

THE SUBJECT OF EMPLOYMENT

ARTICLE NO. 5 by H. J. PINKETT

In the several articles previously written on Employment no account was taken of the self help of the Colored People themselves.

Ninety-five establishments are operated by colored persons in the community. They include a wide variety of work.

There are three Schools of Cosmetology within the Colored Community, which serve this group also.

CLASSIFIED ADS

FOR YOUR GARDENS

PLANTS, Sweet Potato, Pepper, Cabbage Now Ready—Order Now! H. G. Davis & Sons, R. 4 South Omaha.

Benefit Shop, 711 So. 16th—Wonderful bargains in used furniture. 1 Set of Hoover attachments, Electric Lamps, Good Clothing at Reduced Prices this week. Ladies riding boots and shoes, almost new Katherine Peterson, Mgr.

Join—Reliable Friendship Club—For Marriage, Friendship, or Pleasure. Send Dime for membership blank. H. Brookes, 817 Wentzell, Chicago, Ill.

ROOMS FOR RENT

Apt. for Rent, WE. 2365.

LAUNDRIES & CLEANERS EDHOLM & SHERMAN 2401 North 24th WE. 6055

EMERSON LAUNDRY 2324 North 24th St. WE. 1029

MEN! WOMEN! USE YOUR CREDIT to get all the stylish new apparel you need. Great values. Enjoy terms made to order for you. Peoples Store, 109 South 16th St.

Fine, clean reconditioned clothing, furniture, and shoes, Goodwill, 1013 North 16th. Purchases at Goodwill make jobs for needy.

WANT TO BUY—Furniture of all kinds—dressers, beds, end tables, chairs and chest of drawers or complete home—apartment furnishings. Kettles and dishes. Sell us yours. IDEAL Furniture Mart, 24th & Lake Street—WE. 2224

FUNERAL DIRECTORS

THOMAS FUNERAL HOME 2022 Lake St. Webster 1022

HARDWARE—

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

most exclusively and one which lies outside the area and serves a clientele almost wholly white. The community has the only Cooking School in Omaha. Its pupils are largely white, but all students are welcome. Here, too, are two taxicab companies, two oil stations, three garages, five grocery stores, one second hand furniture store, two clothing stores, which sell used and new clothing, eight restaurants, five saloons, three tailoring establishments, one shoe repair shop, two express companies, six coal and ice companies, two pie factories, one household appliance store, three undertaking establishments, one drug store, one hotel, one cigar store, two laundry routes, one U. P. Dining Car waiters union, which has a credit union one four C. Club Credit Union, one dance hall, five billiard parlors, two weekly newspapers, one printing plant and one school of Music, and fifteen cosmetologists who operate their own businesses.

The center of business establishments is at 24 and Grant Streets. Here the Omaha Guide Publishing Company has its printing plant housed in a building which it owns. It is equipped with linotype machines and many printing presses for job printing. The Omaha Star has its office in this vicinity, the Jewell Building which houses the Dreamland Dance Hall, a barber shop, billiard parlor and offices, stands on the southeast corner. Here also is the Johnson Drug Store, the Lewis and Jewell Oil Station, two restaurants and the Jewell garage and one tailoring establishment and one taxicab company.

The establishments mentioned employ about five hundred persons

DUFFY Pharmacy

24th AND LAKE STREETS PRESCRIPTIONS

Free Delivery— WE. 0609

IF YOU ARE LONESOME

Meet Your Sweetheart thru the best Colored Correspondence Club in America. Members everywhere Friends, Love and Marriage thru our club. All types of the Negro race. Enclose a 3c stamp for Free Particulars.

AMERICAN COLORED CLUB

Box 6836-H, Philadelphia, Pa.

Kidneys Must Clean Out Acids

Excess acids, poisons and wastes in your blood are removed chiefly by your kidneys. Getting up Night, Burning Passages, Backache, Swollen Ankles, Nervousness, Rheumatic Pains, Dizziness, Circles Under Eyes, and feeling worn out, often are caused by non-organic and non-systemic Kidney and Bladder troubles. Usually in such cases, the very first dose of Cystex goes right to work helping the kidneys flush out excess acids and wastes. And this cleansing, purifying kidney action, in just a day or so, may easily make you feel younger, stronger and better than in years. A printed guarantee wrapped around each package of Cystex insures an immediate refund of the full cost unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee so get Cystex from your druggist today for only 35c.

L. C. C. ex. for N. S.

Joe's Food Market

(Formerly Herman's Market) 2422 NORTH 24th ST. Telephone WE-5444 —FREE DELIVERY— SPECIALS FOR FRIDAY & SATURDAY

ORANGE AND BLUE FOOD STAMPS RE-DEEMED AT JOE'S Food Market at Low Prices.

SUGAR 5 POUNDS 27c

Break O' Morn' COFFEE SPECIAL, POUND 17c

FLOUR, 5 lb. bag 19c

FRESH GROUND BEEF OR Pork Sausage, lb. 15c

Veal Roast, lb. 17c

Picnic Hams, lb. 20c

Pork Roast, lb. 17c

VERY LEAN Biling Beef, lb. 10c

Veal Chops, lb. 20c

Smoked Hocks, lb. 14c

3 BARS OMAHA FAMILY Soap 10c

FULL QUART JAR Dill Pickles, special 10c

LARGE CAN Peaches or Pairs (IN SYRUP) 15c

SPECIAL 1c SALE— Large 10c bottle Hires Root Beer, with 6-12 oz. Bottles (plus bottle deposit)

SOCIAL NEWS

MRS. PRICE TERRELL ATTENDS GRADUATION OF DAUGHTER

Mrs. Price Terrell, 1427 North 24th Street, left Sunday evening for Kansas City, Mo., to attend the graduation of her daughter Ethel, from General Hospital No. 2. Mrs. Terrell, who has been studying at the hospital for the past three years, will receive her diploma in the Commencement exercises which will take place on Wednesday night, May 21. At the present she is employed at Leed Sanitarium in Kansas City. Mrs. Terrell expects to return home on Thursday night.

CLARK-SOUTH UNITED IN HOLY MATRIMONY

Miss Isaac Clark, 2530 Blondo St., and Mr. Orlo South of 2416 Blondo Street, were united in matrimony at a quiet ceremony performed on Saturday morning, May 17, by the Rev. T. A. Sears at his home.

While the capital investment is not large, it is considerable and valuable experience has been gained through the various establishments.

The patronage of these establishments is derived from the general public, as it should be. And the residents of the community spend their money where it brings the largest quantity of purchasable needs.

Many of the places of business have been operated for many years and they have grown progressively better.

All these establishments engage in emulous rivalry with similar places owned and operated by their white neighbors, in the best spirit. And their relations with the whole salers are on the finest terms of a business basis.

All of us have often heard it said that the colored people have too many pool and billiard parlors and too many saloons in proportion to population. The number of saloons listed here is five and the number of pool and billiard parlors five, a total of ten establishments out of ninety-five.

This is the last of five articles on employment which began publication in the Omaha Guide five weeks ago. They have shown something of the work that is being done by colored men and women and through their contribution to the community.

At some future time, perhaps, articles may be contributed, touching the services of the Colored Ministers, Attorneys, Physicians, Dentists, Social Workers and Civic Organizations and leaders.

It is well for all of us to remember that our story must be told by the colored people themselves. And the only publication through which it can be told is the newspaper published by colored men and women. And more and more white men and women should read them, because, as a rule, the country over, the only thing that is news concerning Negroes in white papers, is something discreditably.

There should be ten thousand Omaha Guide subscribers among white men and women in this state. They need the information it presents, even more than the Guide needs the support which would accrue to it in this way.

By reading thus you will learn something of the story of "The Forgotten Man"; how a disadvantaged race may sacrifice and suffer and still go on. Proscribed on all sides, denied opportunity everywhere on account of color in a so-called democracy, the race has been able to teach America a lesson of patience and loyalty unsurpassed in the history of mankind. And while thus denied, they have bestowed upon America and the world the gift of joyous laughter and moving song.

JACKSON 0288 FIDELITY STORAGE & VAN CO. Local and Long Distance MOVING 1107 Howard, W. W. Koller, Mgr.

RABE'S BUFFET for Popular Brands of BEER and LIQUORS 2229 Lake Street —Always a place to park—

LITTLE DINER Quality Plus Service Hot Corn Bread or Biscuits with Your Orders without Extra Charge 24th St. At Willis Avenue

home.

Standing with Miss Clark during the ceremony was Mrs. Grayce Bradford, while Mr. Cleo Mortimer was the groom's attendant.

The bride wore a navy blue sheer dress, with white lingerie collar and navy accessories. Her corsage was of deep silk carnations. Her attendant, Mrs. Grayce Bradford, wore a gold wool red-tinge ensemble, with the same collar and navy accessories, and her corsage was of lighter pink carnations.

Bouteniere of Mr. South was of a corresponding shade to the corsage of his bride, while groomsmen and bridesmaid wore light blue and corsage of the same shade.

On Saturday night Mr. and Mrs. South entertained a group of friends at their home at a buffet supper. On Sunday afternoon the couple had open house for another group of friends and during the entire afternoon their home was crowded with friends and fellow employees. They received many lovely and useful gifts. The couple will be at home to their many friends at 2416 Blondo Street.

SON IS BORN

A bouncing baby boy, Stafford Salvatore, was born to Mr. and Mrs. Eugene Edward Ingalls of 2636 Hamilton St.

JIMMY JEWELL MARRIES

Mr. James "Jimmy" Jewell, of 2223 Grant Street, prominent young businessman, was married in a quiet ceremony a few days ago. Neither Mr. Jewell or his mother, Mrs. C. W. Jewell would reveal the facts concerning the marriage.

SUB-DEB CLUB

The Sub-Deb Club met at the home of Bertha Davis 2530 Grant. The meeting was opened by the president Rozella Thomas. Business was transacted. Each girl contributed something to the discussion which was entitled "The Requisites of Cosmetics A Girl Should Have". After this discussion refreshments were served. We are happy to announce that Miss Etta Mae Davis was accepted as a member of our club. The meeting was adjourned.

Miss Rozella Thomas, Pres., Bertha Davis, Secy. and Reporter.

EXTENDED TOUR

Mr. and Mrs. Thomas Jones and Mr. and Mrs. Cornelius Bennett, left on an extended tour of Oklahoma and Texas as their stops will include Tulsa, Oklahoma City, and Boley where Mr. Jones will visit his sister. Mrs. Jones will visit friends in Denison, Texas and they will also visit relatives and friends of Mrs. Jones in Dallas, leaving there, the party will be in Austin for the commencement exercises of Mrs. Jones' cousin who will graduate from Samuel Houston College.

Mrs. Bennett will attend the alumni banquet at her Alma Mater Tillotson College. Mr. Bennett will visit with his father and other relatives and friends. They will visit San Antonio where Mrs. Jones' father and sisters reside. They plan to visit Houston and Bryan, Mrs. Bennett's relatives in Beville, Coysus-Christia. The party will be gone about 2 weeks but Mrs. Bennett plan an indefinite stay with her parents and a brother in old Mexico and will return about the latter part of June.

OMAHA QUARTETTES, TRIOS

Omaha leading quartettes and Trios, will again be presented in a musical feast at Bethel A.M.E. Church, 2430 Franklin, Wednesday May 28th, 8 p. m. This is the 3rd year that these fine groups have come together and gave their cooperative service in behalf of the Trustee Helpers Club. This year is promised to be unequalled. Do not fail to attend—please meet at the Church Saturday evening May 24th at 7:30 for rehearsal to all groups who are participating. WE. 2166, Mrs. L. Harrison, Pres. Rev. B. E. Jones, Pastor

MISS JUANITA JOSEPHINE LETT, DIES

Miss Juanita Josephine Lett, age twenty-one, of 2815 Miami, died Tuesday morning May 13th at a local hospital, after an extended illness.

LOANS

We Loan Money on Suits, Shoes Typewriters, Radios, Rifles, Trunks, Diamonds, Wrist Watches Good Jewelry, Musical Instruments, Anything Valuable. We sell unredeemable suits 4.95 & up, or anything not redeemed. BILL'S LOAN BANK 1804 N. 24th St. Phone JA. 9375

illness. Miss Lett was born and raised in Omaha and was a graduate of Tech high school. She is survived by her parents, Mr. and Mrs. Lewis Lett, sister, Mrs. Annie McWilliams, grandmother Mrs. Dora Berry and other relatives and a host of friends. Funeral services Saturday, May 17th 2 p. m. at Mt. Moriah Baptist Church, Rev. F. P. Jones and Rev. W. E. Fort officiating, burial Prospect Hill Cemetery, Thomas Mortuary in charge of arrangements.

REUNITES WITH MT. MORIAH

Mrs. Mary Toles has moved from 2117 Grant Street to 2308 North 29th St., where she will help care for her aged father Mr. J. Miles. She also wishes it known that she has reunited with Mr. Moriah Baptist Church, where she has been a member for twenty-five years.

RETURNS HOME FROM HOSPITAL

Mrs. Metra Williams, 2508 Parker Street, was recently returned home from a local hospital where she had been confined for about 6 weeks, as a result of an auto accident where she suffered two broken legs.

RETURNS FROM TRIP

Mrs. Melna Sanford, 954 North 28th Avenue, recently returned home from a recent trip to Detroit.

MAJOR OPERATION

Mrs. Sarah Bradley, 2863 Corby Street, recently entered a local hospital where she underwent a major operation. At present her condition is good.

TOWNSEND CLUB NO. 11

Our Townsend Club did not hold their Regular meeting on Monday night, May 12th that being our regular meeting night at the Urban League Center, 2213 Lake St. We could not use our hall on account of the hall being used for other purposes, but we hope to continue to hold our regular meeting there now every Monday night without any interruptions in the future. Our drive is still on for more members and more clubs. We are still asking our ministers our professional, our business men and women to cooperate with us. We really need the Townsend Plan. If we can get our ministers, professional men and women to cooperate with us and help us to convince the people north and south, that this is a new machine age. The age of abundance—let us build a new world of human beings to enrich and glorify it. Help us to set the political machinery in motion that will accomplish this. We need you so badly Do not deny us your cooperation. We can think of no finer editorial than to quote from Chaplin's closing speech in the Great Dictator, "Don't Fight, for Slavery, Fight for Liberty." In the 17th chapter of St. Luke, it is written, one man nor a group of men, but in all men. In you, you the people have the power. The power to create machines, the power to create happiness. You, the people have the power to make this life a wonderful adventure. Then in the name of Democracy, let us use that power. Let us all unite. Let us fight for a decent world that will give men a chance to work. That will give youth a future and old age, a security—The Townsend Plan will do that. L. W. McDonald, President, J. W. Dallas, First Vice President, Clark Washington, 2nd Vice President, Mrs. B. B. Hawkins, Treasurer, Mrs. Edith Harrison, Secretary.

YWCA NEWS

The Family Relationship Committee with Mrs. Lois Goode as Chairman was in charge of the regular Mother's Council Meeting. A Panel discussion on Family Relations was the topic for the evening. Refreshments were served. The program was enjoyed by all. On Friday, May 23, at 8 o'clock all Girl Reserve Advisors and Committee members will meet at the home of Mrs. L. Charlotte Crawford, 2214 North 25th Ave., to take a "Look Back Over 1940" and a "Look Ahead to 1941". As this is their last meeting before Conference and Summer Camp, all members are urged to be present. Mrs. Berniece Marshall, chr.

be a joint meeting of the Gross Eicks and Optimistic Clubs to elect officers for the coming year.

SCHOLARSHIP CONTEST GIRLS ARE GUEST OF GUIDE

The Misses Bertha Davis, Leona Edwards, Nonnie Williams, Walterine Wright, Margery Johnson, Portia Truelove, Juanita King, Vineta Swancey, Marian Lawson, Emmalyn Washington, Brycie Dorris and Alice Simmons were guests of the Omaha Guide To a Dutch Treat at the Peoples Cafe Friday, May 16.

Miss Helen D. Wheeler Scholarship Contest manager and Mr. C. C. Galloway were also present. The Get-together meeting served as a send-off for the 12 young women who are competing for 10 prizes in the Scholarship Subscription Contest.

This Week In Religion and Thought

BY ROBT. L. MOODY

Overcoming Prejudices—

Sometimes I am tempted to confine our discussions in this column to our current Sunday school lessons but there are so many other important things, it seems wise to mention all of them at different times. The general theme and aim for the current six months are very interesting. Our lesson for this week is unusually practical.

Experience has caused almost every one of us to build up a barrier or prejudice against some system or group of persons. There are persons and things which we must avoid but from the standpoint of unfair judgement we

should not have prejudice.

In the current lesson, Peter refused to consent readily to the "unclean meats" because he had been taught against them. But when he fully understood the vision, he submitted and said, "I perceive that God is no respecter of persons". He then willingly went to preach the gospel unto the "gentiles" who were looked upon as "dogs" by the Jewish people. He learned that "in every nation, he who fears God and does righteously is accepted with Him".

We, Negroes, often seek to justify our prejudices against the other race because of their prejudice against us. Righteous resentment is natural but we need the same vision of God that Peter received. Then we will not condemn everyone of a certain group as wicked since we do not wish our entire race measured by the wicked behavior of a few.

The same Spirit of God, which removed deep seated prejudices from the hearts and actions of early Christians, is present today to do the same for us.

NORTH 24th ST. SHOE REPAIR

1807 N. 24th St. WE. 4240

—POPULAR PRICES—

YOU CAN'T TELL THEY ARE REPAIRED— BECAUSE OUR INVISIBLE HALF SOLEING METHOD "Leaves No Repair Mark" ON YOUR SHOES. THE NEW SOLE WITH AN INVISIBLE JOINT.

BINGO BINGO BINGO TWO BIG NIGHTS

On Thursday night, May 22 and Saturday May 24, at 9 p. m., the door will open for lots of fun at 2410 Lake Street. Oh, wait a moment! Lots of valuable door prizes free. This is a Benefit Bingo Game for the Disabled Veterans of the World War, Chapter No. 5. They became disabled for you and your family. You should dig down for them just a little bit. —Everybody Welcome—

ROTHERY CLEANING SPECIAL

ONE-PIECE PLAIN DRESSES MEN'S SUITS LADIES PLAIN JACKET SUITS LIGHT TOPCOATS LADIES PLAIN SPRING COATS Except White or Fur Trimmed 10% Less For Cash and Carry ONE PLAIN SKIRT OR TROUSERS CLEANED FREE WITH EACH \$1.00 ORDER FREE "Moth-Seal" Bags or Free Storage for Cloth Winter Coats Cleaned Now at Our Regular Prices (Not Special Prices.) Fur Coats, values to \$100 Cleaned and Cold-Stored, \$450 ROTHERY CLEANERS 2515-17-19 CUMING ST. JA. 7383

Advertisement for 'FREE EASY BIG MONEY' featuring a catalog and beauty book. Includes text: 'THIS New Kind of CATALOG and BEAUTY BOOK with FREE SAMPLES! Men and women, get Lucky Heart's BIG new illustrated 53 page Catalog and Beauty Book. Tells new beauty secrets and shows you how to make big money. Make up to \$5.00 a day spare time, \$45.00 a week full time. Show Lucky Heart's BIG MONEY line of over 300 guaranteed cosmetics, medicines, curios, flavorings. People buy and next time you call, buy again. You double your money each time. We guarantee your success. Send your name and address for Lucky Heart's BIG NEW CATALOG AND BEAUTY BOOK with lots of pictures, FREE samples of wonder-working face powder and hair dressing and BIG SAMPLE CASE FREE of extra cost. Write Lucky Heart Co., Dept. CN-45-G, Memphis, Tenn.'

SICK, NERVOUS CRANKY "EVERY MONTH"?

Advertisement for 'WHY Lydia E. Pinkham's Vegetable Compound is Real "Woman's Friend"!' Includes text: 'Then Read WHY Lydia E. Pinkham's Vegetable Compound is Real "Woman's Friend"! Some women suffer severe monthly pain (cramps, backache, headache) due to female functional disorders while other's nerves tend to become upset and they get cross, restless and moody. So why not take Lydia E. Pinkham's Vegetable Compound made especially to help tired, run-down, nervous women to go smiling thru "difficult days." Pinkham's Compound contains no opiates or habit-forming ingredients. It is made from nature's own beneficial roots and herbs—each with its own special purpose to HELP WOMEN. Famous for over 60 years—Pinkham's Compound is the best known and one of the most effective "women's" tonics obtainable. Try it!