

# BUYERS' GUIDE

Clarence H. Peacock.

Much progress has been made in improving the health, and in increasing the life span of the American Negro, yet last year Negroes spent over 10,000,000 for patent medicines.

Many Colored people, fearing that they have the symptoms of some chronic disease such as cancer, tuberculosis or syphilis, believe that if they were to go to a doctor it would mean repeated visits the cost of which they could not afford.

Rather than see a physician, many unenlightened people rely

upon worthless nostrums for the treatment of these diseases. These people are willing to let the manufacturers of patent medicines diagnose in advance, and treat with complete assurance, almost every disease that afflicts human beings.

Many in the patent medicine industry are guilty of the economic fraud of selling drugs under meaningless or fantastic names, with absurd claims of special merit. These drugs with some exceptions, are injurious only to the extent that they drain from slim purses the dimes and quarters needed for bread, meat and milk.

There are in America today, over 4,000 Colored physicians, 2,000 dentists, 300 osteopaths, 5,000 graduate trained nurses, 190 Negro hospitals and training schools, and 717 Negro owned and operated drugstores.

If the many millions of Colored people throughout the country had spent the larger portion of this \$10,000,000 with their own physicians, they would have benefited by getting the proper medical attention, and at the same time they would have been protected against products which might endanger their lives.

Fletcher's Castoria was one of the first companies advertising in the Negro press, to use special Colored copy. Pictures of Joe Louis in their advertisements were displayed in drugstores throughout the country. The Colored consumer response to these competitors' products such as Fletcher's Castoria, Squibb's Castoria, and A. D. S. Castoria flooded the drugstores in the Colored neighborhoods.

**Patronize Your Own Physician**

Patronize your own physician. He is the one qualified and allowed by law to prescribe medicine, and to diagnose your condition.

A number of the manufacturers of proprietary medicines and

household remedies are inviting your patronage by advertising in your newspaper. Among these advertisers are St. Joseph's Aspirin, Vick's Vapo-Rub, Phillip's Milk of Magnesia, Penetro, Fletcher's Castoria, Bayer's Aspirin, and others.

Read our race newspapers, and patronize their advertised products for economic security.

From my own observations,

many of the larger pharmaceutical firms, Eli Lilly, Park Dav's, Merck, Sharp and Dohme, and others, enjoy considerable Colored patronage. However, these companies do not advertise in the Negro, nor employ Colored people as representatives to service and detail the thousands of Colored physicians, dentists and pharmacists throughout the country.

### FROM THE DEPARTMENT OF LABOR

Lincoln, Nebr., August 4.—The Nebraska Unemployment Compensation division is busy this week recording second quarter payroll contributions from 3,300 Nebraska employers, who are subject to

the law because they employ eight or more workers. July 31 was the delinquent date for reporting contributions and workers' wage reports.

R. T. Malone, director of the division, announced today that a large majority of employers had met their reporting obligations for the delinquent date. Malone stated that the prompt reporting of so many contributions demonstrated a high degree of co-operation by Nebraska employers in complying with the law's provisions.

Whether this promptness was due to greater familiarity with the state law or to improved business conditions over the state, the fact remains that fewer employers are now delinquent than at the close of the last quarter of 1938. Second quarter reports cover the months of April, May and June. Reports filed after July 31 will draw a penalty of one percent per month, according to the law.

Immediate action will be taken by the Unemployment Compensation division force to secure re-

ports from these employers, now listed as delinquents.

Estimated collections for the second quarter will amount to approximately one million dollars. On July 28, with \$250,381.10 of this amount contributed, the Nebraska Unemployment Compensation Reserve Fund totalled \$5,279,339.90, of which \$5,279,339.90 is available for paying benefits to unemployed covered workers of Nebraska, after January 1, 1939, when benefit payments start. Contributions for the first quarter of 1938 totalled \$911,105.

### LOSE BATTLE WITH DEMONS

Sedalia, Mo. Aug 18 (CNA)—The white congregation of the Full Gospel Church lost a battle with "demons" here this week when 14 year old Lawrence Olson died of convulsions on the altar of the cultists during a marathon of prayer which was intended to give him the faculties of hearing and speech.

# THE OMAHA GUIDE

## Classified Telephone Directory

The following Merchants will Appreciate Your Patronage. . For Quick and Courteous Service at A Reasonable Price. . . Consult The OMAHA GUIDE'S Classified Telephone Directory. . . . .

**Automobiles**

**SHAMES BODY BUILDERS**  
1905 Cuming Street  
Cars in very good condition—good rubber, like new.

Oldsmobile Coupe '34 excellent condition, reasonable; take over payments—WA 6542.

**Beauty Culturists**

**CHRISTINE ALTHOUSE**  
It Pays To Look Attractive  
2422 N. 22nd St. WE. 0846

**NORTHSIDE Beauty Shop**  
Always Look Your Best. Consult Us  
2204 Ohio St. AT. 5902

**BEER TAVERNS**

**RABE'S BUFFET**  
2229 Lake St. JA. 9195

**CHARLIE'S PLACE**  
1604 No. 22nd St. WE. 4019

**BEVERAGES & LIQUORS**  
FREE DELIVERY

**JOHNSON DRUG CO.**  
Liquors, Wines and Beer Prescriptions  
We. 0998 1904 N. 24th St.

**DOUBLE COLA**  
**IDEAL BOTTLING Company**  
WE. 3043

**THE LIQUOR STORE**  
2315 Cuming St. JA. 6564  
"We Appreciate Your Patronage"

**ICE CREAM**

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

**DUFFY PHARMACY**  
24th & Lake WE. 0609

**Contractors**

**W. F. HOCH**  
Grading and Excavation  
4506 Ames Ave. KE. 0316

Let It Rain! Improve Your Home Experienced Roofers—Asbestos Siding—Reasonable Prices. B. Jones, 34th Taylor, E. Omaha, Call WE. 5310

**Groceries**

**HERMAN'S MARKET**  
24th and Lake WE. 5444

**HOUSTON'S GROCERY**  
2114 N. 24th St. JA. 3543  
Our Sausage A Specialty Free Delivery

**BERNARD'S GROCERY & MARKET**  
Where You Get More for Your Money.  
2012 North 24th St.

**LEWIS GROCERY**  
Groceries Meats Ice Cold Beer  
WE. 2478 2723 Binney  
FREE DELIVERY

**LONDON'S MARKET**  
24th & Charles Street WE. 0561  
FREE DELIVERY

**ONE HORSE STORE**  
W. L. Parsley, Prop.  
WE. 9467 2851 Grant

**MONUMENTS & MARKERS**

**HEFT & NOYES**  
40th & Forest Lawn Ave. KE 1738

**TAILORS**

Economy Tailor—Cleaning & Repairing. We cut, trim, make suits to order. 1918 N. 24th St.

**HARDWARE**

**DOLGOFF HARDWARE**  
Paint, Glass and Varnish. We do glazing and make window shades to order. 1822 N. 24th WE. 1607

**Laundries & Cleaners**

**EDHOLM & SHERMAN**  
2401 N. 24th WE. 6055

**CURTAINS 25c UP**—No Pin Holes. Special Office Laundry or Men's Laundry—Blankets—Tablecloths. Laundry Delivered. Mrs. Bernice Morrison. JA. 2541

**EMERSON LAUNDRY**  
2324 N. 24th St. WE. 1029

**CURTAINS Laundered 20c Pr.** Clearing  
To Obtain The Best Results in Curtain Laundering Call JA. 1628

**Painting - Decorating**

**Ben & Kermit Anderson**  
Painting, Wall Washing & Decorating Work Guaranteed  
2801 Miami, 2872 Binney WE. 5826

Let Me Assist Your **SPRING CLEANING** By Doing Your Papering - Painting We Specialize in **CABINET WORK - CARPENTRY** CALL **EGGERTH** JA 6896

Let PEOPLES Do It—Ten trained decorating mechanics.—Our Motto "Service". Peoples Paint & Shop—AT. 0054.

NOW is the time to Improve Your Home—Let Bob do your Papering, Painting & Plaster Patching Reasonable Prices. WA. 8199.

**Poultry and Eggs**

**METROPOLITAN PRODUCE**  
1301 N. 24th WE. 4737  
Poultry dressed while you wait—Strictly Fresh Eggs.

**NEBRASKA PRODUCE**  
2206 North 24th St.  
Our Prices are Reasonable—See us first. WE. 4137.

**SHEPHEARD'S Poultry & Fish**  
Mkt. 2416 Erskine St. JA. 3772  
Sundays WE. 4398

**Sheet Metal Works**

Tin, Copper, Galvanized Iron Works. NESBIT & WEIR Furnaces.  
Farnam Sheet Metal Works  
2908 Farnam JA. 6666

**Shoe Repair**

**MODERN SHOE REPAIR**  
1410 N. 24th—High grade material used on all work—guaranteed. Across from the Logan Fontenelle Apartments

**LAKE SHOE REPAIR**  
'Shoe Pride or Shoe Shame'  
Shoes look new again with Our New Invisible half soleing.  
2407 Lake St.

**FURNACE REPAIRING**

**FIREPOTS FIREPOTS**  
Donovan Bros. 4733 Seward WA 1656

**Patronize Our Advertisers**

**Wanted**

**WANTED**  
Wanted experienced beauty operator. Call Mrs. Michael. WE. 5633

Salvation Army Industrial Home Needs Your Aid—Call Us When House Cleaning—Clothing—Furniture, Magazines, Newspapers, or Anything You Have. Call JA. 4135

**Wanted To Buy**

**AUCTIONS**  
Runge & Son Auction Co.  
Highest Prices Paid for Complete Homes of Furniture or Odd pieces. 2821 N. 16th At. 3341

**Cash Paid for Complete Homes** of furniture or odd pieces, of furniture. We estimate prices on all complete homes of furniture. Kenwood Auction Co. KE. 3124

**ROOMS FOR RENT**

**FOR RENT**—Newly furnished Room with Innerspring mattress and all modern conveniences WE. 0487.

**FOR RENT** Light housekeeping rooms as low as \$1.25 per week. HA. 0485.

**FOR RENT**  
Neatly furnished rooms strictly modern for rent \$2.00 per week and up. Apartment and houses for rent. Call Atlantic 7435, or Mrs. E. Z. Dizon, Webster 3678

**MEN WANTED**

Colored young man for Commercial posing—Athletic build, good profile necessary Write, giving details and snapshot—Omaha Guide, Box 398

**TRANSFER**

**NORTHSIDE TRANSFER**  
2414 Grant St. WE. 5556

**PLACES TO EAT**  
15c Extra for Taxicab Delivery

**AMERICAN WEINER SHOP**  
2509 N. 24th Street

**CHOP SUEY**  
American and Chinese Dishes  
**KING YUEN CAFE**  
2010 1/2 N. 24th St. JA. 8576

**FOR SALE**

**FOR SALE**  
Dandy big house, 10 room, 2 baths 4-car garage, nice yard. Home, income for right party. Owner, 2414 Ohio. WE 1160.

**FOR SALE**  
\$125.00 to \$250.00 Cash 66 horses, some modern, some part modern with oak finish, cement basement and garage. E. M. Davis Licensed Real Estate Broker 2817 No. 24th St. WE 1166

**FOR SALE**  
Buy your clothing, Shoes, Furniture, Household necessities at the **GOODWILL SERVICE STORE** At Low Prices 2522 N. 24th St. Help them pay Opportunity Wages To Handicapped People

**GOODWILL SERVICE STORE**  
2522 North 24th St.  
All Stock is being Sold at Close-out Prices—Bargains. Store closed July and August. Reopen September.

**For Sale**

**Bargains In Homes**

**Down Payment from \$75 up to \$350**

**BALANCE LIKE RENT**

**E. M. DAVIS**  
LICENSED REAL ESTATE BROKER  
2817 No. 24th St. WE 1166

**FOR SALE**

**BIG BARGAINS IN HOMES**  
The following houses can be bought with a Small Payment—Balance Like Rent, Modern and Part Modern.  
2615 Decatur St.  
2816 Decatur St.  
2825 Seward St.  
2827 Seward St.  
2613 Hamilton St.  
959 A North 25th Ave.  
E. M. DAVIS,  
Licensed Real Estate Broker  
2817 North 24th St. WE. 1166

**Legal Notices**

Attorney John Adams, Jr.  
Room No. 310 Karbach Block  
Notice of Probate of Will

In the County Court of Douglas County, Nebraska in the matter of the estate of Martha Taylor Smith, Martha Taylor Carter, now deceased.

All persons interested in said estate are hereby notified that a petition has been filed in said Court, praying for the probate of a certain instrument now on file in said Court, purporting to be will and testament of said deceased, and that a hearing will be had on said petition before said Court on the 27th day of August, 1938 and that if they fail to appear at said Court on the said 27th day of August, 1938 at 9 o'clock A. M. to contest the probate of said will, the Court may allow and probate said will and grant administration of said estate to Johnson Carter or some other suitable person, enter a decree of probate and proceed to a settlement thereof.

Bryce Crawford,  
County Judge  
Beginning 8-6-38  
Ending 8-20-38

**Ray L. Williams, Atty.**  
Room 2 Tchman Bldg.,  
24th and Lake Sts.  
Notice of Administration  
In the County Court of Douglas County, Nebraska.  
In the matter of the estate of Robert Martin, deceased.  
All persons interested in said es-

tate are hereby notified that petition has been filed in said Court alleging that said deceased died leaving no last will and praying administration upon his estate and that a hearing will be had on said petition before said court on the 27th day of August 1938, and that if they fail to appear at said Court on the said 27th day of August 1938 at 9 o'clock A. M., to contest said petition, the Court may grant the same and grant administration of said estate to Noah Thomas or some other suitable person and proceed to settlement thereof.

Bryce Crawford,  
County Judge  
begin 8-6-38  
Ending 8-20-38

**To Whom It May Concern:**

You are hereby notified that I Frank Stewart who did reside at 3015 Evans St. will not be responsible for any bills what so ever made by my wife, Margaret Stewart, who now resides at 3015 Evans St.

Atty. John Adams, Jr.  
Room 310 Karbach Block,  
Douglas at 15th St.

**PROBATE NOTICE**

In the matter of the estate of Joseph A. Knight, deceased,  
Notice is hereby given: That the creditors of the said deceased will meet the administratrix of said estate, before me, County Judge of Douglas County, Nebraska, at the County Court Room in said County, on the 10th day of October 1938 and on the 10th day of December 1938, at 9 o'clock A. M., each day, for the purpose of presenting their claims for examination, adjustment and allowance. Three months are allowed for the creditors to present their claims, from the 10th day of September 1938.

John F. Mericle,  
Acting County Judge  
begin 8-20-38  
ending 9-3-30

**U. S. AND LIBERIA SIGN NEW TREATY**

Monrovia, Liberia Aug. 18 (A. N. P.)—A treaty of friendship commerce and navigation between the United States and Liberia was signed here Monday. The treaty provides for the entry, travel and residence of nationals of each country in the territories of the other and the conditions of their establishment therein. It also provides for most-favored nation treatment in customs matters and has extensive provisions relating to quotas and exchange control. In addition, it provides for national treatment of shipping.

The entry into force of the new terminate the treaty of commerce and navigation between the United States and Liberia which has been in effect since February 17 1863.

**DANGER SEEN IN NEGRO'S ANTI-JEWISH ATTACK AS MARTIN DIES PROBE BEGINS**

(Continued from Page 1)

warfare against all "non-Aryans." Any sentiment stirred up against the Jews helps the bunds cause. If Negroes can be induced to stage anti-Semitic campaigns of their own, the bund will find its jobs easier and will have used one "de-spised" race to fight another. The bund might conceivably finance such a campaign by Negroes, and this was a possibility investigated by the special representative from Washington, who came to Chicago to collect data for presentation to the Dies investigation committee.

Leaders point out that because they are both minority groups with many common interests, Negroes and Jews should be united on a common front. The bund would find it difficult to cobat a Semitic-Negro affiliation, whereas with the two minority groups split, it would be a simple problem for the bund to help one group "kill off" the other, then marshal its entire forces against the survivors.

That Negroes have been singled out by Jewish merchants and real estate holders for exploitation, as colored anti-Semitic leaders insist is called absurd by leaders. It has also been pointed out that the race has benefited greatly from the benefactions of Jewish philanthropists, like Julius Rosenwald, who have provided schools, YMCA and YWCA's and scholarships for colored Americans.

The Dies committee in Washington will not only investigate activities of the German American Bund and Negro anti-Semitic campaigns, but will also probe "all un-American activities and propaganda," Chairman Dies said.

He announced last week the early investigations of the committee have thus far "startled" him by revealing a "growing hatred in the United States between races, classes and to some extent, creeds"

"I mention this fact because I am sure our committee will be very careful to avoid anything that might increase hatred in the United States" the Texan said. "What is needed is more tolerance between races, classes and creeds and an understanding of other man's circumstances and viewpoints."

**80 JEWS DIE IN CAMP**

London Aug. 18 (CNA)—More than eighty Jews died in the Buchenwald concentration camp near Weimar during July, according to reliable sources this week. The Jews were transported to the camp from various towns throughout the Reich, on trumped up charges usually.

**WHAT MAKES A LYNCHING. MAGAZINE AUTHOR TELLS**

**HOW**

New York, Aug. 18—What makes a lynching possible? The question is answered effectively by George Leighton in the second and final installment of his story of an American city, Omaha Nebraska, appearing in the current issue of Harpers magazine.

In a straightforward and moving account of the forces behind the rise and fall and alter lame attempt at a comeback of this mid-western railroad center since the eighteen-nineties, Leighton includes an account of the lynching of Will Brown, a packing house worker in Omaha during the latter part of September 1919 for an alleged attack on Agnes Lobeck a white woman.

Carefully he builds up the background of this case, showing the political corruption that included control of organized vice, the part played by so-called respectable business men of the town, railroad barons, the giant utilities with their headquarters in the east, the monopolistic meatpackers with their main offices in Chicago. All these forces, aided by the Omaha Bee pushed a press campaign of slander accusing them of attacking whites that culminated in the lynching of Brown and the Mayor of the Town, Leighton says in his article.

Leighton makes it clear that it is not racial hatred, but the desire for fat profits built up on the backs of prostitutes and sweatshop labor, and the crushing of organized labor through organized corrupt politicians that accounted for the lynching of Will Brown back in 1919.

**COLORED MEDIC MEETS WITH WHITE DOCTORS TO STUDY INSURANCE PLAN**

York Pa. Aug. 18 (ANP)—Dr. G. W. Bowles, prominent colored physician, active in civic and in health circles throughout the country last week was appointed on a committee of five physicians all members of York County Medical society to study a plan for hospital insurance for the hospital of the country. Dr. Bowles was the solo colored member of the committee.

Decision to study hospital insurance was made at last Saturday's meeting of the society when the president, Dr. G. E. Krout, appointed the committee. They will confer with York Chamber of Commerce, York and Hanover hospitals West Side sanitarium the Manufacturers' association and industrial leaders in an effort to determine advisability of the proposed hospital insurance plan.

**Do Your Shopping with The Omaha Guide**