


Rock Wool

Take a tip from me and get U. S. MINERAL WOOL INSULATION in your home *Now!* Says Joe Comfort

Where to Buy It...
"C." Hiddleston
 INSULATION CO.
 2562 LEAVENWORTH ST.
 AT-7550



Congratulations
AMVETS

Coca-Cola
 Bottling Company

Complete Home DECORATORS

Our Business IS HOME MODERNIZING

Insulated Siding, Roofing, Repairs.

New Permanent Beauty for Your Home

Perma-Plastic-Seal for Walls & Wood Work

Perma Plastic Seal

"The New Liquid Plastic Finish"

—TRANSPARENT—

It Seals the Surface--Adds New Beauty!

• No Waxing—Polishing—Scrubbing.

GIVE YOUR HOME A PERMANENT BEAUTY TREATMENT WITH PERMANENT PLASTIC-SEAL

✓ Quality Materials, ✓ Guaranteed Workmanship

Come In and See A Free Demonstration

—Free Estimates—

"Many Satisfied Customers"

Omaha Home Improvement Co.
 JA-3840 1502 North 24th St. JA-3840
 —DISTRIBUTORS FOR PERMA-PLASTIC-SEAL—

EDITORIAL
 (By George H. McDavis, Advertising Manager)

TO MY ADVERTISERS:
 I am trying to do a job which at times becomes very discouraging, due to the fact that some people are apt to belittle the Negro Press.

The other day I entered a store which had a change in management. Now as it happened, this new manager was from Georgia. When I had finished my approach he said "Just why should this company have to use a Negro paper as a medium of advertisement, when they have a white paper in the city." Now I could have made any of several replies, but I merely begged his pardon for intruding and walked out.

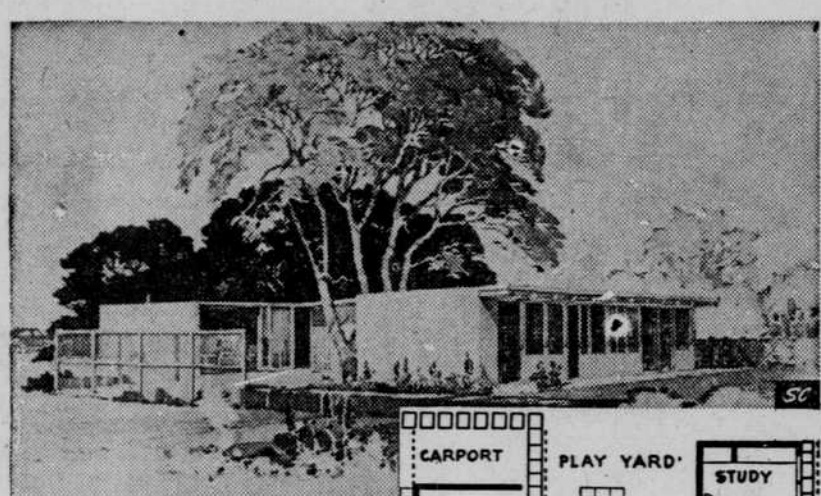
At this time I deem it appropriate to reproduce a sketch from the pen of that well-known columnist, "Lou Swarz"

"VALUE OF THE NEGRO PRESS"

He said and I quote: "There is no agency as great as the press", differentiating between the press doesn't make sense to me because every press—the Negro, Jewish, Spanish, and what we call the white, gives to its locality its people, or race and its world, information which can not be measured.

To question the value of the Negro Press, is, to my way of thinking, ignorance—take our great organizations such as NAACP, BSCP, WOV, YMCA, YWCA, CNW, and others which have made definite contributions to racial progress, in which press did you read about these organizations? THE NEGRO PRESS

New Homes Feature Glass



PITTSBURGH, PA.—American home owners are showing an almost universal desire for more and bigger windows in their new dwellings.

Particularly are they interested in windows of the type that take up the entire wall of one room. Most homes now being built or planned include at least one of these large units. These windows not only add beauty to a house but also make heating easier by using the heat of the sun. They take less time to clean than small windows with the usual small panes.

Indicative of the new use of glass for homes is this design by architects Norman and Jean Fletcher which won first prize in the national "House For Cheerful Living" competition sponsored by Pittsburgh Plate Glass and Pittsburgh Corning companies. More than 900 architects competed. This design calls for an H-shaped

unit of seven rooms with three bedrooms, a work and recreation room, living room, dining area, and a prefabricated utility and kitchen area. Windows range in size from the normal units in the bedrooms to the full-wall sliding panels facing the living area. These panels permit use of the social court as an integral part of the living quarters. The national trend in home building is toward this type of functional use of windows and large areas of glass.

"CONGRATULATIONS AMVETS"

From—
L. C. Nelson & Sons
HARDWARE
 1417 HARNEY Phone Jackson 5454

Sam's Market
 (Formerly Rosen Grocery)

Quality Meats — Groceries
 Fresh Fruits & Vegetables

MR. & MRS. SAM MEICHES, Proprietors
 2624 North 30th Phone: JA-9456

STATE Furniture Co.
 Corner 14th and Dodge

COMPLETE 3-ROOM HOME OUTFITS

Veterans will find a friendly welcome at our store. We have helped hundreds of returned veterans with their furniture problems. Come in and see our splendid selection of Complete Home Outfits. Open a convenient charge account.

"No High Rents... We Own Our Building"

\$279

EASY TERMS

"CONGRATULATIONS AMVETS"

• Sports Equipment—• Sports Wear—
 • Commercial and Social Stationery—
 • Toys—• Gifts—• Games—• Novelties—
 • Office Furniture & Supplies.

BRAINS'
 1413-15 HARNEY JA. 4766

—CONGRATULATIONS AMVETS—
Kresl O. K. Hardware Co.

Sewell Paints & Glass
 G. E. Refrigerators—Stoves
 Washing Machines

4831 SOUTH 24TH Phone MA-4114

"Congratulations AMVETS"

A Bottle of
Metz
 Please...

METZ BREWING CO., Omaha, Nebraska

DRAFT EXTENSION IS OPPOSED BY WDL

New York City (WDL)—With bills extending the draft scheduled to be sent to the house and senate floors, the Workers Defense League sent letters of opposition to Senator Elbert Thomas, chairman of the senate military affairs committee.

A long standing opponent of peacetime conscription, the WDL is in favor of letting the selective service act die on May 15, said the letters, which were written by Rev. Aran S. Gilmartin, national chairman of the league. Top Army officers, who failed to push through peacetime conscription, are now attempting to attain this objective by subterfuge in forcing extension of the present draft law.

FOR GREATER COVERAGE ADVERTISE IN THE GUIDE

VICTORY GARDENS HELP

Victory Gardens this year will save lives, Chester C. Davis told the National Garden Conference meeting at the Department of Agriculture in Washington today.

The chairman of the President's Famine Emergency Committee said to the garden leaders victory gardens will make it possible to conserve more food and produce more food in 1946. The more gardens they are, the more food we can send abroad and the more lives we can save.

• BEST MATERIALS • EXPERT WORKMEN

CLARK
ROOFING & SIDING CO.

Home Insulation

—FREE ESTIMATES—

H. V. CLARK 1418 NORTH 26TH ST. JA. 4845 Omaha, Nebr.

★ CONGRATULATIONS AMVETS

for millions of gardens in 1946. Gardens will help us conserve wheat by providing extra vegetables to make up for less bread and cereal. They will cushion against shortages which may develop here and there during the critical months. They will enable many more people to can and preserve foods, making it possible for them to donate more to collection campaigns for foreign relief. Gardens will, in short, help us meet our goals for export and protect us against shortages at home.

• SPRING IS HERE!

We Have Our Usual Fine Line of...
 BULK GARDEN SEEDS
 GRASS SEEDS, VEGETABLE AND BEDDING PLANTS,
 SHRUBS AND TREES.

"THE OLD RELIABLE"
 Home Landscape Service
 TEL. 2426 Cuming St. JA-5115

Premium Quality
FALSTAFF

THE CHOICEST PRODUCT OF THE BREWERS' ART

Copyright 1944, Falstaff Brewing Corporation, St. Louis, Omaha, New Orleans

CENTRAL ROOFING CO.
 ASPHALT & ASBESTOS ROOFING
 INSULATED BRICK SIDING
 ROCK WOOL INSULATION

• Dependable Workmanship

—FREE ESTIMATES—
 1459 SOUTH 16TH Phone Atlantic 0562

NOW OPEN THE MOST MODERN LOAN OFFICE IN OMAHA

LOANS \$25 to \$1,000
 Up to 18 Months to Repay

Phone, Write, or Visit Our Office TODAY!

Mutual Loan Co.
 Orin Goodwin, Mgr.

Southwest Corner 15th and Farnam
221 Barker Bldg. JA 6528

IDEAL Roofing & Supply

CONGRATULATES THE AMVETS OFFICE & WAREHOUSE

1701-3-5 MASON

UNDER NEW MANAGEMENT

Quick—Speedy ONE DAY "SERVICE"

TEDDY BEAR Cleaners

• CLEANING
 • PRESSING
 • REPAIRING

DISCOUNT FOR CASH & CARRY
 —Free Delivery—
 Morris E. Kuller, Mgr.
 112 NORTH 18th ST.
 —Phone—
JA-1578

PETERSON & MICHELSEN Hardware Co.

—South Omaha, Nebraska—
 Phone Market 0171 4916 South 24th
 CONGRATULATIONS AMVETS