

"The Christmas Spirit"

(by Rev. J. E. Blackmore)

We look forward with anxious anticipation to cross the threshold into another Christmas singing such beautiful anthems as, "Hark the herald angels sing" and "Joy to the world, the Lord is come", and "Away in the Manger". What a glorious event that will be. How cheerful it will be to hear these words, though common-place, "Merry Christmas" as we pass each other on the street. How beautiful the atmosphere will be charged with the spirit of Christmas on December 25, all day.

This spirit of cheerfulness and goodwill characterizes Him, whose birth we celebrate and whose life was spent in "going about doing good". His personality laid hold not only upon the imagination of mankind and thrilled it to admiration, but also upon the reverent wills of men, and has drawn their feet toward the Godward path He trod.

With love He overstepped the barriers between races, classes and faiths, feeling the common brotherhood in which every man was at home. He filled life with joy and power. With simplicity, with complete trust in His Father, with ardent love for men, Jesus gave to the world a pattern of life that lacks the element of decay. He calls us to follow Him and to share His experiences; to know God and to do His will.

Christmas Sunday the Church will celebrate the birth of Our Lord. It is to be hoped that every Church will be filled to capacity. It is there that we see how unobservedly to an excited and troublesome world, God gave the kingdom of heaven to men in the person of His Son. It is there that the words, "Peace on earth and goodwill to men" have a deeper and fuller meaning. It is also there that we see God needs human service. Joseph and Mary were both there, because the infant Christ demanded

Buy a Beautiful Home In
BEDFORD PARK
on Wirt St., between 30th & 27th
(SMALL DOWN PAYMENT)
REALTY IMPROVEMENT CO.
Electric Bldg • Phone JA-7718
See Hiram D. Dee • Eve. JA-1620

How Shall We Say It This Year?

In peace years, we wish our friends a heart-felt "Merry Christmas!" But so many homes are not merry this Christmas, 1944... and we can't quite bring ourselves to direct a joyous greeting to you.

Allow us to wish you an earnest Christmas...

With allied arms marching toward certain Victory, let this Christmas of 1944 be a hopeful and earnest Christmas... signifying our wish for peace on earth soon, and our earnest hope that good-will shall reign eternally, after Victory.

NEBRASKA POWER COMPANY

THREE TIMES CHAMPION AT CHICAGO STOCK SHOW



Three times Champion of the world's greatest livestock show! That's the enviable record established by Robert Storz, Omaha, and Karl Hoffman of Ida Grove, Ia., whose load of 15 lightweight Hereford steers was presented the Grand Champion Carlot award at the wartime Chicago Market Farm Stock Show last week.

Still another record was broken by Hoffman and Storz, brewing company executive, co-owners of the stock, when their triple-champion load was sold for an all-time high of \$59 per hundredweight. The previous high of \$35 per hundred pounds was set in 1926.

Both Hoffman and Storz said they were "very gratified" at the showing of their prize lot. "The high quality of the steers fed and fitted by Karl Hoffman is shown in the fact that for three consecutive years the judges at

this great exhibition chose our carlot showings above all other entries," Storz said.

The Hoffman-Storz three time champion rating was not spread over a period of years, but began at the Chicago show of 1942. Hoffman and Storz exhibited Herefords for each of their three victories.

The 15 steers in the Grand Champion Carlot totaled 14,550 pounds for an average of 963 pounds per steer. The triple-victory came after the Hoffman-Storz entry took first in the lightweight and Hereford breed classes. All of the winning steers were purchased from the famed T-O Ranch at Raton, N. M., and were fed and fitted at Ida Grove, Iowa.

Sale of the Champion Carlot was made to the Eppley Hotels Co., of Omaha, operators of 29 midwestern hotels, on the record-high bid of Eugene C. Eppley, president.

loving service. May I not say that He demands it now as imperiously as He did at Bethlehem.

The ministers of mercy and love are those who are ever mindful of the things that abide; Beauty, and Truth and Kindness, Friendship and Faith and Hope and Love, Tenderness for the Needy. The boys overseas do desire it. The Church advocates it. The World needs it. And best of all God wants it. May this Christmas be an enjoyable one to you in the Spirit of Christ, who went about doing good. Again I say to you, "Merry Christmas."

Invest In Your Country—Buy A War Bond

Christmas Greeting to All Our Colored Friends.
VAN AVERY
Sporting Goods
1512 Harney

Merry Christmas from—
Nesselson Grocery
2514 North 24th St.

NOEL! NOEL!
While ageless Christmas carols fill the air this thought comes to mind. We would like to share with you our Yuletide happiness, and to feel that in this year of grace, 1944, Christmas will mean more to you than it has meant for many years past.

Shrags
GROCERY STORE
20th & Clark Sts.
Phone WE-6444

SEARS

Wishes You
A Merry Christmas
AND ALL THE JOY AND BLESSINGS OF THE YULETIDE SEASON

The Passing of J. Dillard Crawford

The sudden passing of Attorney J. Dillard Crawford was a distinct shock to the citizens of Omaha. He was one of Omaha's leading citizens, having been very active in civic and community uplift affairs.

For a number of years, he was chairman of the legal redress committee of the local branch of the NAACP. He was secretary of the Urban League board and a supervisor of the "4C" Credit Union, Keeper of Records of the Kappa Alpha Psi Fraternity. He was Senior Warden of the St. Philips Church.

His activities were many in organizations, doing work for the benefit of the people for whom he labored incessantly and untiringly.

The Omaha Guide and the community mourn the loss of an able and distinguished lawyer and citizen.

Mr. J. Dillard Crawford's fine spirit, which characterized his life, will linger long in the memory of those who knew him.

Christmas JOY TO ALL 1944

It's Christmas! So Let's Celebrate! Let's celebrate by recalling on every day what Christmas is and what it means. Let's celebrate by never doubting that eventually Good shall triumph. Let's celebrate by making children happy and by opening our hearts to those in need. That's the way to have the Merry Christmas we wish for you.

LAKE SHOE SERVICE
2407 Lake St.
J. L. Taylor, Prop.

MERRY CHRISTMAS

Gentle Words, Open Hearts, Willing Hands, Soft Music, Friendship, Love... This is Christmas! May It Bring You Happiness and Joy Beyond Expression.

McGILL BAR
and **Blue Room**
2524 North 24th

SEARS
Wishes You
A Merry Christmas
AND ALL THE JOY AND BLESSINGS OF THE YULETIDE SEASON

Wanted!
Burned, Wrecked or Dilapidated Cars and Trucks. Bring 'Em In. —"Parts for Cars"—
Consolidated Auto Parts
2501 Cuming St. Omaha
Phone AT-5656

Meet Your Friends at
MYRTIS' TAVERN
—2229 LAKE—
formerly Rabes Buffet
BEER & LIQUORS
"Always A Place to Park"

1944
Christmas CHEER

Hearty and cheery
And happy and true,
An ever so fervent
Merry Christmas to you! . . .

R. Shapiro
Groceries & Meats & Cold Beer
3502 N. 30th
"OPEN SUNDAYS AND EVENINGS"

ALKA-SELTZER BRIGHTENS MY DAY

MILDRED'S Sandwich SHOP
2409 Lake St. JA-0836
"A Clean Place to EAT at MILDRED'S"
HOT BAR-B-QUE, CHICKEN, FISH AND CHITTERLINGS.
"Patronizing Us is like making Love to A 'Widow'."
"You Can't Overdo It."

RELAX-ENJOY GOOD READING
READ The GUIDE

King Yuen Cafe
● **CHOP SUEY**—
2010 1/2 N. 24th St. Jackson 8576
Open from 2 p. m. until 3 a. m.
American & Chinese Dishes

ITCH CHECKED
in a Jiffy
-or Money Back
For quick relief from itching caused by eczema, athlete's foot, scabies, pimples and other itching conditions, use pure, cooling, medicated, liquid D. D. D. PRESCRIPTION. A doctor's formula. Greenness and stinging. Soothes, comforts and quickly calms intense itching. 35c trial bottle prevents, or money back. Don't suffer. Ask your druggist today for D. D. D. PRESCRIPTION.

Merry Christmas.
Wolf Tailor Shop
Louis Wolf, Prop.
1506 N. 24th Street

Alka-Seltzer
HAVE you tried Alka-Seltzer for Gas on Stomach, Sour Stomach, "Morning After" and Cold or Distress? If not, why not? Pleasant, prompt in action, effective. Thirty cents and sixty cents.
DR. MILES' NERVINE
FOR relief from Functional Nervous Disturbances such as Sleeplessness, Crankiness, Excitability, Nervous Headache and Nervous Indigestion. Tablets 35¢ and 75¢. Liquid 25¢ and \$1.00. Read directions and use only as directed.
DR. MILES' ANTI-PAIN PILLS
A SINGLE Dr. Miles Anti-Pain Pill often relieves Headache, Muscular Pains or Functional Monthly Pains—25 for 25¢. 125 for \$1.00. Get them at your drug store. Read directions and use only as directed.

Thrifty Service
6 LBS. OF LAUNDRY BEAUTIFULLY LAUNDERED FOR ONLY 58¢ AND ONLY 7c For Each Additional lb. 58¢
This includes the Ironing of all FLAT WORK with wearing Apparel Returned Just Damp Enough for Ironing.
EMERSON - SARATOGA
2324 North 24th St. WE. 1029

Classified Ads Get Results!
Buy A New Home...
—Small Down Payment—
See Mr. Dee
PHONE JA-7718 or JA-1620

LOTS FOR SALE
Original owner will sell 2 lots (corner and adjoining) on south west corner, 21st and Grace. Extensive frontage on both 21st and on Grace. Ideal for 2 or more homes and especially suited as church grounds. Make reasonable offer now. Address Box 1422, Omaha Guide, 2420 Grant St., Omaha, 10, Nebraska.

Buy NAACP Negro Soldier Xmas Seals
Books of 100—\$1.00
60th Fifth Avenue, New York, 3, NY

FOR RENT—One furnished room, also 2 Garages, 2805 North 24th St., Call WE-2217.
FOR RENT—One room, 2807 North 24th St., Phone WE. 2217.

MAN WANTED
Stout colored man to bail rag. Sturdy year round job. Apply Sunday at CAPITOL RAG & METAL CO., 4th & Pierce.

NEIGHBORHOOD FURNITURE & CLOTHING SHOP
BIG SALE—Overcoats, all sizes Shoes, No Stamps; Ladies Dresses Rugs, Beds, Gas Stoves and Oil Stoves.
"We Buy and Sell"
TEL. AT. 1154 1715 N. 26th ST.

Use The Omaha Guide
As A—
Medium of Advertising

MILDRED'S Sandwich SHOP
2409 Lake St. JA-0836
"A Clean Place to EAT at MILDRED'S"
HOT BAR-B-QUE, CHICKEN, FISH AND CHITTERLINGS.
"Patronizing Us is like making Love to A 'Widow'."
"You Can't Overdo It."

Crosstown Dressmaking SHOP
—TAILORING & ALTERATIONS—
ATTENTION, LADIES!
You can get hand tailored suits, dresses, and slacks designed to suit your personality by an experienced Lady Tailoress. We specialize in stout figures. Men and Ladies general repair work done. We also specialize in Tailored shirts.
Mable L. Williams, Proprietress...
—2022 NORTH 24th STREET—

FOR RENT—
APT. FOR COUPLE, JA-7659.
FUNERAL DIRECTORS
THOMAS FUNERAL HOME
2022 Lake St. WEster 2027

LAUNDRIES & CLEANERS
EDHOLM & SHERMAN
2401 North 24th WE. 6054
EMERSON LAUNDRY
2324 North 24th St. WE. 1029

Gross JEWELRY & LOAN CO.
Phone JA-4635
formerly at 24th and Erskine St.
NEW LOCATION—
514 N. 16th ST.

Tortured man gets help!
Lemon Juice Mixed at Home Relieved RHEUMATIC PAIN says Sufferer!

"I have used ALLENRU for several months. I could hardly walk on account of my knees. But now those pains are relieved. I can go like a race horse now," Mort Shepard of Ohio.
Don't be a victim of the pains and aches caused by rheumatism, lumbago or neuritis without trying this simple, inexpensive recipe you can mix at home. Two tablespoons of ALLENRU, plus the juice of 1/2 lemon in a glass of water. Your money back if not entirely satisfied. Just 85¢ at all drug stores. Buy ALLENRU today.
SUBSCRIBE NOW!