

# BUILD Your Own COMMUNITY By Patronizing Your Naborhood Stores

**BLACK AND WHITE**  
Coffee Shop  
2210 N. 24th Street

"THE IDEAL PLACE TO DINE."

Good Coffee and Good Food  
Under New Management

DORIS and TOMMIE

Open from 6 A M until ??

**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

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

**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 McCraney's BEAUTY SALON  
Two Doors South of Ritz

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

**WHITES SERVICE STATION**  
Standard Oil Products  
We repair tires

**WHITE & NEWTON**  
24th and Grace St. JA. 8954  
All Work Guaranteed

**IT PAYS TO LOOK WELL**  
MAYO'S BARBER SHOP

Ladies' and Childrens' Work  
A Specialty.

2422 Lake Street.

**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.

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

Do You Want Naturally Wavy Hair?  
Try Our  
**CROQUINGNOLE MARCEL WAVE**  
Affords Numerous Changes of Coiffure.

**CHRISTINE ALTHOUSE BEAUTY SALON**  
2422 N. 22—WE. 0846

**WHY WANT TAILORED CLOTHES**  
(Suits A Specialty, \$4.95)  
At Expensive Prices When You Can Buy Them Cheaply At The  
**ARCHWAY SEWING ROOM**  
1322 1/2 N. 24th Street

**C. H. HALL EXPRESS**

PHONE JA 8585 RES WE-1056  
WE MOVE WITH CARE  
Office: 1405 N 24th St. Omaha.

**SWANSON Plumbing Co.**

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

**HERMAN'S MARKET**

WE-5444 24th and Lake Sts.

The Best Quality Food at the Very Lowest Prices

**WE DELIVER**

**THULL'S ANNEX**  
24th and Seward

FOR YOUR CONVENIENCE—Free Special Delivery Service  
BUD McMANIGAL, Prop. Jackson 8054

**AMERICAN MEMORIAL CO.**  
Twentieth & Cumings St.

**MONUMENTS AND MARKERS**  
PHONE Atlantic 4927 All Work Guaranteed  
"We have served your friends"—Ask them

**BE INDEPENDENT—No Down Payment**

Be independent, make money, enroll for a beauty course before August first. Day or night classes.  
\$2.00 a week. No down payment.

**MRS. A. WILSON**

**TUCHMAN BROS.**

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

WE-0402 24th and LAKE

**CRISP FRESH VEGETABLES DAILY**

**WE NOW FILL GOVERNMENT RELIEF ORDERS**

LET US HELP YOU SELECT FOODS FOR YOUR PICNICS, LUNCHES, AND DINNERS

Get Your Relief Orders Filled at a Store That Carries the Largest Line of Fruits and Baby Beef at Popular Prices.

**Grant Street Pharmacy**

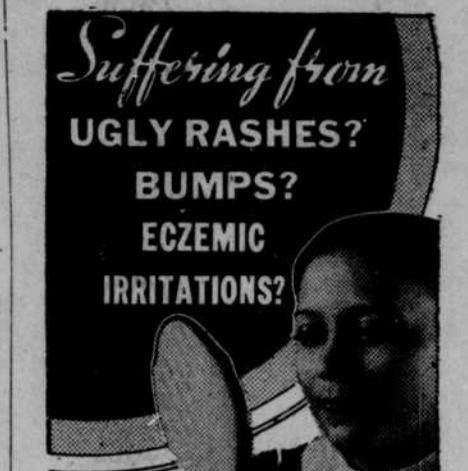
PHONE Webster 6100

Registered Pharmacist Prompt Delivery  
PRESCRIPTIONS CAREFULLY COMPOUNDED

**MIDAS ICE CREAM**  
Flavor—Quality Always  
P. J. Robinson, Mgr.  
24th and Grant Streets Omaha, Nebr.

## Leave City To Join Band

Miss Anna B. Lovely, daughter of Mrs. Isaac Lovely, 2802 Douglas street, and a student of Mr. Professor P. J. Maddles, left for Minneapolis, Thursday evening to become a member of a ladies band at a salary of \$27.50 a week, with promise of a promotion.



Depend upon the "old reliable" combination treatment that has brought relief to thousands of sufferers... Black and White Ointment and Skin Soap. These two products are world-famous for the way they clear up bumps, eczemic irritations and other skin trouble. Go to your druggist today and ask for Black and White Ointment and Skin Soap and be sure that you get them. There's nothing "just as good."



## TOOK OFF 17 LBS. OF UGLY FAT

**HEEDED DOCTOR'S ADVICE**

Mrs. Robert Hickey, Roseville, Calif., writes: "My doctor prescribed Kruschen Salts for me—he said they wouldn't hurt me in the least. I've lost 17 lbs. in 6 weeks. Kruschen is worth its weight in gold."  
Mrs. Hickey paid no attention to gossipers who said there was no safe way to reduce. She wisely followed her doctor's advice. Why don't YOU?  
Get a jar of Kruschen to-day (lasts 4 weeks and costs but a trifle). Simply take half teaspoonful in cup of hot water every morning. All druggists.

## TIRED, WORN OUT, NO AMBITION

HOW many women are just dragging themselves around, all tired out with periodic weakness and pain? They should know that Lydia E. Pinkham's Tablets relieve periodic pains and discomfort. Small size only 25 cents.  
Mrs. Dorcie Williams of Danville, Illinois, says, "I had no ambition and was terribly nervous. Your Tablets helped my periods and built me up." Try them next month.



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

## Horace W. Jones Bound Over to District Court, To Be Tried for Rape In Fall Term

The preliminary hearing in the case: States vs. Horace W. Jones, was held before Lester Palmer, Judge of Municipal Court on the 16th day of July, Mr. Jones charged in complaint with statutory rape on Ruth Glover, 12 years of age.

Ruth testified that she had gone over to Mr. Jones' house on the 25th of June and that Mr. Jones had enticed her into the chicken house and there assaulted her.

Mrs. Glover, mother of Ruth, testified that she had become suspicious of her daughter's trips to Jones' home and stood in the doorway of her sister's home and saw Mr. Jones go in to the chicken house and also saw him come out with Ruth following. She immediately took Ruth home and examined her and discovered that she had been assaulted.

Mrs. Hudson, sister of Mrs. Glover, testified to the same thing.  
Dr. Wesley Jones, who made the examination of the girl, testified to the fact that she had been assaulted.

The judge decided that there was probably cause to hold Jones for trial, and he was bound over to district court to be tried in the fall term.

Mr. Fitzgerald represented the County Attorney's Office.  
Seen at the trial, were such persons as John Horton, representing the Omaha Chronicle, Mrs. Lone Hanger, Mrs. Irene Moten, William Johnson, R. C. Price, representing the Negro Associated Press, and many others.

Notice, Subscribers: If you don't get your paper by Saturday, 2 p. m., call Webster 1750. No reduction in subscriptions unless request is complied with.

Mothers—Let your boys be Guide newsboys. Send them to the Omaha Guide Office, 2418-20 Grant Street.

## Spirit of The New South

Dr. F. D. Patterson, Tuskegee Institute's new President, recently suggested to the editor of the Montgomery Advertiser that as a graceful gesture of good will the white people of the South raise a fund to construct and equip an agricultural building on Tuskegee's campus. In an editorial the Advertiser interpreted the idea as afflicting memorial to Booker T. Washington and R. R. Moton, pointing out that it has large potentialities for good will and creative effort among both white and blacks in the South.

The Advertiser sent photostatic copies of its editorial to the editors of all daily newspapers in the Southland, to the Presidents of all Southern colleges and universities, bankers, business men and chamber of commerce. Each was asked to give an expression as to the timeliness of the suggestion. The replies to date have been most gratifying. To quote The Advertiser:

Every editor but one who has written \*\*\* or otherwise commented on the proposal, has expressed warm approval and offered to cooperate. This one editor says he will take the matter under advisement.

A letter from Dr. George H. Denry, head of the University of Alabama, and boyhood friend of Dr. Moton in Virginia, was reprinted, which follows:

I approve in toto of your proposal. I strongly feel that the white South should gladly undertake its fundamental sound responsibility of aiding Tuskegee in substantial fashion. For every dollar put into the enterprise the South will profit many dollars. And its spiritual recompense will be infinitely greater than any amount of money asked to be given.

On the editorial page of the same issue The Advertiser publishes editorial comment from the Atlanta Con-

stitution, Louisville Courier-Journal, Richmond Times-Dispatch, Chattanooga News, Beaumont Enterprise and Selma Times-Journal, in which these influential Southern journals enthusiastically endorse the suggestion.

Such is the spirit of the New South. The day has come when a critic can no longer generalize and indict the entire South as reactionary and intolerant. The progressive, constructive forces for good will and cooperation have become more articulate and outspoken. It will be a wonderful section of the country in which to live when the better elements of both races come to the full realization that the South will prosper in proportion to efforts jointly made to promote its general welfare.

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## Lucille Forestine Devereaux Dies

Lucille Forestine Devereaux, the daughter of Mason and Attohar Devereaux, was born February 21, 1922, at Omaha, Nebraska. She departed this life, July 15, 1935, at the age of 13 years, 5 months and 2 days, at the Methodist hospital at 12 a. m., after an illness of three weeks. She leaves to mourn her loss a mother and father, four sisters, two brothers, one nephew, a number of aunts, uncles, cousins and a host of friends. She was a loving and obedient child, always ready to lend a helping hand where needed. She will be greatly missed by her little nephew to whom she was devoted.

She was active in school activities, also a member of St. John Sunday School and member of Bud Billiken club.

Funeral services were held from Jos. D. Lewis mortuary, Thursday, July 18, 1935, at 3 o'clock with burial in Forest Lawn cemetery.

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## Damp Wash

3 1/2c Per Pound  
Minimum bundle 48c

## Edholm & Sherman

LAUNDERER AND DRY CLEANERS  
2401 North 24th St. We 6055

KEEP COMPLEXIONS  
**Cool and Attractive**  
IN HOTTEST WEATHER

Use fragrant, soft, superfine Black and White Complexion Powder. Does not cake or streak. Clings smoothly and evenly for hours, keeps complexion fresh and attractive. Choose your tint from white, flesh, pink, brunette, high brown and nut brown. The outstanding face powder value money can buy. Price 25c.



**BLACK AND WHITE COMPLEXION POWDER**

## "Keep Cool"

Wash Suits Properly Laundered  
SEER-SUCKER ..... 50c  
LINEN AND PALM BEACH ..... 75c  
10% Discount Cash and Carry  
**EMERSON LAUNDRY and ZORIC DRY CLEANERS**  
2324 North 24th Street Webster 1029

## LIGHTEN SKIN darkened by Summer Sun



**THIS QUICK SAFE WAY**

READ WHAT FAMOUS DOCTOR NOW SAYS

cleanses thoroughly, soothes and nourishes. "Every application of Dr. FRED PALMER'S Skin Whitener Ointment reward the skin with increasing softness and smoothness. Skin becomes CLEARER and FAHER, the pores less open, lines and blemishes less visible."  
(Signed) Dr. C. W. Alexander, M. D.  
Deputy Coroner, Wyandotte, City, Kans.

No matter what shade your skin may be, the cruel rays of the summer sun will surely darken it, dry it out and make it look old and leathery. Combat this condition. Dr. FRED PALMER'S Skin Whitener quickly lightens too-dark skin to glorious new beauty beginning with the very first delightful treatment.

## CLEAR AS IT LIGHTENS

Margot, world famous dancer, Vivian Brown, the prima donna, other stage and screen stars and grateful women everywhere endorse Dr. FRED PALMER'S Skin Whitener Ointment for its remarkable skin whitening and clearing qualities. It lifts out pimples, and blackheads, tones down freckle and blotchiness as it lightens complexion to captivating new beauty. Just do this—get Dr. FRED PALMER'S Skin Whitener Ointment today. Spread a little of this delightful cream pure ointment over your skin tonight and every night this week. Let it work to bring you beauty. All drug stores sell this beauty speciality—only 25c.

## GET THIS WEEK-END KIT—FREE

This compact kit contains generous miniatures of Dr. FRED PALMER'S Skin Whitener Ointment, Skin Whitener Soap and 2 shades of Skin Whitener Face Powder. Send 3c for postage to DR. FRED PALMER'S LABORATORIES, Dept. 115, ATLANTA, GEORGIA.

**DR. FRED PALMER'S**  
The Skin Whitener Ointment