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Negro
Business and Information
Directory



Published and Distributed
Under Direction of
Negro Chamber of Commerce
DES MOINES, IOWA



Fiscal Period
July 1st 1939 to June 31st 1940

PUBLIC LIBRARY
DES MOINES, IOWA.

Negro Business and Information Directory

FOREWORD

IN PROPORTION to the Negro population in Des Moines, there is a shortage in every line of business, with the single exception of places to eat. Much improvement could be made in most of these; and no doubt will be in the near future.

THE INABILITY on the part of Des Moines Negroes generally and particularly those in business to cooperate gives the **MAIN** but not whole answer to the lack of more and better business places.

THIS SMALL Directory is that **FIRST STEP** necessary for business improvement and expansion. We had hoped to have a 100% representation of Negro business, **BIG** and **Little**; and delayed the date of printing twice in the hope of getting every one in.

WE FEEL that the smallest possible benefit, in dollars and cents, to any business listed in this Directory, will be at least five dollars (\$5.00) during a period of one year from date of publication. To say nothing of Goodwill, Community Spirit, etc.

WE HOPE those who stayed out this year will be with us in the 1940-41 edition.

IN OTHER states and cities, especially in the South and East, Negroes are holding their own in all the various lines of business, despite the depression. They have learned the value of improved techniques, and are co-operating as never before.

THROUGHOUT the United States we now have over 25 thousand successful businesses of all kinds. Have 23 Negro banks, 44 insurance companies. There are over 200 newspapers, magazines, etc.

TO ENCOURAGE and improve Negro business generally, there are now operating in the various states over 60 Negro Business Associations, Boards of Trade, Chambers of Commerce, etc.

WHAT NEW business in Des Moines will we have? What improvements and expansion will we make within the next 365 days? How much real co-operation will we record in the 1940-41 Edition of the "Negro Business and Information Directory?"

THIS DIRECTORY is circulated in every Negro home in Des Moines; and several hundred white homes and business places that have found and still find satisfaction in using one or more of the various services Negroes supply—whether Catering, Cosmetology, Carpentry or Printing, Paperhanging, Painting, General Clean-up Service or Law, Medicine, Music, entertaining, etc., etc.

To these several hundred white homes and businesses that **PRACTICE** the Democracy which they preach, we feel that this little Directory will aid you in finding and experiencing other Negro services which you may not have known. We appreciate and encourage the increased extension of your valued patronage.

ADDITIONAL Copies of this Directory may be had for 5c per copy at the following places:

Community Pharmacy, 1200 Center Street, Phone 3-9860.

Walker Street Pharmacy, 1554 Walker Street, Phone 6-1875.

Crocker Street Branch Y M C A, 1023 Crocker Street, Phone 3-5311.

Blue Triangle Branch Y W C A, 1407 Center Street, Phone 3-4012.

Sampson Chicken Shack, 1246 East 14th Street, Phone 6-9302.

The Iowa Observer, 515 Mulberry Street, Phone 4-9913.

Consumers Buying Club, 416 East 6th Street, Phone 3-6317.

R. E. Patten, 821 14th Street, Phone 4-9469.

The Directory Committee parades just a tiny bit of pardonable pride for this tiny effort. Lots of work! Oh boy, lots of work! But the worthwhileness of the effort is instantly seen by anyone. Plans are now underway for a bigger, better next edition. We thank you, one and all for both the "heat" of criticism and the fragrance of praise.

THERE are none **PERFECT**. All errors and omissions are unintentional. Kindly forgive.

IF YOU change your address or phone number before the 1940-41 edition notify Secretary of **DIRECTORY COMMITTEE**, R. E. Patten, 821 14th Street, Phone 4-9469.

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**THE DES MOINES NEGRO
CHAMBER OF COMMERCE**

OFFICERS

Charles P. Howard, President.
Rozening Hardaway, Vice Presi-
dent.
Quentin R. Mease, Secretary.
J. W. Tutt, Vice President.
Azalia E. Mitchell, Treasurer.

BUREAUS

Business—G. W. Scott, Chm.
Housing—M. J. Carl, Chm.
Membership—A. P. Trotter, Chm.
Industrial—Manson L. James, Chm.
Medical and Allied Professions—E.
T. Scales, M. D., Chm.
Ministerial—Rev. J. W. Tutt, Chm.
Military Affairs, Atty. C. P. How-
ard, Chm.
Program—Waurine Sprott.
Program, Waurine Sprott, Chm.
Social Welfare, Helen D. Beshears,
Chm.

Directory Committee

Dr. E. Thomas Scales, Chairman;
A. P. Trotter, F. B. Warrick, Rev. J.
W. Tutt, Gertrude Hyde North, Azalia
Mitchell, Treasurer, R. E. Patten,
Secretary.

PURPOSE

The setting up of an organization
of bureaus or departments of the var-
ious business and professional groups
of local differences, and for a common
advance toward the problem of pro-
viding more economic, civic and other
opportunities for the Negroes of Des
Moines.

MEMBERSHIP

The membership shall consist of
Negro business and professional men
and women and other interested per-
sons, bound together by the common
tie of being better citizens, and in the
promoting of better business and
other worthwhile things for Des
Moines.

DUES

Class A—\$5.00 per year.
Class B—\$2.50 per year.
Class C—\$1.00 per year.

INE, (E1-
t, Phone

E), Mrs.
Avenue,

SALON,
E. 16th

OP, Mrs.
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IONS

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for the
also Unee-
th Street,

ORS

ARLOR,
er Street,

Special-
building.
64.

enter and
Street,

FRIEND

A FRIEND is a person who is for you always under any circumstances. ∞ He never investigates you. ∞ When charges are made against you, he never asks proof, he asks the accuser to clear out. ∞ He likes you just as you are; he does not want to alter you. ∞ He likes your success, and your failure endears you to him more. ∞ He is better than a lover because he is never jealous of you. ∞ He wants nothing from you except that you be yourself. ∞ He is the one being with whom you can feel safe. ∞ With him you can utter your heart, its badness and its goodness. ∞ You don't have to be careful. ∞ In his presence you can be indiscreet: which means that you can rest. ∞ There are many faithful wives and husbands; there are few faithful friends. ∞ Anybody may stand by you when you are right; a friend stands by you even when you are wrong. ∞ The highest known form of friendship is that of the dog for his master. ∞ You're in luck if you can find one man or woman on earth who has that kind of affection for you and fidelity to you. ∞ It is he that keeps alive your faith in human nature, that makes you believe that it is a good universe. ∞ He is the antidote to despair, the elixir of hope, the tonic for depression, the medicine to cure suicide. ∞ When you are vigorous and spirited you like to take your pleasure with him. When you are sick you want to see him. When you are dying you want to have him near. ∞ You give to him without reluctance and borrow from him without embarrassment. ∞ If you can live fifty years and find one absolute friend you are fortunate, for of the thousands of human creatures that crawl the earth, few are of such stuff as friends are made of. Selected

(Column E)

(Column F)

BARBER SHOPS

HARDAWAY TONSORIAL PARLOR, Rozenting Hardaway, Prop., 1004 Center Street.

LITTLE MISSOURI BARBER SHOP, Matthew Johnson, Prop., 1010 Center Street.

SEYMOUR'S BARBER SHOP, Seymour Gray, Prop. The treatment of facial irritations a specialty. 822 E. 16th Street, Phone 6-1795.

BEAUTICIANS

CRESCENT SCHOOL OF BEAUTY, Mrs. Pauline Brown, Prop. Mme. C. J. Walker System. 1050 13th Street, Phone 3-9655.

HENRICKS, MRS. VICTORIA. Appointments, Poro Agent. 1331 Center Street, Phone 3-4464.

JEFFERS, MR. PEARL. Specialize in marceling. 536 29th Street, Phone 3-2321.

LA VENITA BEAUTY SHOP, Mrs. H. Dudley, Mgr., 1206 Center, Phone 4-4328.

LEE, MRS. BLANCHE E. Work by appointment. 1024 W. 17th Street, Phone 3-5787.

LENA'S BEAUTY SALON, Mrs. Lena M. King, 1204 Center Street, Phone 49878.

MEASE, MRS. CATHERINE, (Elmore), 1315 E. 19th Street, Phone 6-4182.

MINITURE SHOP (THE), Mrs. Agnes Eppright, 1143 Enos Avenue, Phone 3-8761.

MODERN BEAUTY SALON, Mrs. Azalea Gray Carr, 822 E. 16th Street, 6-1795.

POLLY'S BEAUTY SHOP, Mrs. Pauline Brown, Prop. Superior hair styling. All phases of beauty work. 1544 Walker, Phone 6-1986.

**BEAUTY PREPARATIONS
COSMETICS**

PATTEN, R. E. Lucky Heart Line. Over 300 items. A pomade for the various textures of hair. Also Unecoor and Co-op line. 821 14th Street, Phone 4-9469.

BILLIARD PARLORS

SCOTTS BILLIARD PARLOR, Mr. G. W. Scott, 1006 Center Street, Phone 3-9502.

CARPENTERS

BLAGBURN, NORMAN. Specialize in cabinet and fixture building. 1023 13th Street, Phone 4-1064.

BREWER, O. M., Carpenter and General Repairs, 764 12th Street, Phone 3-4608

(Column G)

CONTRACTORS

ALEXANDER AND REPASS GENERAL CONTRACTING, A. A. Alexander, President. General contractor and civil engineer. 309 Securities Building, Phone 4-2889.

OWSLEY, ERNEST A., Contractor, Plastering, Remodeling and Repairs. 1428 Wayne Street, Phone 6-7509.

CHURCHES**MINISTERIAL ALLIANCE**

ROBINSON, REV. G. W., Corinthian Baptist Church, 9th and School, Phone 3-4073.

TUTT, REV. J. W., Union Baptist Church, 1446 Buchanan Street, Phone 6-1990.

MARSHALL, REV. P. M., Kyles A. M. E. Zion Church, 709 S. E. 15th Street, Phone 3-8681.

MAPLE STREET BAPTIST CHURCH, Rev. A. Ross Brent, Pastor. Res. 1610 Walker, Phone 6-4287.

OTHER CHURCHES

WILLIAMS, EVANGELIST E., (Church of God and Saints of Christ), 2413 Garfield Avenue, Phone 6-4074.

PHILADELPHIA SEVENTH DAY ADVENTIST CHURCH, 1150 W. 13th Street. R. T. Hudson, Pastor. Order of Service: Sabbath School, 9:30 a. m.; morning worship, 11:00 a. m.; Young People's Missionary Volunteer Society, 3:15 p. m. Wednesday night, 8:00 o'clock prayer meeting.

(Column H)

COAL DEALERS

HOWARD, NEAL. Coal, sand and gravel. East 17th and Euclid, Phone 3-4957.

JEFFERS COAL COMPANY, Cecil Jeffers, Knoxville, Iowa.

UNITY COAL SUPPLY, Edwin A. Patten. Iowa Coal in ton lots delivered direct from mine. After Sept. 15, 1939, 100 pound and bushel lots at 821 14th Street, Phone 4-9469.

CLEANERS

DYERS HOME LAUNDRY, Mr. and Mrs. H. W. Dyer. Specialize in curtains. 1007 14th Street, Phone 3-4629.

SKANES, PARIS. Laundry and drycleaning. 1217 High Street, Phone 4-7227.

SQUARE DEAL CLEANERS AND TAILORS, Mr. J. F. Simmons, 1002 Center Street, Phone 3-9731.

CLUBS AND LODGES

JOSEPHINE S. YATES FEDERATED CLUB, Mrs. Mildred Barker, President, 1351 Fremont Street, Phone 6-6541.

OTHER ITEMS ON FACTS ABOUT NEGROES

Continued on back cover

WILLIAM E. TAYLOR, now dean of School of Law, Howard University, has articles in the "Iowa Law Review" for March and May, 1935 on "Titles to Land by Adverse Possession."

(Column I)

(Column J)

MARY B. TALBERT CLUB, Mrs. Olivia Hayes, President, 1537 Maple Street, Phone 6-3437.

L. T. CLUB, Mrs. Mary Hardaway, President, 1128 11th Street, Phone 4-8527.

ROSE TEMPLE LODGE, No. 33, I. B. P. O. E. of W., Mrs. Laura Washington, Secretary, 850 10th Street, Phone 4-6535.

TEN KEYS CLUB, Mrs. Agnes Eppright, President, 1143 Enos Avenue, Phone 3-8761.

ROOSEVELT CLUB, F. O. Morrow, Secretary, 1060 12th Street, Phone 3-4066.

660 CLUB, Sam Dordon, Secretary, 1029 10th Street, Phone 4-7837.

THREE PURPOSE CLUB, Frances Wells, President, 1021 Chestnut Street; Geraldine Burke, Secretary.

CONSUMERS BUYING CLUB. Making ready the way by which you will save many dollars. Manson James, President; R. E. Patten, Chr. Educational and Publicity Committee. Reading and Stock room, 416 E. 6th Street, Phone 3-6317.

POVERTY, cruelty, greed and crime will dissolve into a forgotten past when friendship to mankind becomes the accepted standard of conduct.

—Victor A. Olander.

AMERICAN LEGION, Lincoln Post No. 126. Morris De Sleet, Commander, Phone 4-5320; Don Platter, Adjutant, 1142 Enos, Phone 4-2077. Legion Post, 750 W. 11th Street.

A and C CLUB. "Christmas Saving and Sewing Club." Mrs. Leoma Ward, President, 1721 Walker Street.

DRAMATICS

NORTH, GERTRUDE HYDE. Dramatics and childrens' dancing a speciality. 821 W. 13th Street, Phone 4-9838.

McCRANEY, ALICE E. Dramatics, play reading and impersonation. 1638 Walker Street, Phone 6-5242 or 6-2021.

ONE OF THE most important contributions to the civilization of mankind was possibly made by the Negro—the invention of the smelting of iron.

NEGRO TALENT and ingenuity also furnished headlights for locomotives, and the lubricant that makes the running smooth.

DR. GEORGE CARVER of Tuskegee Institute, recognized as one of the most outstanding scientists of today, is a Negro and was educated at Iowa State College.

(Column K)

DRUG STORES AND PHARMACIES

COMMUNITY PHARMACY, Mr. J. W. Mitchell, Prop. Special attention given to our prescription department. 1200 Center Street, Phone 3-9860.

McLAINE, MORRIS P., (Community Pharmacy). A licensed Pharmacist. 1200 Center Street, Phone 3-9860.

WALKER STREET PHARMACY, Mr. Harry W. Hammitt, Prop., 1554 Walker Street, Phone 6-1875.

DENTISTS

RITCHEY, DR. WM. J., 517 Mulberry Street, Phone 3-8411.

WILLIS, DR. L. R., 205 Watrous Building, 6th Avenue and Mulberry Street.

DRESS DESIGNING MODISTE

MRS. JAMES OTIS, 1169 14th Street, Phone 7-4705.

MORRIS, MRS. GEORGINE C., 955 17th Street, Phone 4-7776.

FANT, MRS. GOLDIE, 1654 Walker Street, Phone 6-5242.

(Column L)

EXTERMINATION AND FUMIGATION

THE UNEEDOR CHEMICAL COMPANY, Mr. Lawrence J. Chapman, owner. We offer complete exterminating service for all household insects, and use gas indorsed by U. S. Government. We Moth-Proof. 3005 3rd Street, Phone 3-5068.

FUNERAL HOMES

ESTES FUNERAL HOME, John M. Estes, Mortician and Director, Home completely remodeled. Our own complete rolling stock. Lady attendant. 811 14th Street, Phone 3-5944.

L. FOWLER AND SON. "Funeral Home Beautiful." One of the Oldest and Best equipped Funeral Homes in the Middle West. 1701 Walker Street, Phone 6-2713.

GARAGES

SAUNDERS AUTO REPAIR, John Saunders, Prop., 1306 Day Street.

TUCKER & CARTER PAINT & BODY SHOP. Tucker and Carter, Props. 20 years of experience in general repairs. 2443 Des Moines Street, Phone 6-4446.

WARRICK AUTO SERVICE, F. B. Warrick, Prop. General service, battery repairing and service, oil, tires, glass installed, ignition, starter and generator repairing, body and fender work. We specialize in brake service. 22 years experience on all makes of cars. 1320 E. 18th St., Phone 6-2553.

(Column M)

GROCERIES

LILLIAN WARRICK FOOD MARKET, (Groceries and Meats), Mrs. Lillian Warrick, Prop. 1106 16th Street, Phone 6-5615.

HAULING

WEATHERS, BILL. All kinds of hauling. 1067 16th Street, Phone 4-1006.

CARTER, MARION AND SONS. General hauling, gravel, shale and cinders for driveways. Manure and black dirt. Prompt, considerate, careful. Give us a trial. 1172 13th Street, Phone 5-2784.

INTERIOR DECORATING

CHAPMAN, HERBERT. Plastering and stucco work, 1050 4th Street Place, Phone 3-2066.

CLARK, L. A., painting and wall washing, 1022 W. 13th Street, Phone 4-0866.

BROWN'S CHILD HOME SERVICE COMPANY, Carl S. Robinson, Business Manager. Complete Home Service. Wall washing, Upholstery and Carpet cleaning our speciality. 1155 14th Street, Phone 7-4584.

SAUNDERS DECORATING COMPANY, William Saunders, Prop. Painting, Paper-Hanging and general cleaning. 1175 W. 3rd Street, Phone 3-8361.

WARREN CLEAN-UP SERVICE. Artistic house cleaning. Janitor Service, day and night. E. N. Warren, Mgr. 955 14th Street Place, Phone 3-6691.

(Column N)

INSURANCE

JAMES, MANSON L. Accident and health insurance. Also fire, theft, burglar, automobile, windstorm, hail tornado, plate glass. 814 School Street, Phone 3-6317.

LAWYERS

BROWN, S. JOE. Abstracts examined, titles perfected. 207 6th Avenue, Phone 3-8310.

CARL, MELVIN J., 1117 13th Street, Phone 4-8446.

HOWARD CHARLES P., 515 Mulberry Street, Phone 4-9913.

MORRIS, J. B., 203 Chemical Building, 7th and Mulberry Street, Phone 3-2822.

OLIVER, W. LAWRENCE, attorney and Consultant, 416 E. 6th Street, Phone 3-6317; Res. Phone 3-3568.

MANUFACTURING

THE UNEEDOR CHEMICAL COMPANY, Mr. L. J. Chapman, owner. Manufacturers of insect killers, furniture polish, cosmetics, hair pomades, flavorings, etc., 3005 3rd Street, Phone 3-5068.

(Column O)

MENTAL PHILOSOPHY

RELIGION SCIENCE SCHOOL, Mrs. Hazel Browne. We teach the science of mind over matter. 1068 12th Street, Phone 3-8450.

LUTHER H. S. BROWN, Psycho-Analyst. Mail Order and Publishing. In Business in Des Moines since 1900. 406½ East 6th Street, Phone 4-5397.

NEWSPAPERS

THE IOWA OBSERVER, Charles P. Howard, Jr., Managing Editor, 515 Mulberry Street, Phone 4-9913.

PHOTOGRAPHERS

ASHBY, WILLIAM, 1109 14th Street, Phone 3-1910.

FRYE'S STUDIO, Claude Frye, Group photography a speciality. 1413 Park Street, Phone 3-4987.

PIANO AND VOICE

MAUPIN, ROBERTA, 1209 E. 16th Street, Phone 3-4012.

STEELE, SARAH M. Voice and piano, 1101 School Street, Phone 6-5242.

PIANO TUNING

GRAHAM, FRED, Piano tuning and repairing. 803 Boyd Street, Phone 6-7803.

(Column P)

PHYSICIANS AND SURGEONS

BRADFORD, C. R., M. D., 404 E. 5th Street, Phones 4-3627—3-9860.

JEFFERSON, J. ALVIN, M. D., Diseases of children a speciality. 1825 Washington Avenue, Phone 5-0722.

SCALES, E. THOMAS, M. D. X-ray Service & Electrical Treatments 204 West Third Street
Phones: Office 3-4911—Res. 6-7966

PRINTERS

PATTEN, R. E. Anything in Printing. Also Rubber Stamps. 821 14th Street, Phone 4-9469.

REAL ESTATE

FRED O. MORROW REAL ESTATE, F. O. Morrow. Homes for sale. 1060 12th Street, Phone 3-4066.

RESTAURANTS

BROWN'S CHILL, Jessie Brown Perry, owner. Meals and Barbecue. Served at all hours. 1219 Center Street, Phone 3-5641.

COMMUNITY LUNCHEONETTE, Mrs. A. P. Trotter, Prop., Home Cooked Food, 1202 Center Street.

GLADY'S & CORRINE'S LITTLE CHICKEN HOUSE, Gladys Carter and Corrine Adams, partners, 1450 Walker Street, Phone 6-1485.

RAILROAD INN, Robert Love, Prop. Beer, Sandwiches, Cool drinks to quench your thirst. 1017 Railroad Street, (West Des Moines).

(Column Q)

ROCKET INN, Garald Bryson, Prop. "Try our Rocket Inn Sandwich." 1404 Keo Way.

SAMPSON CHICKEN SHACK, 1246 E. 17th St. (East Sde) Ph. 6-9302
Tavern, Chicken Dinners and Barbecued Ribs our Specialty. George and Elizabeth Sampson, Props.

WILLIAMS' BARBECUE, Mr. Geo. H. and Mrs. Ola M. Williams, Managers, 1544 E. University, Phone 6-2706.

ROOMING HOUSES (Tourist Homes)

BELLVILLE APARTMENT, Mrs. Cora Moore, Prop., 1212 Center Street, Phone 3-7765.

MCDOWELL, MRS. J. H., 1211 Center Street, Phone 4-3651.

PIGGIE'S TOURIST HOME. Rooms for tourists. 1207 Center Street, Phone 4-3669.

WILKINSON, MRS. WILLIAM, 951 15th Street, Phone 3-1516.

WEATHERS, MRS. MARY L., Pleasant Rooms, 1067 W. 16th Street, Phone 4-1006.

THE ALPINE, Mrs. Mary L. Miles, Prop., Rooms and Board, Special Meals. Serve Parties. 932 15th Street, Phone 3-5403.

BELL, MRS. ALICE, Rooms and Board. Meals. 1164 14th Street, Phone 5-7259.

(Column R)

LA MARGUERITIA HOTEL, Rooms and Apartments. Mrs. Nelile Esters, Manager. 1423 Center Street, Phone 3-5949.

RICHMOND, MRS. BERNICE, Furnished rooms, 1021 17th Street, Phone 3-6889.

SALESMEN

BETTS, WILLIAM. Hoover salesman for Younker Brothers, Inc. 1021 17th Street, Phone 3-6889 or 4-7207.

WILSON, ROSA, Pee Wee Coal Club, Saleslady. Representative and Wholesale Distributor Madam C. J. Walker Cosmetics. 1430 Maryland Avenue, Phone 3-6313.

STENOGRAPHERS

BROOKS, EVELYN F., 506 S. E. 3rd Street.

BROOKS, MISS MARRI P., Public stenographer, Room 215, 207 6th Avenue, Phone 3-8310.

HART, SUE L. Clerk and Stenographer. 1320 Ascension, Phone 4-5475.

REAL SPIRIT OF UNITY

Stand off by yourself in your dreaming,
And all of your dreams are vain;
No grandeur of soul or spirit
Can man by himself attain.
It is willed we shall dwell as brothers
As brothers then we must toil;
We must act with a common purpose
As we work in a common soil.
And each who would see accomplished
The dreams that He's proud to own,
Must strive for the goal with his fellows
For no man can do it alone. Selected.

(Column S)

SOCIAL WORKERS

BESHEARS, MRS HELEN DAMERON, Probation Officer, Juvenile Court, 410 Courthouse, Phone 3-1121.

MEASE, QUENTIN R., Executive Secretary of Crocker Street Branch Y. M. C. A., 1023 Crocker Street, Phone 3-5611.

MORTON, MAYME E., 1177 12th Street, West Des Moines Community Center.

MULLINS, WILDA BERNICE. Pupil Adjustment, Board of Education, 3425 Grand Avenue, Phone 7-1109.

PATTEN, MARGARET M., Director of East Des Moines Community Center, Community Chest Agency, 1438 Buchanan Street, Phone 6-5242.

SPROTT, WAURINE, Executive Secretary of Blue Triangle Branch Y. W. C. A., 1407 Center Street, Phone 3-4012.

WEBB, CLARA, Case Worker, Polk County Emergency Relief, 801 2nd Avenue, Phone 3-1211.

WILLIS, MRS. ELLA, Case Worker, Polk County Emergency Relief, Office Phone 3-1211, 15th and Center Streets.

WRONG CONDUCT in us is responsible for all the ills of our country. And we cannot get right with **GOD** or our country until we get right with our fellowman.

OUR GOVERNMENT cannot be just to us until we are just to one another.

(Column T)

SORORITIES AND FRATERNITIES

ALPHA KAPPA ALPHA Sorority, Margaret M. Patten, Grammateus, (Beta Gamma Chapter), 1438 Buchanan, Phone 6-5242.

ALPHA PHI ALPHA FRATERNITY, Virgil Dixon, (Alpha Nu Chapter), 2529 Easton Blvd., Phone 6-3594.

DELTA SIGMA THETA Sorority, Sarah Steele, Secretary (Phi Chapter), 1101 School Street, Phone 4-7093.

IOTA PHI LAMDA (Business) Sorority, Evelyn Brooks, Secretary, (Alpha Delta Chapter), 506 S. E. 3rd Street.

KAPPA ALPHA PSI, Fraternity. W. Lawrence Oliver, 1047 13th Street, Phone 3-3568.

TAVERNS

DIXON, ROBERT, 1112 Center Street.

BILLIKEN NITE CLUB, D. W. Mitchell. Dine and Dance at the Billiken Nite Club. Open every day from 4 to 1. Party Rentals. 12th and Center.

WINDOW CLEANERS

GAITHER, LOUIS. House cleaning in general. 1113 11th Street, Phone 3-1643.

HAMILTON, TROY, 1212 Center Street, Phone 3-7765.

(Column U)

OTHER ITEMS ON FACTS ABOUT NEGROES

Continued on back cover

NEGRO INVENTIVE genius has been applied successfully from the ground up—from mining tools to flying machines; from cotton pickers to piano players; and some of the largest industries in the country are built upon the basic patents of Negro inventors—notably, a twenty-odd million dollars shoe machinery industry founded upon Jan E. Matzlinger's invention for lasting shoes.

THE NEGRO WOMAN is a shining star in all high lights of Negro history. From cooking—catering to music and manufacturing—entertaining and education.

Mrs. E. C. Berry, hotel; Marion Anderson, music. Madam C. J. Walker and A. M. Malone, toilet preparations manufacturing.

Ethel Waters, Ella Fitzgerald, Josephine Baker, entertainers.

Maudelle Brown of Chicago, first Negro woman dean of Girls in mixed schools; first Negro principal of mixed high school.

Mary McLeod Bethune founder and builder of school in Florida. Both high types in the field of education.

Still others, many others, in education and unselfish service, Nannie H. Burroughs, Maggie L. Walker, Fanny Jackson Coppin, Maria L. Baldwin, Lucy Laney, Charlotte Hawkins Brown and more than we have space to name.

(Column V)

LESSON IN RIGHT LIVING

“Do you wish for kindness? Be kind.
Do you ask for truth? Be true.
What you give of yourself you find;
Your world is a reflex of you.”

If thou would'st right the world,
And banish all its evils and its woes,
Make its wild places bloom,
And its drear deserts blossom as the

rose,—

THEN RIGHT THYSELF.

If thou would'st turn the world
From its long, lone captivity in sin,
Restore all broken hearts,
Slay grief, and let sweet consolation

in,—

TURN THOU THYSELF.

If thou would'st cure the world
Of its long sickness, end its grief and
pain;

Bring in all-healing Joy,
And give to the afflicted rest again,—
THEN CURE THYSELF.

If thou would'st wake the world
Out of its dream of death and dark-
ning strife,

Bring it to Love and Peace
And Light and brightness of immortal
Life,—

WAKE THOU THYSELF.

—James Allen.



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(Column W)

HE CANNOT READ HIS TOMBSTONE WHEN HE'S DEAD

If with pleasure you are viewing any work a man is doing,
If you like him or you love him, tell him now.
Don't withhold your approbation till the parson makes oration.
And he lies with wreaths of lilies o'er his brow.
For no matter how you shout it, he won't really care about it,
He won't know how many teardrops you have shed.
If you think some praise is due him, now's the time to slip it to him,
For he cannot read his tombstone when he's dead.
More than fame and more than money is the comment kind and sunny,
And the hearty, warm approval of a friend;
For it gives to life a savor and it makes you stronger—braver—
And it fills your soul with courage to the end,
If he earns your praise, bestow it; if you like him, let him know it.
Let the words of true encouragement be said.
Do not wait till life is over and he's underneath the clover,
For he cannot read his tombstone when he's dead.
Down the ways of truth and beauty, you can bless the deeds of duty,
If you'll give a hearty handshake when you can;
For no matter what your station, there's unmeasured inspiration,
In the words of honest praising you

(Column X)

can give your fellowman,
If he needs your help befriend him,
you can always love extend him;
You can lift his load a little, ere the light of life is fled;
Do not wait till he is sleeping, where the broken hearts are weeping,
For he cannot read his tombstone when he's dead.

FROM LLANO COLONIST
(Author Not Known)

**OTHER ITEMS ON
FACTS ABOUT NEGROES**

Continued on back cover

PEDRO ALONZO, a Negro, piloted one of Columbus's ships, "The Nina," when he discovered America.

500 NEGROES from Iowa formed a regiment at Keokuk and fought for the Union in the Civil War.

THE FIRST decision handed down by the Supreme Court of Iowa was for a Negro's Freedom.

CORRECTION

WILLIS, DR. L. R., 205 Watrous Building, over 207½ 6th Ave., Phone 5-8676.

**A FEW HISTORICAL
FACTS ABOUT NEGROES**

TWO NEGRO soldiers were the first Americans to receive the Croix de Guerre. And a Negro regiment had the honor of being the first Unit of all the Allied armies to reach the River Rhine during the World War.

THE FIRST champion in American pugilism was a Negro slave, Tom Molineaux of Richmond, Va., who in the first part of the 18th century won his freedom by winning a \$100,000 stake for his master.

A NEGRO, Joe Louis, is present pugilistic champion. His even temper and pleasant demeanor have won the praise of the sports world. His keen coordination of his fists and brain have won him about a million dollars.

THE AMERICAN Missionary Association was founded in 1858 at Berea College, Kentucky. Fisk University was established by the association in 1866. Talledega College in 1867. Hampton Institute in 1868, Atlanta and Straight Universities in 1869.

NEGROES, mostly thru churches, have contributed 58 million dollars for education; and continue to contribute thru the various churches, over 2 million dollars each year.

THE FIRST successful operation on the human heart was done by a Negro, Dr. Daniel Williams of Chicago.

JAMES DERHAM of New Orleans was the first recognized Negro physician in America. There are now nearly 6,000; and nearly 2,000 dentists. Most of them place the ideal of service to their people above material gain.

JULIAN H. LEWIS of Chicago is associate professor of Pathology at the University of Chicago, and pathologist at Provident Hospital.

MACON B. ALLEN was the first Negro admitted to the practice of law in the United States. He passed the examination in Massachusetts in 1845. We have had and still have many eminent lawyers. B. K. Bruce, J. W. Lyons, W. T. Vernon and J. C. Napier have served as registers of the Treasury of the United States.

WILLIAM H. LEWIS was assistant attorney general of the United States from March 26, 1911, to April 1, 1913.

NEGRO LAWYERS in the United States number about 1,500. They average up with others; but marked ability is displayed by many.

There are many others doing or have done similar signal service which lack of space prevents mentioning.

**PLACES OF GENERAL
INTEREST****HOSPITALS**

Broadlawns Polk County (Public) Hospital, 406-10 Center Street.

(a) **Contagious Dept.**, St. Joseph Avenue.

(b) **Tuberculosis Dept.**, St. Joseph Avenue at 17th Street.

Des Moines General, 603 E. 12th Street.

Iowa Lutheran, E. 7th and Parnell Street.

Iowa Methodist, 1200 Pleasant St.

Mercy Hospital, Ascension, between 4th and 5th Street.

Retreat, 28th and Woodland Avenue.

Salvation Army Women's Home and Hospital, 3027 Indianola Avenue.

Veteran's Administration Hospital, 30th Street and Euclid Avenue.

**GENERAL MEETING AND
ENTERTAINMENT CENTERS**

East D. M. Community Center, 1438 Buchanan Street.

Jewish Community Center, 801 For-est Avenue.

Negro Community Center, 907 15th Street.

Roadside Settlement House, 602 Scott Street.

Continued on back cover

Places Of General Interest

PUBLIC BUILDINGS

City Hall, E. 1st Street, between E. Locust and E. Grand Avenue.

The Coliseum, 101-07 Locust Street.
Court House, between 5th and 6th Avenue, and Cherry and Mulberry Streets.

Historical Memorial and Art Bldg. of Iowa, E. Grand Avenue and E. 12th Street.

Iowa State Capitol, E. Grand Avenue and E. 11th Street.

Library Bldg., 1st Street, between Locust and Walnut Street.

Municipal Court and Public Safety, E. 1st Street, corner E. Court Avenue.
Shrine Auditorium, Pleasant Street, corner 10th Street.

United States Court House, E. Walnut St., corner E. 1st Street.

CITY PARKS

Ashby Park, Ovid Avenue, between 38th and 40th Street.

Bates Park, Arlington Avenue, corner of Clark Street.

Burke Park, E. University, between E. 6th and E. 7th Street.

Des Moines Baseball Park, Holcomb Avenue, N. W. corner 7th Street.

Drake Park, Cottage Grove Avenue, between 23rd and 24th Street.

Good Park, University Avenue, between 17th Street and Keo Way.

Grandview Park, E. 29th and Arthur.

Greenwood Park, Grand Avenue, between 45th and 49th Streets.

McHenry Park, Oak Park Avenue and E. 8th Street.

McRae Park, S. W. 9th Street at Raccoon River.

Nash Park, University Avenue, between 9th and 10th Street.

Pioneer Park, E. Davis Avenue.

Redhead Park, Dean Ave., between E. 17th and E. 18th Streets.

Riverview Park, End of Corning Avenue, near 6th Avenue.

Seni-Om-Sed Park, University Avenue, between 49th and 56th Street.

Stewart Square Park, E. Grand Avenue, corner E. 14th Street.

Union Park, E. 9th, between E. Jefferson and Guthrie Avenues.

Walker Park, Indianola Avenue and S. E. 2nd Street.

Waveland Park, 100 Polk Blvd.

NEGRO CHURCHES ADVENTIST

Berean Seventh Day Adventist, 1049 12th Street.

Philadelphia Seventh Day Adventist, 1150 13th Street.

Free Seventh Day Adventist, 1 W. 12th Street.

AFRICAN M. E.

Bethel A. M. E., 1530 E. University Avenue.

First Colored M. E., 741 S. E. 28th Street.

Kyles A. M. E. Zion, 709 S. E. 15th Street.

St. Paul A. M. E., 12th and Crocker Street.

Second St. A. M. E. Zion Mission, 507 E. 2nd Street.

West Side A. M. E., 1125 3rd St.

Burns M. E., 811 Crocker Street.

West Side A. M. E. Zion, 1125 W. 3rd Street.

BAPTIST

Corinthian, 9th and School Street.
Gospel Tabernacle of U. S. A., Inc., 1115 W. 2nd Street Place.

Maple Street, Baptist, E. 16th and Maple Street.

Mt. Olive Baptist, 511 S. E. 4th St.

Shiloh Baptist, S. E. 14th and Scott Street.

Union Baptist, E. University and McCormick.

Mt. Hebron Baptist, West Des Moines.

CHURCH OF GOD

Church of God, 1151 3rd Street.

Church of God In Christ, 728 S. E. 14th Court.

Church of God In Christ, 853 10th Street.

Church of God In Christ, E. 17th Street and University Avenue.

Church of God In Christ, E. 17th Street and Cleveland Avenue.

Church of God and Saints of Christ, 928 W. 12th Street.

Chesterfield Sanctified Church of Christ, 509 S. E. 27th Street.

Christs Sanctified Holy Church, 1521 E. University Avenue.

EPISCOPAL

St. Simon, 1227 School Street.

Unity Religious Science School, 1068 12th Street.

Director
Negro
Des Moines