

Guide's Weekly Feature-Shoppers' Page-by Geo. H. McDavis Adv. Mgr.
Congratulations to The AMVETS Post No. 2 Refer to This Paper When Making Your Purchases

MRS. ELEANOR ROOSEVELT MAKES PLEA FOR FUNDS TO AID FAMILIES OF 'GM' STRIKERS
DEAR FRIEND: you about the continued urgent need for help among the families of the General Motors Strike has of the General Motors workers. been settled, I am writing to tell As you know the strike began on

S & M AUTO SALES CO. Complete Car Service CARS BOUGHT & SOLD SCHNEIDER & MCCOY, MANAGERS 25th & St. Mary's

ACE VACUUM STORES Nebraska's Largest Vacuum Distributors FEW NEW CLEANERS NOW AVAILABLE PARTS & SERVICE FOR ALL STANDARD MAKES. K. Glaskott, Mgr. Omaha, Nebraska

November 20th; and 198,000 men have been without pay for nearly four winter months. In only two of the fifteen states involved have they been eligible for public relief. and no union could possibly hope to provide adequate relief funds on such a vast scale over so long a period. They will have no source of income until two or three weeks hence when their first paycheck comes due.

Very sincerely yours, ELEANOR ROOSEVELT.
KNOW YOUR RACE
By James Y. Eaton
The answer to any question concerning colored people may be obtained by writing this column. Mark first six statements as true or false.

WELCOME HOME!
Cpl. Commodore Vaughn, who has served nearly three years in the armed forces with the Engineers battalion in Honolulu and other Pacific areas, has now received an honorable discharge and is home once more with his wife, family and friends in Omaha.
NORTHSIDE BRANCH YMCA
Some Y's Facts
The Young Men's Christian Association is in its 102nd year of service for it was in London in 1844 that George Williams and 11 other young drapery clerks, who met to help each other put Christian principles into practice.

thought was given to the establishment of the Association in areas where its was most needed and desired by the community. It is therefore quite a coincidence that the Omaha YMCA together with the citizens recognized this need and recommended to the Board of Directors of the Omaha YMCA that a branch be established in this area as a part of their program of expansion.



FLIES TO WINDY CITY
MR. RAY WILLIAMS, prominent Omaha attorney, accompanied by Mr. C. Wilson, Manager of the California School of Beauty Culture, flew by airplane to the city of Chicago on business.

RAID ON MANCHURIA



Mukden, Manchuria, Soundphoto Interior of one of the numerous buildings of the Teho Weaving Factory, built in Mukden six years ago, showing where heavy machinery stood on concrete floor before it was ripped out by Russian after their occupation of Manchuria.

LIGHTENS TOO DARK SKIN
Dr. FRED Palmer's Skin Whitener helps win lighter, lovelier skin. 7 day trial convinces or money back. Caution: Use only as directed.

Watson's School of Beauty Culture
ENROLL NOW! Terms Can Be Arranged 2511 North 22nd Street - 1A-2974

HIGHEST PRICES PAID for FURNITURE, RUGS, STOVES "Call Us First" NATIONAL FURNITURE Company - AT-1725



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

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 de-odorant formula. Greasiness and stinkiness. Soothes, comforts and quickly calms intense itching. 35c trial bottle provided, or money back. Don't suffer. Ask your druggist today for D. D. D. PRESCRIPTION.

GOOD READING every week The GREATER Omaha Guide On Sale at Your Local Drugstore.

SORRY
We can't make enough Smith Bros. Cough Drops to satisfy everybody. Our output is still restricted. Buy only what you need. Smith Bros. have soothed coughs due to colds since 1847. Black or Menthol—still only 5¢.

ORANGES plentiful and at their best now at SAFEWAY
Orange growers are sending us an abundance of golden-ripe fruit this season, so now's the time to enjoy oranges. Serve bubbling glasses of tangerine juice for breakfast. Slice the fruit into tidbits for salads and desserts. Or peel and segment oranges for between-meal snacks. Buy them, priced by the pound, at your Safeway.

Table listing various produce items and prices: ORANGES (California, Navel; Texas, Valencia), Grapefruit (Texas, white, seedless, size 96), Head Lettuce (Iceberg), Carrots (Tops removed; selected, uniform), Yams (U. S. No. 1; Porto Rico), Potatoes (Red Triumph; Bag \$4.19), SEED POTATOES, ONION SETS.

Table listing various food items and prices: Coffee (Edwards; 2-lb. Jar), 100% Bran (Nabisco), Potato Chips (6 1/2-oz. Bag), Chili Sauce (Moneta), Pure Lard (1-lb. Ctn.), Margarine (Oak Grove), Grahams (Nabisco), Rye Bread (Mrs. Wright's), Grape Juice (Autumn), Apple Sauce (Musselman's), Tomato Soup (Heinz), Soup (Morton House), Lima Beans (Large, dried), Beans (Great Northern; white), Cherub Milk (3 Tall Cans), Sardines (Garden), Green Beans (side; cut).

Table listing various household items and prices: Soap (Palmolive; 3 Small Cakes), Spic & Span (16-oz. Pkg.), Sopade (For more suds), Soliox (For washing painted surfaces), Windex (20-oz. Btl.), Clorox (1/2-gal. Jug), Dust Mop (Radiant), Meat Features: Link Sausage (Top quality; small, pork), Braunschweiger (Piece or sliced), Spiced Luncheon (Sliced), Bologna (Large or ring-style), Frankfurters (Type 1; large).

WHAT EVERY YOUNG BRIDE SHOULD KNOW
DO YOU THINK I'LL EVER LEARN, HELEN? JUST LOOK AT ALL THE OLD VEGETABLES I HAVE TO THROW OUT... IT SEEMS TERRIBLY EXTRAVAGANT.
IT IS, TOO. WHY DO YOU BUY SO MUCH?
JIM LOVES FRESH THINGS... BUT A DOZEN OR BUNCH IS ALWAYS TOO MUCH FOR TWO PEOPLE.
WHY, TO NEVER KNOW HOW BIG A POUND IS.
IT'S ALL PERFECTLY SIMPLE AT SAFEWAY... WHERE I SHOP, LET'S STOP IN ON THE WAY.
SEE HOW SIMPLE IT IS! YOU SELECT WHAT YOU NEED... WEIGH IT YOURSELF... AND PAY FOR IT BY THE POUND.
I'VE BEEN WASTING BOTH FOOD AND MONEY! IT'S SAFEWAY FOR ME FROM NOW ON... WONT JIM BE PROUD!

Increase The Value of YOUR HOME
EAGLE CERTIFIED INSULATION
Nationally advertised, exclusive in Omaha at Micklins, certified to save up to 40% on your fuel bill. Will add comfort and value to your home.
ROOFING & SIDING
Micklins offer a wide range of texture and color in fire-resistant, modern roofing and siding. Added protection for your home, added comfort for you.
RUSCO COMBINATION SCREEN & STORM SASH
Exclusive in Omaha at Micklins. One unit, serving as storm sash, green and weather strip. Can be changed in 30 seconds from inside the house.
MICKLIN HOME IMPROVEMENT CO. 1001 No. 19TH ST. JA-6500

MR. AND MRS. MADSEN CONGRATULATES AMVETS ON THEIR NEW ORGANIZATION.
MADSEN Supply Co. 4713 South 24th Street.
• Refrigerators • Stokers • Meat Cases • Washers • Stoves • Radios • Oil Burners
Phone MA-3896

THE ALL-MAKES Electric & Hardware 4040 Hamilton ARE REMODELING—
When Completed, They will have a 50x92 Space for HARDWARE, APPLIANCES AND A REPAIR SHOP. (Watch for Ad in this paper for GRAND OPENING.)

E. B. Williams INC. 2006 Farnam
Washing Machine Sales and Repairs
We wish to announce the opening of the G & J Smoke Shop 2118 NORTH 24th Street

The ALPINE BOOK STORE Invites You...
To visit their place and to browse around on the leaves of its Thousands of Books and Magazines to your Heart's Content. No Obligation to buy. So Come. The name again, ALPINE BOOK STORE. The address, 4606 SOUTH 24TH STREET.

STORM - SASH Paint — Roofing SUTHERLAND LUMBER CO. 2920 T. St. MA-1200

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

Helps build up resistance against distress of 'PERIODIC' FEMALE WEAKNESS
When taken thru the month!
If you suffer from monthly cramps with accompanying headache, backache and nervous, jittery, cranky feelings—due to female functional periodic disturbances—try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms.

LYDIA E. PINKHAM'S VEGETABLE COMPOUND

SORRY
We can't make enough Smith Bros. Cough Drops to satisfy everybody. Our output is still restricted. Buy only what you need. Smith Bros. have soothed coughs due to colds since 1847. Black or Menthol—still only 5¢.

Above prices are effective thru March 23, in Omaha and Council Bluffs.