

**CLASSIFIED ADS**

IT PAYS TO ADVERTISE—  
IT PAYS TO SHOP—  
For whatever you have to sell, or  
for whatever you want to buy—  
IN THESE COLUMNS

**CLASSIFIED ADS**

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

**WEARING APPARELL AND FURNITURE**  
Benefit Shop, 711 So. 16th—Wonderful bargains in used furniture. 2 Dressing Tables, new, 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, 317 Wendell, Chicago, Ill.

**ROOMS FOR RENT**  
Apt. for Rent, WE. 2365.  
Partly Furnished House For Rent WEBster 5633.

**LAUNDRIES & CLEANERS**  
EDHOLM & SHERMAN  
2401 North 24th WE. 6058

**EMERSON LAUNDRY**  
2324 North 24th St. WE. 102-  
**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 2022

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

*... Marie Downing*  
**BEAUTY and ROMANCE**  
SPONSORED BY  
**LARIEUSE BEAUTY BUREAU**

The Larieuse Beauty Bureau was established by the Godefrey Manufacturing Company to study methods of preserving women's natural beauty, and to make the results of this research available to the public.

The other day I saw a young woman step into an office reception room with a long, lithesome stride, head up, chest and shoulders high—a wonderful example of correct posture and carriage.

She strode over to a chair and sat down, alas, but how she sat down. She looked like a sack of potatoes thrown in a corner. She slumped down and practically folded up. Gone was that fine posture, that proud carriage.

Some people take a lot of pains with their posture when they walk down the street, but neglect it when they are standing or sitting. Posture is something we should think about all the time, not just part of the time. We should sit straight, stand straight, and walk straight. Then and only then will nature begin to do something about your figure. You know it is said that one of the best ways to achieve a slim waistline is to keep the stomach in . . . and up! Some of the most effective exercises for the waist consist primarily in stretching the stomach muscles . . . in and up. Army men found this out a long time ago, and before long we will see the effect of army training on the physiques of our young men who have been called from farm, shop and office for military duty.

It is surprising how closely related posture is to our emotions and spirits. Watch yourself or others when spirits are low. The chest tends downward and the body more or less hangs itself on its frame. But when we are buoyant and excited, the chest expands and lifts. Our entire body expresses self-assertion, courage, animation and heartiness. For this reason, we can stimulate physical and mental well-being by an erect carriage. This means much to a woman's appearance these days when curves are the vogue. Thank goodness, the sophisticated slouch went out several years ago.

I have always contended that any woman, young or old, can make her self smart and attractive if she will look to her carriage, to her make-up, and to her hair. A good carriage will make a slim woman appear to fill out, and will serve to streamline one who has a few too many curves.

Take either the slim or not-so-slim woman with poise and vitality in her carriage, give her the right kind of make-up, and you have what the fashion experts call a woman chic, smart and stylish.

Both these things are so easy to accomplish. One calls for a little discipline of the body. The other calls for a little study of the right sort of make-up, selection of the right powder, rouge, etc., and applying it correctly. Too light a powder, too bright a rouge, the wrong shade of lipstick, give an unnatural effect. Proper selection and careful application of make-up are most important items in your search for beauty.

*What are your beauty problems? Write: Marie Downing, Larieuse Beauty Bureau, 3509 Lindell Blvd., St. Louis, Mo., and she will be glad to answer them. Be sure to enclose a self-addressed, stamped envelope.*

**Calvin's Newspaper Service**  
**TESTED RECIPE**  
By Frances Lee Barton

WE have no sleet in summer time. No chilly breezes blow. We have no icicles or frost; And yet we can have "snow." Plum-flavored, fresh and mighty fine—A snow dessert, you know!

**Fresh Plum Snow**  
1 package raspberry-flavored gelatin  
1 pint hot water  
1 cup ripe plum pulp  
4 tablespoons powdered sugar  
2 egg whites, unbeaten

Dissolve gelatin in hot water. Chill. Combine plum pulp and sugar. When gelatin is cold and syrupy, place in bowl of cracked ice or ice water, add egg whites, and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in plum pulp and let stand until slightly thickened. Turn into individual molds or pile lightly in sherbet glasses. Chill until firm. Serve with whipped cream or custard sauce, if desired. Serves 12.

**HELP US! HELP THE POOR**  
CALL—  
**THE VOLUNTEERS OF AMERICA**  
JACKSON 2290 15th & Chicago

**DUFFY Pharmacy**  
24th AND LAKE STREETS  
**PRESCRIPTIONS**  
—Free Delivery—  
WE. 0609

**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 and 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 \$5.

I. C. C. ex. for N. S.

**SOCIAL SCHOOL GRAD OBTAINS CINCINNATI "Y" EXECUTIVE JOB—**



Homer J. Tucker, D. D., graduate of the Atlanta University school of Social Work, has recently been appointed Executive Secretary, Ninth Street Branch YMCA, Cincinnati, Ohio. He is also a graduate of Oberlin College, having received the degree of Master of Systematic Theology and Doctor of Divinity from that institution. Dr. Tucker had several years of experience behind him, having served as Executive Secretary of the College Street Branch YMCA, Beaumont, Texas, Director of the Oberlin Community Center and Pastor of the Mt. Zion Baptist Church of Oberlin, Ohio.

**SPECIAL EVENTS FOR THE URBAN LEAGUE FINANCIAL DRIVE—**

Girl Scout Troop No. 201 is having a rummage sale at the Elks' Hall, Saturday, May 31st from 8 a. m. to 5 p. m. They have received a fine collection of articles to sell, donated by many interested people of the community.

**MIDNIGHT SHOW AT RITZ**  
A big affair is planned for Saturday night, May 31, at the Ritz Theatre. A stage show, with the local talent, was rehearsed at the Urban League, Tuesday night. Plans have been made for two shorts and a feature picture to be shown in addition to the stage performance. This affair will be interesting and enjoyable to everyone. Tickets are 25c per person. The midnight show is sponsored by Team No. 12, Mrs. Eula Carter, Captain.

**URBAN LEAGUE TAG DAY**

Team No. 11 has received permission from the city council to solicit from the people in North Omaha on Saturday, May 31st, and to sell tags for the benefit of the Urban League's Financial Drive. Mrs. Mabel Avant, captain of this team, expressed the hope that everyone would support her team in their effort to raise their quota of the \$1,000.00 goal set for this effort.

**BENEFIT BAKE SALE**  
Team No. 14, of which Mrs. Minnie Dixon is captain, reports that it will hold a baked goods sale on Saturday, May 31st for the benefit of the Urban League Financial Drive.

**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

**APPROVE HIGHWAY FUND AMENDMENTS**



Governor Matthew M. Neely, West Virginia, signs act placing "Good Roads Amendment" on ballot, while E. L. Bailey, State Road Commissioner (left); Mrs. Grace O. Austin, Southern West Virginia Automobile Club; Lawrence E. Rollins, West Virginia Motor Truck Association; and T. H. McGovern, representative of the Farm Organization, look on.

THE legislatures of Iowa, Oregon and West Virginia are the first in 1941 to approve constitutional amendments designed to preserve the integrity of their highway funds, but a nation-wide survey reveals that 11 other state legislatures are currently considering this method of protecting their highway revenues against misuse and diversion.

In all three states the proposed amendments now require only the approval of the voters before becoming effective. In Wisconsin a similar amendment has been approved by one legislature, but the constitutional procedure of that state requires a second passage before the question is submitted to the people.

"Public opinion definitely is repudiating the misuse, and diversion of automotive tax funds," the American Petroleum Industries Committee declared, in announcing the action taken by the Iowa, Oregon and West Virginia legislatures. "The only method that has ever successfully provided a permanent safeguard against raids on the highway funds is the adoption of constitutional amendments outlawing the practice, similar to those now in effect in eleven states.

"Farmers, motorists, truck owners and others interested in highway transportation in all parts of the country have been impressed by the success and popularity of this method of insuring the future of highway transportation, and they are anxious to obtain similar protection for their own states. That is why the diversion amendment movement is sweeping over the nation like a prairie fire."

Orders for rolls at 15c a dozen or two dozen for 25c, can be taken over the phone at Mrs. Dixon's home, WE. 0482. Deliveries will be made upon request.

**GIRLS ON THE STREETS....**

**GIVE AND TAKE—**  
That's what they call it—For further information, consult Addie Hall and Eva Dorris.

**AND NOW—JUST A LITTLE GOSSIP—**  
Girls, Charles Albert Washington, better known as "Gutterhead", is back to our fair city. He is looking fine as ever.

**CLOSING OF SCHOOL**  
At this season of the year, everybody talks education. Degrees like Autumn leaves are falling everywhere. Diplomas with flowing ribbons will be handed out right and left. The teachers will be relieved in getting rid of some of their students. Many students fed us on teachers who mark themselves up and students down, will also get some relief.

**THIS FRIDAY**  
Is Decoration Day, many will find themselves decorating the graves of their loved ones. Others will be leaving Omaha to have themselves a good time elsewhere. Parks will be filled with picnickers. I'm sure that Friday will be well spent.

**SPORT PROMENADE A SUCCESS—**  
We must admit that the Entree Floor show was one of the finest performances any club has ever given. The Dreamland was well filled. Everything was on time (with the exception of a few licks that were passed) during the dance. But, some people have no other way of making themselves seen so—well most everyone had a good time.

**BOY OF THE WEEK—**  
The boy who has attracted the most attention at Tech, all high schools and all Omaha this week is a jolly-senior who has light brown eyes, brown hair, tan complexion, and a pleasing personality, answers to the name of Harvey Bridges.

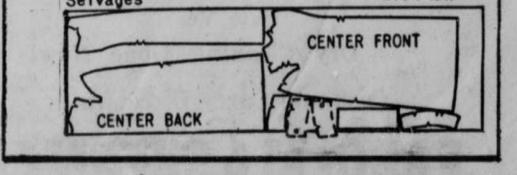
His chief interests seems to be sports. Because of his acting ability he has won his fourth medal for running. We are very proud of Harvey and hope that his success will continue. G'by now—  
Until next week, this is your—G. O. T. S. and the associated Gossip.

**Women's CREATIVE FASHIONS**



*Cape—Easy to make with the jaunty and dapper feeling which is a must this Spring*

*Cape may be finger tip length or seven-eighth Inset band accent—shoulder width—Front buttons below notched collar—Suitable in wools velvets—corduroy—jacque—2 1/2 yards required for size 16" view A*



**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 Look" ON YOUR SHOES. THE NEW SOLE WITH AN INVISIBLE JOINT.

**HOTEL OLGA**  
NEW YORK CITY  
695 Lenox Avenue  
(Corner 145th Street)  
Select Family And Tourist Hotel  
Running Hot and Cold Water in Each Room  
All Rooms Outside Exposure  
—SERVICE—  
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**ROTHERY CLEANING SPECIAL**

**2 ONE-PIECE PLAIN DRESSES MEN'S SUITS LADIES PLAIN JACKET SUITS LIGHT TOPCOATS LADIES PLAIN SPRING COATS**

**\$1**

Except White or Fur Trimmed  
10% Less For Cash and Carry  
**FREE 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, \$4.50

**ROTHERY CLEANERS**  
2515-17-19 CUMING ST. JA. 7383

**AN URGENT MESSAGE to women who suffer FEMALE WEAKNESS**

Few women today are free from some sign of functional trouble. Maybe you've noticed YOURSELF getting restless, moody, nervous, depressed lately—your work too much for you—  
Then why not take Lydia E. Pinkham's Vegetable Compound to help quiet weary, hysterical nerves, relieve monthly pain (cramps, backache, headache) and weak dizzy fainting spells due to functional irregularities.  
For over 60 years Pinkham's Compound has helped hundreds of thousands of weak run-down, nervous "ailing" women to go smiling thru "difficult days." Why not give this wonderful "woman's friend" a chance to help YOU? Try it!

1 ex. for INS.

**SUBSCRIBE NOW**