

THE OMAHA GUIDE

National Advertising Representative
W N R
WEEKLY NEWSPAPER REPRESENTATIVES, INC.
New York • Chicago • Detroit • Philadelphia
A WEEKLY NEWSPAPER
Published Every Thursday, Dated Friday

Branch office for local news only, 2420 Grant St., Omaha 11, Nebr.
second-class mail privileges authorized at Omaha, Nebraska.

C. C. GALLOWAY Publisher and Managing Editor

(MEMBER)
CALVIN NEWS SERVICE
GLOBAL NEWS SERVICE
ATLAS NEWS SERVICE
STANDARD NEWS SERVICE

This paper reserves the right to publish all matter credited to these news services.

SUBSCRIPTION RATES	
One Month	\$.50
Three Months	1.05
Six Months	2.05
One Year	4.00
OUT OF TOWN SUBSCRIPTION RATES	
One Month	\$.50
Three Months	1.50
Six Months	2.50
One Year	4.50

ADVERTISING RATES MADE KNOWN ON REQUEST

Cunningham Urges Implementation of Hoover Recommendations

I was proud to cast my first vote recently for implementation of the Hoover Commission Report. Progress on Hoover Commission recommendations is steady. In all, 72 per cent of the 273 recommendations of the First Commission have been put into operation.

Due to the different type of recommendations for saving federal money contained in the Second Commission report, some jobs are taking longer. But again the progress has been encouraging. Some 40 per cent of the Second Commission recommendations are now in full effect.

Just as I wrote last week that spring weather seemed to be on its way here in Washington, we had some more winter-like weather. As a result, five of the young Cunninghams were out of action last week with the flu. But things are better this week, and the weather is nice again.

Secretary of the Treasury George Humphrey has attacked the proposed new budget, and recently showed he practices what he preaches. He refused to ask a Senate Committee to restore funds cut from the Treasury Department budget by the House of Representatives. In accepting the cut, the Secretary had some encouraging words. He said, "It's easy to spend other people's money. In my own personal life, I've always had to pass up things I wanted. It's the same in government; sometimes you have to postpone necessary things."

It would be a good idea for some of these government spenders to have those words framed above their desks.

Our visitors recently have included Don Decker, Norman E. Long, E. M. Hemmingson, Larry V. Glynne and John Devereux of Omaha, the latter three here for a labor meeting. At the Nebraska breakfast last week there were also three men here for a construction convention—Si Korshoj of Blair and L. F. Kepley and Attorney Dean Kratz of Omaha. Sonia Anderson of 6107 South 18 Street in Omaha was here last weekend to receive a \$400 scholarship as one of the winners of the Westinghouse Science Talent Contest. She is one of 40 winners out of more than 15,000 applicants. Sonia is a student at Tech High. I had dinner with her Monday night when the winners of the contest were announced, and she told me she enjoyed her exciting trip to Washington and all the sight-seeing.

Washingtonians like to tell about the new Senator who reportedly drove into a streetcar tunnel near the Capitol. When he came face to face with a streetcar, the Senator supposedly roared to the conductor, "Don't you know this is just for Senators?"

I guess he was thinking about the little tunnel from the Capitol to the Senate Office Building, the one with the little electric cars for Senators and others to ride on.

The 'True' Potential of Men of Color

In the midst of the impressive ceremonies going on in Ghana, formerly the Gold Coast, in Africa this week, attendant upon its attainment of statehood and independence of Great Britain, it is well that we think on the full significance of the reason often given by public figures for courting a better world opinion of the United States by better treatment of its American Negro citizens, descendants of African slaves, most often, historians tell us, pressed into slavery from this very Gold Coast.

That reason was succinctly stated in Los Angeles, during the recent Negro History Week observance, in the scholarly and eloquent address of Dr. Reuben Sheeler, of Texas Southern University, who said it has "become necessary" for the United States to attempt to integrate its people, because "the great markets of the world are non-white consumers, and the controls of vast resources in the world are in the hands of non-white peoples."

These pointed facts are too often deliberately sidestepped in the vague and nebulous reasons given by U.S. leaders for improving U.S. repute with the darker peoples of the world, who are the majority population, by squaring America's practices with its protestations of democracy.

And Negroes, who are purposely kept unaware of the great potential of Africa by the information media of this country, do not underscore these facts, as they should be underscored, in their efforts to remind the white majority in the U. S. that the minority it mistreats is a part of the majority of the total world population.

However, the inspiring development to date of the Gold Coast, or Ghana, as it will come to be known, speaks clearly of Africa as the consumer of tomorrow, and of the African as increasingly the factor to be reckoned with in getting at the magnificent raw materials of that continent.

Under its brilliant and dedicated Prim Minister, Dr. Kwame Nkrumah, Ghana is rapidly raising the standard of living, the educational standards, and the living expectancy of its people and is both developing its own rich natural deposits, which include many things the western world must have, like rubber, lumber, gold, diamonds, manganese ore, and aluminum, and inviting under conditions appropriate and beneficial to it, foreign investment for the capital the new country must have.

The Ghana of not too many tomorrows will be an economic factor to reckon with, both as an importer and exporter, and the same will be true of other African countries as they attain their independence.

The growing wariness of the United States then of the light in which it is seen by the people of the African continent and by the Asiatic peoples, is not based on any missionary zeal and vague apprehensions that those unsophisticated peoples will sell their souls to the devil by embracing Russian Communism, rather than Christian capitalism, but on fear that they will develop a buyer resistance to the goods produced by U. S. capitalism and a prejudice against U. S. capital investment areas.

The Negro, both as a sizeable segment of the U. S. population and a "kissing cousin" of a larger and potentially well-situated portion of the world population, should be aware of his value on the open market

African Cabinet Admitted by Britain



Cabinet Members of GHANA, right are: (front row seated) Messrs A. E. Inkkumah, Minister of Housing; Kojo Botsio, Minister of Trade and Labor; Prime Minister Dr. Kwame Nkrumah; K. A. Gbedemah, Minister of Finance; and A. Casely-Hayford, Minister of

Communications. Standing (left to right) are Messrs A. E. A. Ofori-Atta, Minister of Local Government; N. A. Welbeck, Minister of Works; Y. Yeboah-Afari, Minister of Agriculture; J. H. Allasani, Minister of Health; J. B. Erzuah, Minister of Education; L. R. Abana, Minister without Portfolio; Ako Adjei, Minister of the Interior; and Krobo Edusei, Minister without Portfolio.—(Associated Negro Press)

and not accept too readily every sentimental prostration aimed at obtaining his goodwill. He is a part of a buyer's market, and he should demand and receive full value, not compliments, for his custom.

From Around Nebraska

The Junior Chamber of Commerce at Red Cloud has announced its annual Kite Flying contest which will take place at the municipal airport Sunday, March 31st. There will be classification for all age groups and prizes for everyone furnished by the sponsoring organization. Several local organizations will supplement the prizes with ice cream bars for all entrants, explained the Red Cloud Commercial Advertiser.

Franklin, Nebraska was host to a number of communities last night (Wednesday) for a district Mrs. Nebraska contest. There were contestants from Cozad, Gothenburg, Lexington, Fremont and other areas. The Franklin Chamber of Commerce promoted the affair through the Franklin County Sentinel.

The Ainsworth Star-Journal ran a 16-page special addition last week printed in green ink and featuring the "Green Door" specials which The Enterprise promoted a month ago. The Journal used the Green Door illustration which The Enterprise used and found that the Ainsworth merchants met the event with good response.

A farmer in the Madison, Nebraska area recently held a farm sale and came out minus a tractor. The tractor was sold to a bidder who gave a check for it. The check turned out to be a no-fund affair but by the time the farmer found out about it, the tractor had been hauled away and the man had disappeared. The tractor was traced as far east as Burt county, but was then lost.

At Aurora the Sociology classes have taken over the job of seeding the school lawn. The Aurora News-Register pointed out that the project may have a two-fold benefit. 1. The lawn got sowed at little expense to the school district, but 2. the lawn may get better care since the kids had a hand in getting it started. Aurora has a new school building, their former one having burned last summer a few weeks before school was due to start.

At Lexington, sports fans are building an archery range in a

remote corner of the golf course. A number of Lexington people are interested in the sport the Dawson County Herald reports.

At Ogallala the Keith County News relayed a request from the city council to home owners to trim their trees and shrubs. A special effort is being made to get shrubbery, planted in the curbing between the street and the sidewalk, trimmed to provide a neater appearance and to give better view of traffic at the corners. Ogallala has an ordinance requiring property owners to keep trees and shrubs trimmed.

Petitions are out at Hooper seeking to get the matter of money for the city auditorium on the ballot. Hooper voted bonds many months ago and started construction of an auditorium, but rising costs resulted in a shortage of money and building has never been completed. The added funds would be used on the building.

A leaking water main in South Sioux City resulted in the re-routing of traffic last week when it became necessary to remove several slabs of concrete in order to get at the break. A water main had snapped and water to an area of the town was shut off.

David City is making preparations for the dedication of a new fire station next month the Banner-Press related last week. That community has spent \$30,000 on the improvement. At the dedication services tours of the building will be conducted and special guests will be officers of rural fire districts and officers of fire departments in nearby towns.

VOTE FOR... MAX H.

VANCE

OMAHA
CITY COUNCILMAN

48 Years With Stockyards National Bank
(Retired Vice President)
Charter Member of American Legion Post No. 331
Civic Leader, World War 1 Veteran

New Harbor
The harbor at Monrovia, Liberia, is under development under auspices of the United States and was opened as a free port July 26, 1949.

POLITICAL ADVERTISEMENT

"Let's Finish the Job"

VOTE FOR 7 Friends of the Charter for City Council

- N. Phil Dodge
- James J. Dworak
- Mrs. Kenneth T. Graham
- Sam W. Reynolds
- Wray M. Scott
- A. V. Al Sorensen
- Harry Trustin

remember—
Vote for ALL Seven

This ad paid for by the Citizens Charter Committee to Finish the Job.

Clip This Ad and Take It to the Polls April 2

WELL-PREPARED COMPLAINTS HELP PRESIDENT EISENHOWER'S COMMITTEE ESTABLISH EQUAL JOB OPPORTUNITY



A Government contractor agrees in his contract not to discriminate in employment or promotion opportunities because of race, religion, color or national origin.



A man who believes he is subject to discrimination in employment may write a complaint to the President's Committee on Government Contracts, Washington 25, D. C. Vice President Richard Nixon is Chairman and Secretary of Labor James P. Mitchell is Vice Chairman.



The Committee reviews the complaint and sends it to the Government agency having a contract with the company, with a request for an investigation.



The contracting agency investigator gets all the facts. If he finds discrimination, he points out to the company its responsibility to offer equal job opportunity regardless of race, religion, color or national origin.



The Committee reviews the investigation report and the action which the company has taken to correct any discrimination found. Sometimes it asks the contractor to take additional steps to eliminate discrimination.



President Eisenhower's Committee on Government Contracts was established in August 1953, to obtain compliance with the nondiscrimination clause in all Government contracts.

MERCHANTS INVESTMENT CO.
Automobile, Furniture and Signature Loans
Automobile Financing
819 First National Bank Bldg. AT 5066

Sallie Sloan
Mrs. Sallie (Mother) Sloan, age 67 years, of 2428 Decatur Street, expired Saturday evening March 9, 1957 at a local hospital.
A native of Greenville, Texas, she came to Omaha in 1922. She was a faithful member of the Peoples Mission Church and served on the Mothers Board.
Mother Sloan is survived by 3 sisters, Mrs. Jessie Mayweathers of Omaha, Mrs. Zerla Sneed of Ft. Worth, Texas, and Mrs. Nancy Wortham of Greenville, Texas and a host of nieces and nephews.
Funeral services were held Wednesday March 13, 1957 at 2:00 p.m. from the Peoples Mission Church, 1710 No. 26th St., with Rev. Waddell Seals officiating assisted by Reverends W. A. Fowler, J. W. Goodwin, D. L. Cork, Walter Irving, W. L. Farmer, L. Wills and Elder James Stuart, Sr. Interment was at Forest Lawn Cemetery.
Pallbearers Messrs William A. Fryor, Vaughn Brown, D. K. West, R. C. Stewart, Chelley Pierce and Rev. D. L. Cork.

Myers Brothers Funeral Service.
Second Smallest Delaware is the second smallest state in the Union.

MENU
Appetizer...
Salad...
Main dish...
Dessert...



COTTAGE CHEESE
goes with
Everything!

ENJOY IT OFTEN DURING LENT

Nearly 400 Grapes in every bottle!
Welch's pure Concord GRAPE JUICE
SO RICH! SO PURE! SO GOOD!

Spotless Cleaners
1704 North 24th Street
FEATURING
ONE DAY SERVICE
Quality Workmanship — We Lead, Others Follow
CLEANING — DYEING — ALTERATIONS — PRESSING
Clayton Brazier Phone AT 8526

"Who Says You Need Costly Shots To Relieve 'Hot Flashes' And Irritation From Change-Of-Life?"
Mrs. A. M., Watonga, Okla., adds, "Middle age was torture. Had costly shots 3 times a week but got no relief. Then took Pinkham's Tablets. They brought me new happiness, comfort!"
Science offers women new freedom from much of the misery of change-of-life, thanks to an amazing new tablet developed especially to relieve these functionally-caused discomforts. Doctors reported sensational results using this remarkable home treatment alone...and no costly injections!
Relief for 8 out of 10 Tested!
Irritability, tortured nerves were calmed. Dizziness relieved. Awful hot flashes subsided. Here's why. Unlike aspirin and such "general purpose" remedies, this new tablet is a unique combination of special medicines...acts directly on the cause of these troubles...works through a woman's sympathetic nervous system to relieve tense feelings and physical distress that bring unhappiness to so many. Clinical tests prove this.
Now this amazing formula is at drugstores without prescription. Ask for "Lydia Pinkham's Tablets". Don't let change-of-life rob you of joy! Get handy Pinkham's Tablets. Contain blood-building iron. See how fast you can feel your happy self again—without costly shots! (Also liquid Lydia E. Pinkham's Vegetable Compound.)