

NEGRO TROOPS LEND HELPING HAND TO WOUNDED DURING THE INVASION.....



These U. S. Signal Corps photos show Negro soldier lends a hand to another aken on a beachhead in Northern France on June 8, show American Negro soldiers who participated in the invasion giving assistance to a Yank wounded during the initial assault, against Hitler's Fortress Europe is being lifted into an ambulance for transfer to a field hospital.

NEWS OF WAR PRISONERS CAN NOW BE OBTAINED THROUGH NEWLY ORGANIZED WAR SUB-COMMITTEE

Relatives and friends of American prisoners of war and civilian internees can now receive latest information on prison camp conditions and privileges through the newly organized prisoner of war sub-committee of the Douglas County Chapter of the Red Cross.

Under the chairmanship of Mrs. Fred Whitcomb, the committee will supply current information on relief measures taken by the Red Cross in behalf of American Nationals held by the enemy and on postal and other regulations governing communications with prisoners, Mrs. Whitcomb said.

About 40,000 Americans are now held by Germany, and Japan; names of those from Douglas County will be sent to the prisoners of war sub-committee, which will advise their next of kin how mail and gifts may be sent to them.

"We shall do our best to provide relatives and friends of prisoners with the most recent and accurate developments concerning prison camp conditions, relief measures and communication regulations," Mrs. Whitcomb said. "As new information is received, it will be sent to the next-of-kin by letter and to the World

Herald for publication. We will also be glad to consult with relatives and friends of prisoners of war and advise them in any way possible."

The new sub-committee will function as a part of the Red Cross home service program for servicemen and their families. Working with Mrs. Whitcomb are Dr. Frederick W. Clayton, Rabbi David Goldstein, Miss Leota Norton, Director, and Mrs. Sarah Waechter, staff member of the Red Cross Home Service Department.

NEGRO PUBLISHERS CLOSE NEW YORK CONVENTION ONE HUNDRED DELEGATES ATTEND; WIRE SENATORS FOR FEPC PASSAGE

—By Billy Watkins—

New York (Press Photo News Service)—A general program aimed at raising the standards of America's influential Negro press by rejecting fraudulent advertising and taking 'do lar mark implications' out of the news was underway this week following

the Negro Newspaper Publishers' Association's fifth annual Convention.

More than 100 delegates, representing every important Negro publication in the country, attended the NNPA's Convention which ended Sunday after a four days of discussion and planning. Sessions were held at the Harlem YMCA.

C. C. Galloway, editor of this paper attended the Convention and is now enroute home.

The program to eliminate the advertisement of luck charms, magic pills, salve to "make the skin white" and other phony advertising copy that caters to the gullible and superstitious was characterized as "a big step forward in the right direction" by John H. Sengstacke, president of the NNPA and publisher of the Chicago Defender.

State Athletic Commissioner C. B. Powell, publisher of the Amsterdam News, told delegates that he cut fraudulent advertising out of his newspaper two years ago. "If we catch it in time," Dr. Powell said, "we reject it flatly. We lose about \$25,000 a year in business in doing so

THE OMAHA GUIDE A WEEKLY NEWSPAPER. Published Every Saturday at 2420 Grant Street OMAHA, NEBRASKA—PHONE HA. 0800. 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 OUT OF TOWN: ONE YEAR \$3.50, SIX MONTHS \$2.00. SUBSCRIPTION RATE IN OMAHA: ONE YEAR \$3.00, SIX MONTHS \$1.75, THREE MONTHS \$1.25. National Advertising Representatives—INTERSTATE UNITED NEWSPAPERS, INC., 545 Fifth Avenue, New York City, Phone MUrray Hill 2-5452, Ray Peck, Manager.

FALSTAFF'S Message of the Week. ARE you an active woman With some daily time to spare? Why not become a Nurses' Aid And help in sick bed care! Your local Red Cross needs you, What's more they want you quick! Remember girls, helping a nurse Will help make Hitler sick. Premium Quality FALSTAFF Beer. THE CHOICEST PRODUCT OF THE BREWERS' ART. Falstaff Brewing Corp., Omaha, Neb.

TIRED OF LENDING? Illustration of a man lying on the ground, exhausted, with a large pile of money and a sign that says 'TIRED OF LENDING?'.

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

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but I am confident that it is for the best interests of our group to do this.' Dollar mark implications in the news received equally as hard a blow when William G. (Bill) Nunn, managing editor of the Pittsburgh Courier, criticized by inference the policy of running paid for publicity as news. "We've got to place more emphasis on good, objective reporting," Mr. Nunn told delegates attending a panel discussion for editors and special feature writers, "because our readers are entitled to the best." New methods in circulation and promotion were emphasized to the delegates by members of the committee which sponsored a section of the panel on business. Alexander Barnes, chairman of the committee and publisher of the Washington Tribune, recommended that Negro newspaper owners stabilize the wholesale price of papers, hold a National Newsboy Day each year and set up a central agency to promote the sale of all Negro newspapers. Others serving on the committee with Mr. Barnes were James Murphy of the Afro-American; E. F. Corbett, of the Journal and Guide; Arthur Morris of the Courier and Harry Alexander of the Cleveland Call and Post.

kind," a book written by two Columbia university anthropologists and sponsored the showing of "The Negro Soldier," a War Department film. Students were given an opportunity to express their views at the forum in Jesse auditorium. The cases of Lloyd L. Gaines and Lucile Bluford, two colored students that have publicized the state's jim crow bars at the University of Missouri, were discussed by Miss Patricia Hovender, commission chairman and Ann's Best. According to the poll, 76 percent of the out-of-state students favored the admission of Negroes; of the Missouri students polled, 72.7 percent favored admission. While only 54.4 percent of the students members of fraternities favored the admission of Negroes, 79.8 percent of the independent students concurred. Of those

students questioned who live in rural areas, or towns less than 2,500 population, 77.2 percent favored admission of Negroes and 72 percent of those students who live in urban areas were of a similar opinion.

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

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If You Had MY JOB KEEPING HOUSE, helping take care of the family—you would realize that business girls are not the only ones who sometimes get Headache and Tired Aching Muscles. We home girls often work just as hard and have just as many Headaches, just as many Stomach Upsets and get just as Tired. About a year ago, I first used ALKA-SELTZER I find that it eases my Aching Head, takes the kinks out of Tired, Aching Muscles and brings relief when I have Acid Indigestion. The family says I am a lot easier to live with since I have known about Alka-Seltzer. Have you tried ALKA-SELTZER? If not, why don't you get a package today? Large package 60¢, Small package 30¢, also by the glass at Soda Fountains.

\$1936,800 Our 1943 Taxes...Helping to Speed Victory! We're all more "tax-conscious" than ever these days because we know our Federal tax dollars, just like our War Bond dollars, are helping to speed Victory. Nebraska Power is Omaha's biggest taxpayer. That means it is the largest contributor to the support of Omaha's schools, parks, fire and police departments and other vital civic activities, as well as to Uncle Sam's treasury. We're paying the biggest taxes in our history these days (109% more than we paid just ten years ago), but like all good citizens we're glad to carry our part of the bill we must foot for Freedom. NEBRASKA POWER COMPANY Good Service - Low Rates