

Houston's Modern, Deluxe Grocery & Meat Market

Conveniently Located At 2114 N. 24th St. Phone JA-3543

At Your Service

EFFICIENT MANAGER



MRS. WILMOTH HOUSTON

Mrs. Houston is a native of Omaha. She attended grade school here then her family moved to Muskogee, Oklahoma where she attended high school, later her family moved back to Omaha.

Mrs. Houston has been a member of the St. John's Choir for more than 20 years. She is one of the loyal servants in this capacity up to this date.

HAPPY MOTHER

She is now the happiest Mother in the world. Her only son has just returned from overseas duty, where he was a veteran in World War II and won many honors.

Mrs. Houston has been the manager of the Houston and Vonner Market, every since its beginning, for when it was known as Houston and Vonner Market, both Mr. Houston and Mrs. Vonner were employed elsewhere and Mrs. Houston stuck to her post of duty of service to her customers from 7 a. m. until 8 p. m. Mr. Houston says the success and the credit of his store's progress is due to the loyalty of Mrs. Houston.



Progressive Firm Grows From \$4.00 Investment

Following is the history of this grocery firm. Mr. L. B. Houston and Mr. Vonner began this store with two dollars each at 2537 Binney St. about 1930. The only merchandise they had to sell was home-made sausage. Their home-made sausage made such a hit and the demand got so heavy they rented a part of the store which they now occupy from Mr. Ansel Butler, who operated at that time a fish market which was famous for Red Snapper fish. After moving into the store with Mr. Butler, they decided it would be a good idea to sell milk and eggs and later they put in a few bottles of milk and a few dozen eggs and added butter and from time to time other new merchandise. It was known as the Houston and Vonner home-made sausage, finally Mr. Butler decided to give up the fish business and Mr. Houston and Mr. Vonner took over the whole store and named it the Houston and Vonner Market with the assistance of Mrs. Mable Butler, wife of Mr. Ansel Butler of 3019 No. 30th St., as clerk in which capacity she served for about four years. Mr. and Mrs. Houston say up to this day, they have never had anyone

to surpass her in services as a clerk. In the center of the above picture, you will observe one of Mr. Houston's trusted employees, Mr. Marshall Penn. Mr. Penn can be remembered by old timers as the brother of Miss Madrid Penn, secretary and assistant editor of The Monitor when it was operated by the late Father John Albert Williams. Mr. Houston says Mr. Penn is one hundred per cent in every capacity in the position which he serves in his store.

About 1933 Mr. and Mrs. Houston bought Mr. Vonner's half interest out and they now carry one of the largest stocks of merchandise of the highest quality that the market affords. Mr. Houston says yes, he will admit it has been a struggle and he has worked many hardships on his wife and today they are indeed thankful to their customers for being patient with them until they could supply a home demand of all high quality groceries, vegetables and meats at popular prices.

Mr. Houston says it is well he didn't have more than two dollars when he started in business. As he went along, he learned as he earned and put every dollar of income back in the store in stock and fixtures. You can observe from the appearance of the above picture that he has a well stocked store from the floor to the ceiling and the very latest of refrigeration to preserve the food he carries. It is the

HOUSTON'S GROCERY STORE — The Above is the interior view of the Houston Market at 2114 North 24th St. One of Omaha's best stocked grocery stores, formerly known as Houston & Vonner Market.

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO OUR MANY CUSTOMERS AND FRIENDS.

cleanest and best stocked store on 24th St. Mr. and Mrs. Houston invites their many friends to visit their place of business where service, quality, prices and cleanliness is first. Mr. Houston says he could not have made the grade without the loyal assistance of Mrs. Houston who has stuck by him and was soul operator of the store a greater part of the time in the pioneer days while he worked out and earned the family expenses and let the income of the store avert back into stock and fixtures.

Mr. and Mrs. Houston say that they have learned that service with a smile is really worth while and that the customer is always right even though they may be wrong. The public is invited to peek in on 24th streets finest grocery store at 2114 North 24th St., Omaha, Nebraska.

CREIGHTON GRADUATE



MR. L. B. HOUSTON in his Graduation gown when he finished Creighton University.

Mr. L. B. Houston, owner of the Houston Market was born in Greenville, Texas and attended Phillips University in Tyler, Texas. In 1910 he attended Langston University in Oklahoma. Mr. Houston finished Creighton University for Pharmacy and entered into the Drug business with Dr. Price Terrell at 2304 North 24th St., which they operated successfully until World War I, when they were both inducted into the Army. After coming out of the Army, he began searching for a new business career. The view at the right speaks for itself as to his accomplishments.

BRINGING BEST WISHES FOR A MERRY CHRISTMAS



To Old Friends and New...

We are quite old-fashioned over here—old fashioned enough to know that to merit the confidence of the entire community every transaction we make must rest upon the solid foundation of full value given. May good old-fashioned Christmas cheer brighten for you the hours of this glorious Yuletide season.

GERTRUDE LITTLES HUT

2006 N. 24th St. —JA-9312—

The Four Square FUEL CO. 26TH & MARTHA Wishes You A Merry Christmas and A Happy New Year.

The Streamlined BARBER SHOP 1708 No. 24th St. Wishes A Merry Christmas And A Happy New Year.

Brinn & Jensen

1110 HARNEY ST.

Wholesale

★ PAPERS ★

Wishes Everyone A MERRY CHRISTMAS and A HAPPY NEW YEAR!

THEY'LL NEVER DIE By Elton Fax

HE WAS BORN IN LEXINGTON, KY. 1816, AND RECEIVED HIS EARLY EDUCATION IN THE OFFICE OF A KY. EDITOR. HE LATER JOINED THE UNDERGROUND FORCES IN THE NORTH AND FROM THERE TRAVELED THROUGH ENGLAND AND FRANCE. WHILE ABROAD HE SPOKE PUBLICLY FOR THE FREEDOM OF ALL MEN. VICTOR HUGO BECAME ONE OF HIS FAST FRIENDS. HIS BOOKS HOLD AN IMPORTANT PLACE IN AMERICAN HISTORICAL LITERATURE.

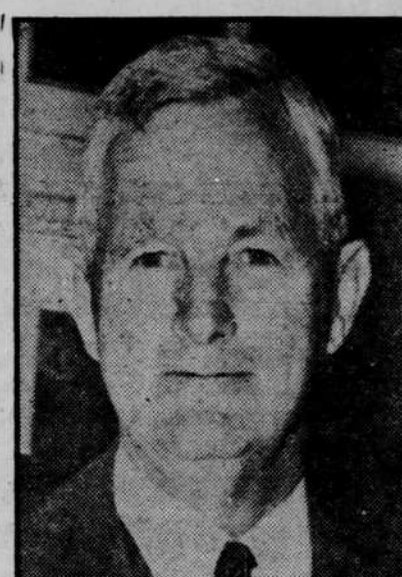
WM. WELLS BROWN
PIONEER NEGRO HISTORIAN

THE BLACK MAN
THE NEGRO IN REBELLION



UNUSUAL MASCOT

New York, N. Y. (soundphoto)—Sgt. Earl Shaw of Wellsboro, Pa., with "Buck" 7 months old fawn he adopted at Hanau, Germany. Sgt. Shaw shot the mother deer while hunting and discovered the little orphan. He says there is a park across from his home in Wellsboro where he intends to let the deer romp. Sgt. Shaw and "Buck" reached the U. S. last week aboard the SS Argentina.



CHAIRMAN ANGLO-AMERICAN COMMITTEE ON PALESTINE

Houston, Texas—Federal Judge Joseph C. Hutcheson, of the Fifth District Court, has been named U. S. Chairman of the Anglo-American Committee on Palestine. The appointment was made by President Harry Truman, who said the committee will examine conditions

in Palestine as they relate to the Jewish question.

Johnson Drug Co. 2306 North 24th —FREE DELIVERY— WE-0998

Stuffed Animals of All Kinds

Toys & Christmas Goods to please all. Prices The Lowest

You are always Welcome Service with A Smile

OLE'S TRADING POST 416 North 16th

We wish to Announce THE OPENING OF THE G & J Smoke Shop 2118 NORTH 24th Street Everything in the Line of CIGARS, CIGARETTES, & SOFT DRINKS Jackson & Cobley, Props.

FREE! FAMOUS BLUE BOOK CATALOG

DICE - CARDS Perfect Dice, Magic Dice, Magic Cards—READ THE BACKS—Jacks, Deuces, Aces, Clubs, Spades, Hearts, Diamonds, etc. etc. etc. Catalog Today.

K. C. CARD COMPANY 1242 W. Washington Blvd. Chicago 7, Illinois



Here's a SENSIBLE way to relieve distress of

periodic FEMALE WEAKNESS

(Also a Grand Stomachic Tonic)

Have you at such times noticed yourself feeling nervous, irritable, so tired, a bit blue—due to female functional periodic disturbances? Then don't delay! Try this great medicine—Lydia E. Pinkham's Vegetable Compound—to relieve such symptoms. It's so effective because it has a soothing effect on one of woman's most important organs.

Important to Know! Pinkham's Compound DOES MORE than relieve such monthly cramps, headache, backache. It also relieves accompanying tired, nervous, irritable feelings—due to this cause. Taken regularly—it helps build up resistance against such distress.

Also grand stomachic tonic. DIRECTIONS: Take one table-spoonful 4 times a day before meals and at bedtime. Follow label directions.

Lydia E. Pinkham's VEGETABLE COMPOUND

ANGRY

SMITH BROS. COUGH DROPS

BLACK OR MENTHOL—5¢

TRADE MARK

Lake Street TAVERN

Inc. 2229 LAKE ST. Omaha, 10, Nebraska

(formerly Rabes' Buffet, Myrtis' Tavern)

IS NOW LAKE STREET TAVERN

Inc. "Always A Place To Park"



Gross

JEWELRY & LOAN CO.

Phone JA-4635

formerly at 24th and Erskine St.

NEW LOCATION—514 N. 16TH ST.

ITCH CHECKED

in a Diddy - 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. Greaseless and stainless. Soothes, comforts and quickly calms intense itching. 35¢ trial bottle proves it, or money back. Don't suffer. Ask your druggist today for D.D.D. PRESCRIPTION.

DAVIDSON

415 So. 16th Street

Best Wishes AND THE Seasons Greeting

★ ★ ★ "Fine Furniture for the Home" ★ ★ ★

DAVIDSON

415 So. 16th Street

TRADE MARK



TO WISH YOU Christmas Joy 1945

Measured by the span of years, it has been a long, long time since that first Christmas night, but it might have been yesterday when we measure the spirit of kindness which Christmas releases.

Christmas means happiness, and Christmas happiness is to be shared. We want to share our 1945 Christmas happiness with you.

R. TAYLOR Shine Parlor

2208 1/2 N. 24th St.

IT PAYS TO LOOK WELL. MATO'S BARBER SHOP Ladies and Children's Work A Specialty 2422 LAKE ST

Chicago Furniture Co. 1835 North 24th St.

WISHES A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO THEIR MANY FRIENDS.

Guy Liggett Says: FOLKS: Only ten more days until Christmas—get your Holiday Cleaning in this week, please. Bring us your brushed wool and pile fabric coats and see what a fine quality of work we do on them. There's a Difference. Try Us!

PANTORIUM 1513 Jones St. 4512 So. 24th AT-4383 MA-1283 Save 10% for cash and carry. Pick up and delivery service in all parts of the city every day.

Latest Hot Race Records...

"20-20 Blues" 79c

"Cold Winter Papa"—Delores Brown ... 105

"Hey Boogie" Cecil Shant ... 105

"You Gonna Cry" Cecil Shant ... 105

"Cecil Knows Better Now" Cecil Shant ... 105

"Standing at My Window" My Mama Don't Allow Me by Roy Crudap 97c

Ed. Patton Music Co. "Headquarters for Race Records" 1916 Farnam Street JA-4779