, in company with other industrialists and thousands of citizens, have objected strenuously to the proposed Public Utility Act of 1935. And that, in turn has caused various newspapers and commentators to say: "Your objections are valid; but, if the Public Utility Act is to be defeated, what would you put in its place?" That question has been decisively answered by Wendell L. Willkie, President of the Commonwealth and Southern Corporation, who has presented a list of specific suggestions for holding company regulation, which would protect investors and consumers, and still save properties valued at billions of dollars from unqualified destruction. Here are some of them:

That all shares of stock have one vote. This would do away with the criticism that a group, or an individual, by obtaining control of a relatively small amount of voting stock can override the wishes of those who own large amounts of stock which does not carry voting rights.

That the Securities and Exchange Commission shall have the power to prohibit the issuance of securities which it believes determined to the investing or consuming public. This would take care of any so-called "watering" manipulations.

That the law require that a majority of directors of holding and operating companies, shall be actual residents of the territory served. This would offset the criticism that, under existing conditions, a group of men who have never been in a state or an area can determine what shall be done in the way of development, rates and service.

That officials of holding companies or an operating subsidiary be prohibited from owning more than one per cent of the voting stock of any company furnishing service or materials to such operating subsidiary. This would make it impossible for officials to "cash in" on their business connections.

That service to a substantially wholly-owned operating subsidiary be provided at cost, and to a subsidiary not so owned, at a reasonable profit. This meets the charge that holding companies have made excessive profits on jobs done for subsidiaries.

That holding companies shall not be allowed to use the employees of operating companies in selling securities. This would eliminate one more real or fancied abuse of holding company power.

That the Securities Commission shall be authorized, at the request of a state commission, to investigate accounts and records of holding companies affecting service charges and other intercompany relationships. This provides a further safeguard against financial exploitation of subsidiaries.

That holding companies shall be prohibited from acquiring voting stocks of utility companies without approval of the Securities Commission or a State Commission, and that all others be prohibited from acquiring more than five per cent of such stocks without similar approval. This offers the utmost protection to investors and consumers against unwise and unjustified control of operating utilities by holding companies.

Finally, Mr. Willkie advocates that provision be made for interstate power boards, composed principally of the State Utility commissioners concerned, to pass upon interstate wholesale power rates. This would do away with the criticism that such rates are unregulated now, any may be excessively high.

It is difficult to see how it can be disputed that Mr. Willkie's program would give almost unlimited protection to the entire public; and solve the holding company problem to the benefit of all concerned. Here are constructive suggestions; and anyone is prejudiced indeed who can believe that the public interest would be better served by the pure destructivism the Public Utility Act of 1935 represents.

### EMERGENCY CONSERVATION WORK

By Edgar G. Brown

Atlanta, Georgia, May 15, 1935—The Singing CCC Boys from Harmany Church—otherwise microphone talented members of Companies 1433 and 416, Fort Benning, are now ready to doff their O. D. uniforms when ap-

## GRAND OPENING JAY'S MARKET

JA-7234 2314 N. 24th St.

Next to Emerson Laundry

A complete new stock of Groceries, Meats, Fruits, Vegetables and Tobaccos.

FREE—Cigars for the men and souvenirs for the ladies' with a purchase.

BALLOONS FOR CHILDREN

pearing before audiences away from camp, and to slip into a classy set of unique white uniforms bought especially for their use.

The new suits are white trousers, coats and shirts, with black neckties and shoes. William Cooley, director of the CCC Glee Club will be responsible in a white Prince Albert coat trimmed in blue.

John Wesley Edwards, son of the late Rev. P. E. Edwards, who is supporting his mother as an enrollee of CCC Company 1360, garrisoned at the Northeast section of the Nation's capital, has been promoted from leader of the Sunday Morning Devotional Service, to the assistant Educational Adviser.

Thirty-nine new enrollees during the past week have joined the 1360 CCC camp located on the National Arboretum. This land is under the supervision of the Department of Agriculture. Edward Murphy, a former student of Hampton Institute, and Webster Davis of Washington have been appointed by Captain J. P. Moore as hospital attendants. Percy Johnson has been promoted to an assistant leader.

Barracks No. 3 of 1360 Company for the third consecutive week has been awarded the "Merit Flag", a black banner, studded with a large white star, which waves high over the main entrance. Herman Burt is the CCC leader and Lee Skipper, who carried on so well during the recent illness of Burt is one of the assistant leaders and Norvell Brown is the other assistant leader of Barracks No. 3. CCC Company 1360 has eight colored leaders and sixteen assistant leaders. Robert Jones, the Company clerk for nearly two years is the president of the Leaders Club. Sergeant "Monte" Blue, another of the old guard, who joined the outfit in Virginia, before it was transferred to Washington, is still on the job as the big boss of the Mess Hall.

Arthur Thorogood, assistant Educational Advisor, 362 CCC Company, Military Park No. 3, Fredericksburg, Virginia, got the thrill of his life last week in meeting and shaking hands with Director Robert Fechner, the man entrusted by President Roosevelt, to carry on for another two years and to watch every detail of the additional expenditure of \$600,000,000 for the Emergency Conservation Work, throughout the country. Thorogood is a graduate of Cordova High School, Washington, D. C., and he sends in the names of Archie E. Skipper, Elmer Shelton, Paul Lewis, and James Evans as other High School graduates, now in the CCC camp at this notable battlefield, who are hoping the FEPA college benefits next year will enable them to go on with their education. They are also writing to several presidents of Negro universities in the hope of affecting by some good fortune the opportunity to matriculate at their institution this fall.

The idea of especial consideration for colored CCC enrollees who wish to go to college was advanced and followed through with more than a score of the leading universities of higher learning by Charles Satchell Morris, Jr., Educational Adviser, at Camp Tuckahoe, New Jersey. They include Howard University; Wilberforce University; Lincoln University, (Pa.) and Jefferson City, Mo.; Wiley College, Marshall, Texas; The Agriculture and Technical College, Greensboro, N. C.; Talladega College, Talladega, Alabama; Winston-Salem Teachers College, Winston-Salem, N. C.; The St. Paul Normal and Industrial School, Lawrenceville, Virginia; Hampton Institute, Hampton, Virginia; Shaw University, Raleigh, N. C.; West Virginia State College, Institute, West Virginia; Knoxville College, Knoxville, Tenn.; LeMoyn College, Memphis, Tenn.; Virginia State College for Negroes, Petersburg, Virginia; Colored Agriculture and Normal University, Landston, Okla.; Storer College, Harpers Ferry, West Virginia; Morehouse College, Atlanta and Georgia State Industrial College.

CCC Company 1371 at Battery Cove on the Potomac, near Alexandria, Virginia, had the honors again on last Saturday, when Director Fred Hampton and his CCC colored Glee Club.

### Economic Highlights

(Continued from Page 7)

far outweigh the influences of super and middle sized business combined.

—OO—  
President Roosevelt wants the NRA extended for two years by Congress. But he recently told a Senator that he would not oppose even a ten months' extension.

Result: The Senate Finance Committee has approved a draft of a resolution which, in the words of one commentator, "offered an emasculated Blue Eagle less than the months to flutter to its grave."

The resolution would extend NRA to April 1, 1936, and would draw its teeth by eliminating all regulations of intrastate business, and all price-fixing, with the exception of mineral resource industries.

again sang over the National Broadcasting Company's Blue Network, under the auspices of the National Park Service, Department of the Interior. Besides "Go Down Moses", "Swing Low Sweet Chariot", and "Mammy's Lullaby", "Wadin' thru the Water" was a new number, which the boys sang with real spirit and harmony.

### Statesmanship Should Transcend Politics

On April 19, United States Senator McNary of Oregon said: "What the country needs more than anything else is rest, reassurance and confidence. All would profit by this happy eventuality." Speaking at the recent Founders' Day Exercises of the University of Virginia, Bainbridge Colby, Secretary of State under President Wilson, said: "The American people will insist, with Jefferson and Wilson, that their national government shall be content with its constitutional role as arbiter of just and definite laws, proceeding from he people an denacted by their duly elected representatives."

These statements differ only superficially each of them reflects the growing weariness of American people, of all parties and classes, with experiments and self serving political schemes which are actually retarding, rather than advancing, recovery.

All duties are matters of conscience, with this restriction that a superior obligation suspends the force of an inferior one.

Men must be either the slaves of duty, or the slaves of force.

## OUR CHILD AND THE SCHOOL

By Dr. ALLEY A. HEDLAND  
Director, Physical and Health Education  
New Jersey State Department of Public Instruction

### Milk and Explorers

That was the problem bothering one little girl who was convinced of the value of milk. "What do Arctic explorers do?" was the question put to her school teacher. And again "Do they take cows on ocean liners carrying little boys and girls?"

Shows thought, doesn't it? As a matter of fact, it's the keystone of the educational arch. Curiosity. And that very wise teacher took advantage of her opportunity. So the class was launched upon a series of investigations and live discussions. They discovered the meaning of pasteurization, bottling, germ free milk, refrigeration on board ship and in dining cars. And in a most convincing way they reassured themselves of the importance of milk to adults as well as to children. For they learned that explorers and sailors do indeed use milk in huge quantities.

How should you protect your child's health in summer? Dr. Hedland will discuss it next week.