

Cleo Cola
Queen of Sparkling Drinks
12 oz. for 5c

Grow Gloss
2512 No. 24th St. AT 3036
Call AT 3036, Elsie Turner's
Beauty Shop, and get a new
hair dress to fit the new spring
bonnet. Price very reasonable.
Try a box of Grow Gloss Hair
Grower

Patronize
Our
Advertisers

FASCINATING HAIR



...HOLDS YOUR MAN

To Win and Hold the Man You Love — USE LARIEUSE

WANDA got the man she wants. Lots of her girlfriends had to take second choice. Not Wanda — she grabbed off the pick of the crowd — and she knows how to hold him in the palm of her hand. She knows the binding charm of soft, radiant, vitally colored hair. She relies on Larieuse to keep her hair lovely, and keep her man loving. Dull, streaked or gray hair takes on glowing beauty with one application of Larieuse. Color comes evenly; jet black, black, dark, medium or light brown or blonde, as you desire it. You can apply Larieuse yourself, at home, in a few minutes. Will not rub off or wash off and will last and last. Yes, Larieuse is guaranteed to satisfy or your dealer will refund your money. Get a bottle from your dealer TODAY.

GODEFROY'S Larieuse
If your dealer does not have it, send \$1.25 direct to
GODEFROY MANUFACTURING COMPANY • 3510 OLIVE ST. • ST. LOUIS, MO.

LEWIS' GROCERY
2723 Binney St WE 2478
We are announcing we now carry a complete line of Beer. Ask for your favorite brand. We keep it ice cold. You will find no choicer cuts or tender meats anywhere. It is guaranteed to be fresh and tender
FREE DELIVERY

THE OMAHA GUIDE BUSINESS AND PROFESSIONAL .. DIRECTORY ..

Save time, worry, confusion and money by consulting this complete Directory of Neighborhood and City Business places.

RABE'S BUFFET
2425 N. 24th St. JA. 9195

CHRISTINE ALTHOUSE
2422 No. 22nd St. WE 0846

STEPHENSON BEAUTY SHOP
2037 N. 24th St. AT 5810

CHARLENA LEWIS BEAUTY SALON
2855 Maple St. JA 6116

ECONOMY TAILOR
Chas. L. Simmons, Prop.
We Cut, Trim, Make Suits to Order
Make all kinds of alterations for Ladies and Gents.
Cleaning and Repairing
1918 No. 24th St.

American Wiener Shop
2509 N. 24th Street.

KING YUEN CAFE
2010 1/2 N. 24th St. JA. 8576

NORTH-SIDE TRANSFER
2414 Grant St. WE. 5456

CHARLIE'S PLACE
1602 N. 24th St. WE. 4019

ELITE CIGAR STORE
2312 N. 24th St. HA. 4236

JOHNSON DRUG
1904 N. 24th St. WE. 0998

DUFFY PHARMACY
24th and Lake WE. 0609

HOUSTON'S GROCERY
2114 No. 24th St. JA 3548
Our Sausage a specialty
Free Delivery

Electrical Appliances
DONAHOO & HOYLE
Norge Appliance Co.
2423 Farnam St. HA. 0504

Graders
W. F. HOCH
Grading and Excavation
4506 Ames Ave. KE. 0312

Grocery Stores
HERMAN'S MARKET
24th and Lake WE. 5444

Laundries
EMERSON LAUNDRY
2324 N. 24th St. WE. 1025

EDHOLM & SHERMAN
2401 N. 24th St. WE. 6051

Monument Makers
HEFT & NOYES
40th and Forest Lawn KE. 1738

Produce Markets
METROPOLITAN PRODUCE
1516 N. 24th St. WE. 4737

BEN & KERMIT ANDERSON
Painting, Wall Washing and Decorating
23 Years Experience
Estimates free Work Guaranteed
2801 Miami St. 2872 Binney St.
Phone WE 5826

CHURCH NEWS

MT. NEBO BAPTIST CHURCH
Rev. J. G. Gates, Pastor
Helen Bradshaw, Reporter

The Sunday school was opened at the usual time with the assistant superintendent presiding. A very interesting lesson was taught.

Rev. Gates preached a very appropriate sermon for Mother's Day. His text was taken from the 14th chapter of St. Matthew. His subject was, "A Compassionate Spirit."

The evening services were enjoyed by all.

To let the sinner world know that the ever existing God still presides over this whole universe, let each and everyone of you that possibly can do so and help us in Mt. Nebo's ten-day revival which started Monday, May 9th.

You are always invited to attend Mt. Nebo and worship with us in our services.

BETHEL A. M. E. CHURCH
Rev. T. J. Sanford, Pastor
J. S. Jefferson, Reporter

Sunday school opened at its usual hour, 9:45, with good attendance. Subject of the lesson "Co-operating in service." Mark 9:30-41.

At 11:00 o'clock, morning services opened with the hymn, "Oh God, Our Hope and Age to Pass." Prayer by Rev. Coolidge. Scripture lesson by Rev. Sanford, Matthew 15:1-28. After which Rev. S. D. Rome took the stand. His subject, "Honor Thy Mother," and he dwelt on Mother all through his sermon. At the close of the service one was united. We had a large number of visitors present.

Rev. Sanford has been somewhat ill for the past week.

Mother's Day was a great day in Bethel. We had a great meeting in our Union services at Cleaves Temple.

Prayer and class every Wednesday evening. For real church news read the Omaha Guide right off the press and our own.

INTERDENOMINATIONAL CHURCH
Elder W. L. Irving, Pastor
Mrs. P. V. Avant, Reporter

The Church that stands for the unity of God's People as the standard of Christian fellowship. We had a very good service all day Sunday. Sunday was well attended. The young people contributed to the Mother's Day program with several members in connection with the regular morning service.

Theme for the sermon was "Mother." Among the things our pastor said was, Mothers are endowed with an all power to control their offspring. And the Christian church already owes much and will own infinitely more to the love, patience, zeal and self devotion of mothers in training their children for Christ.

Rev. Cannon preached the evening sermon which was well received.

Bible Forum meets Thursdays at 8 p. m.

CHRIST TEMPLE CHURCH
Rev. L. M. Relf, Pastor

Sunday school opened at 9:30. Subject of the lesson was cooperating in service. Mark 9:30-41. The Golden Text, "For he that is not against us is on our side." Mark 9:40. In the absence of our pastor, Bishop Jeter conducted the services for the day.

At the 11 o'clock service, Bishop Jeter preached a beautiful Mother's Day sermon. His text being taken from Titus. His subject was, "A Perfect Heart." This sermon was enjoyed by all.

BYPU opened at 6:30 p. m. and was well attended.

At 8 o'clock the Bishop delivered another inspiring sermon from Thes. 1:4. Subject, Little Children Love Ye One Another. We wish to invite the public to come out and hear this wonderful man of God, who is preaching every night beginning at 8:30 p. m. each night this week and closing next Sunday night.

PLEASANT GREEN CHURCH
Rev. J. H. Reynolds, Pastor
Willie Mae Ross, Reporter

Sunday school opened at 9 o'clock with the assistant superintendent, Miss Ruth Reynolds, presiding. A lovely class discussion was held. There were seven to unite with the church in Sunday school. Present 94.

Morning service at 11 o'clock. A lovely prayer service was rendered by the deacons. Song by the choir. The pastor presented the speaker, Rev. Johnson of South 13th preached an inspiring sermon. There were two to unite with the church. Visitors were introduced. Collection and adjournment.

Evening service at 8 o'clock. Song, Prayer for the sick by Rev. Green. Song by the choir. Solo by Mr. Cable, accompanied by his daughter. A lovely sermon was preached by Rev. Reynolds. There was one to unite with the church. Visitors, Mrs. Green, Mrs. Blue, Mr. and Mrs. Diggs and Mr. Cable and his daughter, Miss Cable.

You are welcome to any part of the service.

PARADISE BAPTIST CHURCH
Rev. L. H. Hervey, Pastor

Sunday school opened on time with the superintendent, Mrs. A. J. Johnsons, in charge. The attendance was good. Two visitors were present. Rev. E. L. Cooper, of the "Loving Four Gospel Singers," gave some very timely remarks.

At 11:30 a. m., our assistant pastor, Rev. Cooper, came before us with a very inspiring and impressive sermon. Text, I Samuel 1-22. Subject, "An Ideal Mother."

BYPU was opened on time with our young president, Miss Estella Morris, presiding. A part of the BYPU was devoted to a very timely Mother's Day program.

At 8 p. m., the church was filled to its capacity with many standing. Rev. E. L. Cooper, of the "Loving Four Gospel Singers," brought to us a wonderful message. Text Psalms 23:1. "The Lord is my shepherd." Truly the spirit of the Lord was with us. One member was added to the church. Our pastor has been in Texas for the past week but he is expected home Sunday, May 15.

MT. OLIVE BAPTIST CHURCH
Rev. J. P. Mosley, Pastor
Mrs. Lenora Parker, Reporter

Mt. Olive church is progressing nicely. We are working hard to buy a church home.

The Sunday school opened as usual. The pastor preached a Mother's Day sermon and everyone was spiritually uplifted and enjoyed the wonderful tribute paid to "mother's." Rev. Adams former pastor of Union Memorial of South Omaha worshipped with us.

Evening services were opened at 8:00 o'clock and Rev. Wm. Clayton of Council Bluffs preached a soul stirring sermon. It was indeed a spiritual feast.

A standing invitation is extended to Christian and sinner friends to worship with us.

ST. JOHN A. M. E. CHURCH
"The Friendly Church"
Rev. R. A. Adams, Pastor

The Mother's Day service at St. John was very impressive all day. The attendance at Sunday school was good.

Dr. Adams preached a strong sermon on "Motherhood." It was a sermon that all real mothers who heard it will never forget. In fact it was such that there was a strong message for all women, whether mothers or not.

The choir's music was quite fitting for the thought of the day. In the evening, the Mother's Day pageant, under the supervision of Mrs. Gussie McPherson and directed by Mrs. Clara Scott was exceptionally good. The pageant was featuring mothers of yesterday and the mothers of today.

There were a number of visitors at St. John, far more than space will allow to name. They are always welcome to St. John and invited to make it their church home while in the city.

Read your Omaha Guide and it will keep you posted on the many interesting things that are to take place in your church, fraternal and social groups in the near future.

SECOND BAPTIST CHURCH
Clarinda, Iowa
Rev. D. Nicholson, Pastor

Sunday school opened at the usual hour with a large attendance. All were interested in the lesson. The Sunday school will have a program next week for the purpose of raising funds for sending delegates to the Sunday school and BYPU convention.

Morning service was in high. The pastor brought forth a wonderful message. Subject, "How Near Man May Come and Not be Right."

Evening service was the spotlight service with a short Mother's Day program and the pastor talked on the subject, "Like Mother, Like Daughter." The spirit was high. There were three to add to the church as candidates for baptism. Next Sunday we will have baptisms at 3 p. m.

We wish to thank all that helped the Birthday Dinner be a huge success last Friday night and we appreciate the Junior Gateway Quartette for their services.

Our doors are always open for visitors. Come to the Second Baptist church and get your spirit revived.

PILGRIM BAPTIST CHURCH
Rev. G. E. Stevenson, Pastor
Mrs. M. S. Dixon, Reporter

Sunday was a glorious day at Pilgrim. Sunday school was at 9:30. Services began with the young people's choir singing Mother's day songs. The pastor took his text from the 66th chapter of Isaiah and the 13th verse. Subject, "Mother and Home." There were two to unite with the church for baptism. Miss Ruth Jackson sang "That Wonderful Mother of Mine."

In the afternoon Mr. Osborne, the gospel singer, sang to a very large and appreciative audience. BYPU was conducted by Group No. 2.

HOME LANDSCAPE

We carry one of the most complete assortments of vegetable, flower, and grass seed in the city. Save 60 per cent by using our bulk garden seeds, such as mustard, okra, collards spinach, beets, beans, etc.

Our 17th Year at 24th & Cumine

Plant A Garden

924 North 24th St. JA 5115

North 24th Street SHOE HOSPITAL

1807 No. 24th St. WE 4240
Have your old shoes made to look and wear like new. Our invisible resoling is just what you need to keep your feet nice and warm.
Men's and Women's shoes left over for sale.

MT. MORIAH BAPT. CHURCH
Rev. F. P. Jones, Pastor
F. Burroughs, Reporter

The Sunday school opened on time with a good attendance.

Rev. S. McCormack, a young minister who united with the church a short time ago, conducted services, throughout the day in the absence of the pastor.

19:27 was the background for the timely subject, "Behold Thy Mother." The selections rendered by the choir were in keeping with the day.

Next Sunday Women's Day will be observed. The services will be conducted by the women.

At 3 o'clock an interesting program will be given. Also the choir is serving a tasty dinner. So it is not necessary to go home. Come prepared to stay all day.

Thursday May 19, the BYPU is sponsoring a style show and program by the young people. Miss Katie Beasley, is chairman of this program and we know that it is going to be a real lovely affair.

Many visitors were present during the day. We welcome all visitors to our church and activities. Your presence is an inspiration to us.

METROPOLITAN CHURCH
Rev. R. W. Johnson, Pastor
Mrs. Edna Mitchell, Reporter

Sunday school was opened at 9:00 by Superintendent Sister Edna Mitchell. There was a fine attendance. Two visitors were present.

At 11:00 o'clock, the choir opened the service by singing. The pastor gave space for the Mothers to talk as was our day. A wonderful sermon was delivered by our pastor. Subject, "Behold Thy Mother." St. John 19:27. Sister Hastings from the Mother church in Kansas City sang a solo, "Care less Soul." Two were added to the church.

At 3:00 o'clock a Mother's Day drama was presented. Many were present and there were many aged mothers which we thank God for.

At 6:00 o'clock, the BYPU met with the president, Mr. Fred Forrest, present. He appointed Miss Connie Cuffins as our new president.

At 8:00 o'clock the Mother's Day drama was repeated. We were also favored with a solo from Sister Hastings and others. The drama was a wonderful inspiration.

Tuesday night, Pastors Aid.

Wednesday night, Mrs. Hastings will appear in a recital.

Thursday night the Penny club will meet at Sister Milton's, 2809 North Twenty-eighth street.

Friday afternoon the Missionary Society will meet at the church. The president, sister Milton, wishes all members to be present.

Don't forget the date of our banquet.

All visitors and friends, we welcome you to our church and services.

NEBRASKA PRODUCE

1202-4-6 North 24th St.
Phone WE 4137

Poultry and Egg Dealers
Our prices are reasonable, see us first.

WHY NOT

Get those home appliances at the Omaha Outfitting Co. Pay as you are paid. Weekly or monthly.
AT 5652 2420 Lake

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.

ZION BAPTIST CHURCH
Rev. M. K. Curry, Pastor

Sunday school at 9:30 a. m. Preaching at 11 o'clock. The pastor preached an inspiring sermon from the subject, "The Value of Mothers," selected from Gen. 2:20. The house was crowded to its capacity. Many visitors worshipped with us. A ten-day revival is now in progress. Rev. G. E. Stevenson is preaching each night and Mr. Osborne of Texas, a great gospel singer, is singing each night. If you want your soul revived, come to this great revival meeting and hear this great gospel singer.

The pageant presented by Group No. 3 of the BYPU, directed by Mrs. M. C. Sands was very impressive.

The evening services were brief but interesting and well attended. Mr. Osborne sang two selections which were very impressive.

Come to the Mission Society each Monday evening at 7:45 and Prayer Meeting each Wednesday evening at 8 o'clock. Prayer is the key to the kingdom.

Patronize
Our
Advertisers

HERMAN'S MARKET

GERMAN FRIEDLANDER

Proprietor

"EAT FLEISCHMANN'S YEAST FOR HEALTH"

24th and Lake Street
Webster 5444

Duffy Pharmacy

We. 0609
24th and LAKE STREETS
PRESCRIPTIONS
Free Delivery

Trade at
Tuchman Brothers

Fancy Groceries
Quality Meats
Fresh Vegetables
Low Prices. . .

WE 0402 FREE DELIVERY

Effective May 1st:-

20 Per Cent Discount

on Laundry & Dry Cleaning
Cash and Carry

Edholm and Sherman
Launderers & Dry Cleaners
WE 6055

LOOK! BIG MONEY FOR YOU!



Here's Your Big Chance to Make Quick Money—Be Agent for SWEET GEORGIA BROWN Hair Dressing, Bleach Cream, 300 Products. It's Easy! Do you need Money? Do you wish for the good things that Money would buy to make you happy? Then become a SWEET GEORGIA BROWN Money-Making AGENT. Men and Women wanted everywhere as AGENTS for SWEET GEORGIA BROWN Hair Dressing Pomade, Hair Strength, Skin Brightener, Bleach Cream, Face Powder, Perfumes, 300 Products. You don't need any experience. Work in Spare Time or Full Time. We show you how to make up to \$40.00 a week or up to \$6.00 in a single day.

FREE SAMPLES
Send No Money!

Just fill in coupon and mail it today for FREE SAMPLES of Hair Dressing, Face Powder and Special Offer to AGENTS. Don't wait. Mail the COUPON NOW!

MAIL THIS COUPON NOW

VALMOR PRODUCTS CO. Dept. 155
2241 Indiana Ave., Chicago, Ill.
I want to make Quick Money. Please send me Free Samples and Special Offer to Agents right away.
Name _____
Address _____
City _____ State _____