

# BUILD Your Own COMMUNITY By Patronizing Your Naborhood Stores

## Electric Company Cuts Rates

"Some of our customers will save enough money monthly—EVERY MONTH—to cover the cost of several weeks' washing—of several weeks' use of a vacuum cleaner—of electric cooking for three of four days—of running a refrigerator for a week or more.

"To illustrate the savings: The customer who now pays an average of \$3 a month will save approximately \$5 per year. The customer now paying \$1.80 a month will save an average of \$3 per year. Either of these savings is almost equal to two months of free electricity.

"This total savings to the homes of Omaha will be \$230,000 a year. Other savings will go to certain commercial and industrial customers and to Council Bluffs and rural customers.

"The magnitude of this rate reduction can be seen when one realizes that over a period of only five years our customers will have saved more than two and one-half million dollars in their electric bills.

"We are making this reduction in electric rates in face of steadily mounting taxes and other expenses because of the increased use of electricity by our customers. Also, we are confident that our customers will take advantage of this reduced rate in making even greater use of electric service in banishing drudgery and in making their homes more comfortable, happier and more contented places in which to live."

In addition to the cut in rates for Omaha homes, many commercial and industrial customers will receive reductions in their rates. These reductions are naturally based upon increase in their consumption or improvement in their load factor.

Mr. Davidson brought out that the cost of electricity can be reduced in three ways. These three ways are: By a greater increase in population, by decrease in expenses and by increased use. Omaha's population has not increased, expenses have increased instead of decreased, so the only way the people could have received a reduction in their electric bills was naturally by increased use.

"It is with a great deal of pleasure that we make this reduction, and we hope that cheaper electricity will be of even greater service than it has been in the past to our many thousands of customers."

ers and taxpayers in Nebraska. ended its position by adding several prominent and representative men and women to its board of directors and Advisory Board. Outstanding among these is Wm. H. Dorrance, prominent funeral director of Omaha, who has been neglected to the Presidency of the Federation. Mr. Dorrance is well known throughout the Middle West for his high ideals and business ability. When questioned recently why he became affiliated with the Federation of Home and Farm Owners, Mr. Dorrance said, "I became very much interested in the Federation's program for two principal reasons—justice and humanity. The Federation's proposed \$500 tax exemption amendment is the only practical, equitable and humane solution to a vicious problem now confronting thousands of home and farm owners in our State."

Mr. Dorrance continued by saying, "I cannot reconcile any of my ideas of justice with the present system of taxation that actually takes a man's home or farm from him because he is suffering economic and financial reverses for which he is in no wise responsible. We feel that the people of Nebraska will vote this \$5000 tax exemption law into our statutes by an overwhelming majority in the next election."

Petitions to secure the 100,000 necessary signatures to place the proposed amendment on the ballot for a vote by the people are now being circulated in practically every part of the state. The Federation urges every home owner to carefully follow the proper procedure in signing the petitions as any violation of the instructions will disqualify any name that does not conform to the legal requirements. For any information regarding the Federation's program, those interested may obtain same at the headquarters of the Federation in the Omaha National Bank Building.

Radio programs are now being broadcast by the Federation over KOLL and KFAB.

The Federation has just completed arrangements for public meetings throughout different communities in Omaha. Announcement of these will be made in subsequent radio programs and in the weekly and daily newspapers: Meeting out in the state are also being arranged and will get under way shortly. The Federation invites home owners to inquire regarding its activities by calling personally at its headquarters in the Omaha National Bank Building.

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## Straighten Your Hair At Home

Our newest product turns the most stubborn kinky hair into soft lustrous straight hair. Applied at home in a few seconds. Costs but a few cents. Write for free offer. CHEMCO PRODUCTS, 115 Harborview Ave., Bridgeport, Conn.

## UNCROSS YOURSELF

FREE YOURSELF of evil conditions. Master every undertaking, Money, Control Husband, Wife, Sweetheart. THIS BOOK IS FREE. Get your copy at once if you want results. Dagget Pub. Co., 3430 Rhodes, Chicago Ill.

## A Baby For You?

If you are denied the blessing of a baby of your own and yearn for a baby's arms and a baby's smile, do not give up hope. Just write in confidence to Mrs. Mildred Owens, Dept. M512, Hanan Bldg., Kansas City, Mo., and she will tell you about a simple home method that helped her after being denied for 15 years. Many others say this has helped bless their lives. Write now and try for this wonderful happiness.

## MANHOOD LOST

Help your glands by using DR. HOLLOWAY'S VIGOR TREATMENT. Special gland medicines for men and women. You have tried the rest, now try the best. The Doctor's own prescription. Don't be satisfied until you have tried VIGOR. Feel young at 70. Price \$1.00; postage extra. HOLLOWAY MEDICAL CO. 4304 S Parkway, Dept. A, Chicago

## 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

### Tax Exemption Group Gains

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### Mrs. Swanagan Writes

think they know about me. It is scandalous the way some people who have such large skeletons in their own closets, to run down the character of a person who have lived in Lincoln, as I have, for eighteen years, and during that time, I have gone so far as any of them, have lived an open life, have always been active in church work, community work, and have done more for my fellowmen than any two people together and because I am not the thing they would have me be, they have set out with their poison tongues to destroy my character.

Eighteen years have I lived in this city, year by year, I have climbed higher and higher, during those eighteen years I haven't been arrested, broken up any homes, nor have I conducted myself otherwise than a lady at any time.

Society.—I don't give a darn about being a society lady, in the first place we don't have such thing in Lincoln, and secondly, I will at all times be just Loretta Swanagan. If to become society I must think myself better than my fellowman, then I don't want to be one of them. If by being society, I mustn't go to you when you are in trouble, visit you, make you feel welcome in my home and all the other little things I love to do, then I'll tell you I don't want to be one. I like to feel that I am as good as anybody in this city, and no better than any one else.

I write this because I have suffered too long from these insulting remarks made by people, and I am giving fair warning that the next one that comes as much as a word about my character, I am going to ring him or her into court, and it isn't going to be healthy.

"Dear Lord, in the battle that goes on through life, I ask but a field that is fair."

Signed,  
Mrs. Loretta Swanagan.

Mrs. Swanagan is well known in Omaha where she is a frequent visitor at the Jack Scott and Macey home, and is well liked by all who have met her.

### JESSIE'S ORIENTAL TAVERN

The Place Where Good Fellows Meet—Hear  
MISS BERNICE GIVENS AND HER POPULAR SONGS  
2525 Erskine St. WE-5758

### HOUSTON'S CASH MARKET

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

### CHOP SUEY

American and Chinese Dishes  
King Yuen Cafe  
2010 1/2 N. 24th St. Jackson 8576  
Open from 2 p. m. until 3 a. m.

### JOHNSON DRUG CO.

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

### BEER ON TAP

AMERICAN WEINER SHOP  
2509 N. 24th Street.  
RED HOTS AND SHORT ORDERS  
TRY OUR DOUBLE DECK CLUB SANDWICH

### STATEMENT OF PUBLICATION

Statement of the ownership, management, circulation, etc., required by the Act of Congress of March 3, 1933, of The Omaha Guide Publishing Co., Inc., published weekly at Omaha, Nebraska, for October 1935.

State of Nebraska  
County of Douglas,  
Before me, a Notary Public in and for the State and county aforesaid, personally appeared Boyd V. Galloway, who, having been duly sworn according to law, deposes and says that he is the Editor of The Omaha Guide, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher, Omaha Guide Publishing Co., Inc., 2418-20 Grant Street.  
Editor, Boyd V. Galloway, 2418-20 Grant St.  
Managing Editor, Boyd V. Galloway, 2418-20 Grant St.  
Business Managers, H. J. Ford and C. C. Galloway, 2418-20 Grant Street.  
H. J. Ford, President, 2418-20 Grant Street.  
Fluena Cooper, Vice President, 2418-20 Grant Street.  
Boyd V. Galloway, Secy-Treas., 2418-20 Grant Street.

2. That the owner is:  
Omaha Guide Publishing Co., Inc., 2418-20 Grant Street.  
H. J. Ford, President, 2418-20 Grant Street.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:  
Duplex Press Co., Battle Creek, Michigan.  
Frank Stuart, 3015 Manderson St., Omaha.  
Mr. George Woodard, Congress Hotel, Omaha.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

Boyd V. Galloway.  
Sworn to and subscribed before me this 23rd day of October, 1935. (SEAL) Lucy Mae Stamps.  
My commission expires Dec. 3, 1935.

### 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.

### FREE LUCK BAG AND SAMPLES

Regular 50c Golden Luck Bag, also samples Hair Dressing, Ointment Face Powder, ALL FREE!  
Just send 10c coin or stamps to cover shipping costs. No obligation. Attractive Agents offer is also included. Write N.P. Golden Brown Chem. Co. Memphis, Tenn.  
NP 65

### Still Coughing?

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature, to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.  
Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

### RABE'S BUFFET

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

### AMERICAN MEMORIAL CO.

Twentieth & Cumings St.  
MONUMENTS AND MARKERS  
PHONE Atlantic 4927 All Work Guaranteed  
"We have served your friends"—Ask them

### DRINK FALSTAFF WINTER BEER

THE CHOICEST PRODUCT OF THE BREWERS' ART  
STEPPED UP AND PEPPED UP TO WARM YOU UP

### Herman's Market

24TH and LAKE STS. WE 5444  
OUR PRICES ARE REASONABLE  
WE DELIVER

### WOMEN END PAIN and DELAY

SEND 25c FOR TRIAL SIZE  
Get Nadinola today at any toilet counter or by mail postpaid, 50c. If not delighted, money cheerfully refunded. NADINOLA, Box N-19, Paris, Tenn.

### I made my skin shades lighter!

And now you, too, can have the joy of a lighter, clearer skin—free from freckles, pimples, blackheads, large pores, blotches. Tonight at bedtime just smooth on Nadinola Bleaching Cream—no massaging, no rubbing. While you sleep it actually dissolves dark pigment—For Nadinola is double-acting. That's why it gets results where ordinary bleaches fail.

### TIED, 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. Dorsie 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.

### CHAMPION CIGAR STORE

DIRECT WIRE ON ALL SPORT EVENTS  
JA. 4777 Ladies Welcome 2047 No. 24

### Whiten Skin This Fast Easy Way

To quickly whiten, lighten and clear skin of pimples, freckles and other ordinary summer time blemishes, just do this one simple easy thing. Get 25c Dr. FRED PALMER'S Skin Whitener Ointment at any good drug store. Tonight spread a little of this delightful pure creamy ointment over your skin. See for yourself the wonderful results it gives. Insist on the genuine. Ask only for Special Whitening Soap Free  
Dr. Fred Palmer's Skin Whitener Ointment  
A free trial of DR. FRED PALMER'S products awaits you. Just send your name, address and 3c for postage charges today to DR. FRED PALMER'S Laboratories, Dept. 890, Atlanta, Georgia. A valuable and useful WEEK-END-KIT will be sent to you without further charge.

### ALWAYS DEPENDABLE

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OMAHA GUIDE PUB. CO.  
2418 Grant Street WE 1750

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Cannolee Hair Grower (Double Strength) 50c  
Cannolee Bleach Cream (Double Strength) 50c  
And Our 18 Other Cannolee Beauty Creations  
Beginning our New Advertising Campaign we will give a Free Start to intelligent, energetic men or women who are ambitious to make money and build up a business of their own selling beauty products of the better kind. Ours is strictly a quality line that appeals to the best people everywhere. You make more money with a quality line and you win valuable prizes. Write at once to  
Cannon Cosmetics Co., Dept. 20-A, Atlanta, Ga.  
N-N-F. Ex. S.