

National Recognition for Metropolitan Utilities Dist



National Recognition for the Metropolitan Utilities District's 1943 advertising campaign for the conservation of gas was given by the Public Utilities Advertising Association in Chicago, June 7.

The District was presented the Northwestern Regional Award for the most outstanding newspaper campaign "supporting the war effort." An engraved certificate of recognition is being delivered in this picture by Frank C. Miller, General Manager for Bozell and Jacobs, who wrote the advertising campaign to Willis J. Barber, Assistant General Manager of the Metropolitan Utilities District.

This award is made annually to the public utility, gas, electric, transportation and communication, which makes an outstanding contribution to newspaper advertising.

The Northwestern area includes, Iowa, Nebraska, Minnesota, North and South Dakota, Wisconsin, Wyoming and the province of Manitoba, Canada.

The series of advertisements appeared in this paper. The advertisements urged Omaha gas users to conserve gas fuel during the winter by insulation, storm windows, reducing home temperatures and careful use of gas.

EISENHOWER HAS WELL-TRAINED NEGRO COMBAT UNITS FOR INVASION

(Continued from page 1) is called "dome training", in which a large dome built on the style of a planetarium enabled the gunners to sight model planes skirting across the simulated sky. The battalion intelligence officer said of Cpl. Willie Walters, a Bofor gunner from Route 2, Roxboro, N. C., "He's one of the most accurate hitlers I've ever seen manipulate a Bofor."

The rigid training in identification of both friendly and enemy planes made every soldier in the entire battalion able to recognize any airplane they are apt to see during the invasion.

A battery of these troops was the first United States anti-aircraft unit to fire at German raiders over England during World War II. The flak from a burst of 31 shots sent the

lone raider high-tailing it back toward Germany before a single bomb was dropped.

Lt. Gen. Leslie McNair, commanding general of the United States Army Ground Forces, commended this battalion for its fine record and military proficiency.

Smoke Generators Hide Troops. Huge blankets of artificial smoke bleaching into the sky from Negro operated smoke generators can not only screen the invasion troops from hidden Nazi pill-boxes and machine gun nests, but will also protect them from bombers and strafing and reconnaissance by the Luftwaffe.

Much of the effectiveness of smoke screens depends upon the direction of the wind, its velocity and atmospheric pressure, but trained meteorologists like Staff Sgt. Paul L. Reid of Pittsburgh have the responsibility of forecasting correctly all these changeable factors. Every half hour a meteorologist takes a reading of the wind direction and speed and atmosphere conditions, all of which are used to calculate future operations.

The generators, mounted on rubber shod vehicles, are highly mobile and move about on the beaches and terrain to the exact spot desired for smoke coverage. They have had plenty of actual practice operational experience.

They Get the Message Through. Erecting advance communication lines to forward observation posts on the very edge of the enemy's territory is the role undertaken by signal corps construction units like the Negro battalions that for months has been getting actual practice by erecting lines for the British General Post office, to carry war messages through out the United Kingdom.

The temporary field lines leading up to the front lines are reeled off moving trucks, and when it becomes apparent the truck can advance no further into the fighting area, the reel may be carried forward by foot soldiers, while covered by riflemen and machine gunners. These lines connect battalions and regiments and combat teams with divisional headquarters, so that the commanding general's message goes through to every unit.

As the ground forces move forward other sections of the signal corps battalion erect permanent lines, like the 135 miles of telephone lines one section constructed across English countryside in eight days. A secret to this speed is the earth borer that drills a hole in less than three minutes, and a flying cable operated from the crane of the truck that hoists the pole into place, ready for the linemen to lay the wire.

Erecting lines is by no means the end of the job. They have to be serviced and kept in constant repair.

RANKING NEGRO OFFICERS



Brig. General B. O. Davis, Sr., of the Inspector General's Department in Washington, D. C., is shown chatting with Colonel Eugene Dibble Jr., Commanding Officer at the Veterans Hospital, Tuskegee, Alabama. Shown in the background are other medical officers assigned to the Veterans Facility. (Official U. S. AAF Photo released by PPNS).

The cable splicers and repeater station mechanics are ever on the alert, ready to check and repair any spot on the whole circuit of wires. A line foreman in this colored signal battalion is T-Sgt. Paul Green of Philadelphia, and he, like a majority of

the other soldiers in this signal corps construction battalions, has had civilian experience with America's large telephone companies.

All these Negro units work with the assuring confidence that comes from tough and thorough training.



"ENJOY THE FACILITIES OF YOUR OWN HOME TOWN-DON'T TRAVEL."

FEPC FUND "PITANCE" OUT OF 98 BILLIONS NAACP TELLS SENATORS. (Continued from page 1) war plants" the telegram stated. The NAACP action coupled with personal visits by Walter White and Leslie Perry brought response from some members of the Senate. Senator Elmer Thomas of Oklahoma in a personal interview and later in a telegram assured the Association that he is "supporting full appropriation for the FEPC." Senator James M. Mead of New York wired "rest assured my continued support FEPC appropriations." Miss Eva Adams, secretary to Senator Pat McCarran of Nevada, telegraphed that "Senator McCarran has wired from Nevada to cast his vote in favor of appropriation for Fair Employment Practice Committee."

JIM'S Place
—2701 "Q" Street—
LIQUOR BEER WINE AND LUNCH
We buy the best that can be obtained for your approval. We appreciate your patronage with prompt, courteous service to all, at all times.

Undying Thanks to Fighting Yanks
And what they're fighting for Yes—they will win the Battles BUT OUR CASH MUST WIN THE WAR
Buy More Bonds
NEBRASKA POWER COMPANY
STORZ BEER
STORZ BREWING CO. OMAHA

THE OMAHA GUIDE
A WEEKLY NEWSPAPER
Published Every Saturday at 2420 Grant Street OMAHA, NEBRASKA—PHONE HA. 0890
Entered as Second Class Matter March 15, 1927 at the Post Office at Omaha, Nebraska, under Act of Congress of March 3, 1879.
C. C. Galloway, Publisher and Acting Editor
SUBSCRIPTION RATE IN OMAHA
ONE YEAR \$3.00
SIX MONTHS \$1.75
THREE MONTHS \$1.25
SUBSCRIPTION RATE OUT OF TOWN
ONE YEAR \$3.50
SIX MONTHS \$2.00
All News Copy of Churches and all organizations must be in our office not later than 1:00 p. m. Monday for current issue. All Advertising Copy on Paid Articles not later than Wednesday noon, preceding date of issue, to insure publication.
National Advertising Representative:— INTERSTATE UNITED NEWSPAPERS, INC., 545 Fifth Avenue, New York City, Phone MU-ray Hill 2-5452, Ray Peck, Manager.

Join the NAACP!
50 Agents Wanted
USE YOUR SPARE TIME TO MAKE YOURSELF SOME READY CASH!
A JOB FOR EVERYONE!
Due to the shortage of manpower, The Omaha Guide is offering you an opportunity to make yourself some ready cash in your spare time, on your job or anywhere you might meet a friend. Please call at the office, 2420 Grant and get your certificate of authorization to solicit new subscribers for The Omaha Guide at the following rate:
1 year \$3.00 (Your Cash Commission .75c)
6 months \$1.75 (Your Cash Commission .42c)
3 months \$1.25 (Your Cash Commission .33c)

The following senators are classified by the Association as probably favorable on the basis of letters and verbal statements by them: Homer T. Bone, Washington; Sheridan Downey, Calif.; John A. Danaher, Conn.; Theodore Francis Green, Rhode Island; Joseph F. Guffey, Penn.; Guy Gordon, Oregon; Samuel D. Jackson, Ind.; Abe Murdock, Utah; Harry S. Truman, Missouri; James M. Tunnell, Del.; Alexander Wiley, Wis; Raymond E. Willis, Ind.; George A. Wilson, Iowa.
Other members of the Senate may vote favorably but no definite commitments from them have been received to date by the NAACP. The War Agencies Bill in which FEPC appropriation is included is expected to reach the Floor of the senate during the early part of the week. The NAACP urged its branches and other interested supporters to telegraph senators from their states urging not only that they vote for the FEPC item but that they match their support in vigor with that of the opposition.

YOUNG MISS. NEGROES IN SERVICE OUTNUMBER WHITES.
Jackson, Miss., June 15 (ANP) — Mississippi Negroes between the ages of 18 and thru 25 years in the armed services outnumber whites by more than 2,000, it was announced Tuesday by Col. Lawrence W. Long, state director of selective service. Figures released by Col. Long showed that a total of 11,209 Negro-

We Render . . .
The type of service requested regardless of creed or organization, so when the time for remembering comes it will bring only solace and consolation that the loved one was laid to rest with a dignified and gracious kind of funeral service—priced within the family's means.
Thomas' FUNERAL HOME
2022 Lake St. WE. 2022

Ask Your Mirror About GRAY HAIR
Gray hair often comes so gradually that you hardly notice it. But other people do! If you're missing out on fun, popularity and admiration, you may find the answer in your mirror—gray hair! Take years off your looks by giving your hair rich, beautiful color with Lariouse.

LOOK YEARS YOUNGER
Color Your Hair This Easy Way
To give your hair new, rich, natural-looking color (black, brown, blonde) start using Godfrey's Lariouse Hair Coloring NOW . . . Acts quickly—goes on evenly, easily—won't rub off or wash out—unaffected by heat—permits permanents and stylish hairdos . . . Known and used for 45 years. Your dealer will give you money back if you're not 100% satisfied.
MILDRED'S Sandwich SHOP
2409 Lake St. JA-0836
"A Clean Place to EAT at MILDRED'S"
HOT BAR-B-QUE, CHICKEN, FISH AND CHITTERLINGS.
"Patronizing Us is like making Love to a 'Widow.'"
"You Can't Overdo It."

Army Shoes
All Sizes for SALE CHEAP!!!
LAKE SHOE SERVICE
2407 Lake Street
J. L. TAYLOR, Proprietor

MR. AND MRS. CRAIG, are Happy to Announce that **MRS. GERALDINE CRAIG IS OPENING A Grill & Sandwich Shop** IN HER COZY LITTLE HOME Saturday, June 17, —4 p. m. at 2615 N. 24th St. OPEN FROM 4 P. M. TO 4 A. M. CALL FOR RESERVATIONS—JA. 4336

What is freedom worth to YOU?
Buy More War Bonds During the 5th War Loan
NEBRASKA POWER COMPANY

READ THE OMAHA GUIDE Weekly — REAL SHOE MAN FONTENELLE SHOE REPAIR CASH & CARRY CLEANER 1410 North 24th St. —CARL CRIVERA—

Gall Bladder Sufferers Shun CONSTIPATION
Find Hot Water and Kruschen Before Breakfast Brings Wonderful Relief
In a glass of hot water put one teaspoonful of Kruschen Salts and drink about half an hour before breakfast. 15 to 20 minutes later follow with your usual breakfast cup of hot coffee or tea. Usually within an hour you get prompt and effective relief and should begin to feel bright and refreshed again. Be sure to follow the simple easy directions.
Keep this up for 5 straight days—and learn why thousands have found Kruschen Salts so beneficial in relieving that dull constipated "out-of-sorts" headachy feeling. Get Kruschen Salts today at all drug stores. Over 245 million bottles sold in the past 100 years—it must be good.

HEADACHE IS SUCH A BIG LITTLE THING
A LL SET for a good full day's work when a nagging headache sneaks up on you. You suffer and so does your work.
Ready for an evening of relaxation and enjoyment—a pesky headache interferes with your fun, rest, enjoyment or relaxation.
DR. MILES Anti-Pain Pills
usually relieve not only Headache, but Simple Neuralgia, Muscular Pains and Functional Monthly Pains.
Do you use Dr. Miles Anti-Pain Pills? If not why not? You can get Dr. Miles Anti-Pain Pills at your drug store in the regular package for only a penny apiece and in the economy package even cheaper. Why not get a package today? Your druggist has them. Read directions and use only as directed. Your money back if you are not satisfied.

LOOK YEARS YOUNGER
Color Your Hair This Easy Way
To give your hair new, rich, natural-looking color (black, brown, blonde) start using Godfrey's Lariouse Hair Coloring NOW . . . Acts quickly—goes on evenly, easily—won't rub off or wash out—unaffected by heat—permits permanents and stylish hairdos . . . Known and used for 45 years. Your dealer will give you money back if you're not 100% satisfied.
Godfrey's Lariouse HAIR COLORING
For Best Results, SHAMPOO with Lariouse Shampoo Before Applying Lariouse Hair Coloring.
CAUTION: Use Only as Directed on Label
If your dealer doesn't have Lariouse (LARRY-USE) send \$1.25 direct to Godfrey Mfg. Co., 3510 Olive St., St. Louis, (3) Mo.