

South Omaha Merchants' Buyers Guide

Page 4

★ "THE GREATER OMAHA GUIDE" Continuous Publication for Nineteen Years—

Omaha, Nebraska, Saturday,
May 18, 1946



He can see in the dark
... you can't!

But You Can Be Wise..

by 'Taking Advantage' of these Ad Offerings which Means - "Take Home Savings" after Patronizing the South Omaha Merchants herewith listed.

Everything that is available, These South Omaha Merchants Have... in the NEWEST and BEST in FOOD, FURNITURE, MOTOR CARS, as well as in CLOTHES and ENTERTAINMENT, and some 36 other Major Groups of WANTED GOODS and SERVICES.

By Popular Demand

(by George H. McDavis)

DEAR SUBSCRIBERS: The MERCHANTS OF SOUTH OMAHA here represented below, has made this page, for YOU, POSSIBLE! You can do your SHARE by referring to these Ads, when in need of necessities for the Home. PATRONIZE THESE ADVERTISERS!

MADSEN SUPPLY CO.

REFRIGERATORS—STOKERS—WASHERS
GAS STOVES—RADIOS—OIL BURNERS

• Bendix Washers

4713 SOUTH 24TH

MA. 3806

MARTISON HARDWARE

—Company—

*PAINT & *GLASS
ELECTRICAL APPLIANCES
"We Appreciate Your Trade"

MA. 2016

3912 'Q' ST.

—FRANK J. MERWALD—

•TORRID ZONE FURNACE
SHEET METAL & FURNACE
REPAIR WORK

5032 SOUTH 24TH

MA. 4600

Kitty's FROCK SHOPPE

for Smart Wearing Apparel

"SHOP AT KITTY'S"

4718 SOUTH 24TH

MA. 4080

V. Georgeff

Expert..

Shoe Repairing

—LOWEST PRICES—

2905 'Q' ST.

MA. 6382

E. O. FUREN CO.
Jewelers & Optometrists

KEEPSAKE DIAMONDS

"We Appreciate Your Trade"

4839 SOUTH 24TH

MA. 1327

THOMSEN & SONS
FLORISTS

Open Evenings and Sundays

—CUT FLOWERS—FUNERAL DESIGNS—

POTTED PLANTS—VEGETABLE PLANTS IN SEASON

5414 SOUTH 36TH

MA. 1387

For Sale

Rebuilt Vacuum Cleaners

\$14.95 up

(One Year Guarantee)

• Will Make - Trade or Rebuild Yours Like New!

• PARTS FOR ALL MAKES WASHERS AND SWEEPERS

DEPENDABLE WASHER & SWEEPER SERVICE

4716 South 24th

MA. 2111

FERRIS SEED CO.

—Farmers Cash-A-way—

FIELD & GARDEN

SEEDS

CHICKENS

• POULTRY SUPPLIES & REMEDIES

• FARM SUPPLIES

5029 SOUTH 24TH

MA. 6340

MODERN APPLIANCE CO.

Expert Radio & Refrigeration Service

AUTHORIZED MAYTAG SALES & SERVICE

Market 6969

4910 SOUTH 24TH

FORBES FURNITURE CO

'EVERYTHING for the HOME'

"We Appreciate Your Trade"

5012 SOUTH 24TH STREET

Shebilsky Paint & Wallpaper

—STORE—

• QUALITY PAINTS

(MINNESOTA TESTED)

"We Appreciate Your Trade"

2409 'L'

Market 2996

GENERAL REFRIGERATOR
SALES & SERVICE
• COMPLETE LINE OF SHEET METAL & FURNACE REPAIRING

*Gibson Refrigerators, Duchess Washers
SERVICE ON ALL MAKES OF REFRIGERATORS, WASHERS, RADIOS

MA. 4311

2917 'Q' ST.

fine Quality-Personalized

PRINTING

JUST CALL HA-0800

SOUTH OMAHA HAPPENINGS

(By LAWRENCE P. LEWIS)

SOUTH SIDE CENTER HAS VARIED ACTIVITIES

Staffed by Mh. Alice Wilson, Mrs. Claudell Thomas and Miss Beatrice Robinson, the South Side Woodson Center is teeming with varied activities. Among them being: The Teen Co-Op Canteen for teenagers from 12 to 18 years which holds its get-togethers in the Recreation Room of the Housing Project; The Brownies Scouts, sponsored by Mrs. Alice Wilson; Two Soft Ball Teams, coached by Mr. John Curtis; a Cooking Class for girls from 7 to 10 and from 10 to 14 years of age and a Cooking Class for Boys, sponsored by Miss Robinson; The Madamelle Club for high school girls; The Esquire Group for high school boys; Woodworking and Handicraft classes. The Center also has a lending library.

TWO COLORED TO GRADUATE FROM SOUTH HIGH SCHOOL

Among the students graduating from South High School this June will be Miss Elizabeth Bemore, daughter of Mr. and Mrs. Leon Bemore of 3119 R. St. and Eugene Brown.

CIO LOCAL SPONSORS DANCE

Local No. 8 UPWA-CIO Entertainment Committee will sponsor a soft ball benefit dance at the UPWA Hall on May 18th. Tom Brown and his Band will furnish the music.

TEACHES ART CENTER

Mrs. Veleria McCaw, 2806 Ohio St., is the instructor of an art class at the Woodson Center every Wednesday afternoon from 3 to 5.

THE WORKMAN'S CLUB

At 5219 So. 29th St. is the Workman's Club, a club organized not only for the pleasure of the workers, but to carry on the struggle for better working conditions, better living conditions, and better conditions for their children to play, to relax and strengthen their minds as well as their bodies.

The Club is clean, modern, and has adequate space for numerous parties or guests. One may dance, or drink and eat an evening in pleasant surroundings. The Officers of the Club are as follows: Mr. Essie Smith, pres; Mr. Melvin Jenkins, sec'y; Mrs. Lovetta Busch, treas.; on the board of directors are Mr. Noble Hawkins; Mr. Victor Taylor; Mr. Jack Wisniewski; Mr. Elijah Henderson; Mr. Earl Riley and Mr. A. J. Jenkins.

The Club has already added on an addition and will add on more in the near future. South Omaha can be proud of the success of this organization. All workers may become members.

A CHARMING SO. OMAHA MISS

While hopelessly looking for the Woodson Center, I sought information from a charming, polite, and sociable young lady, Miss Betty Jones, Miss Jones attends South High and is a freshman. Most of their social activities are planned by Miss Alice Wilson at the Woodson Center. She enjoys attending South High, and is active in the younger social organizations.

COOKING CLASS AT WOODSON CENTER

"Boys, boys, now stop that fooling around and see how the rools are in the oven", is so often said by Miss

Pretty Maid-Less



Jane Pickens, singing star, tries out a dusting brush attachment of one of the first new Eureka vacuum cleaners in over three years. With maid shortage due to continue, new "mechanical maids" can help ease Spring cleaning.



Your BABY

By Edna Mae McIntosh

Nowadays babies are given other foods than milk far sooner than was done only a few years ago. Whether your baby is breast-fed or bottle-fed, about the third week he will be given his first addition. He will get a teaspoonful of orange juice diluted with a little boiled water. Tomato juice serves the same purpose only it requires twice as much as of orange juice. Give it at a time when it will not interfere with his appetite for a regular meal. The amount is gradually increased until when he is six months old he will be receiving about four tablespoons daily.

Cod liver oil, or some other form of vitamin D, is usually started at the same time. The amount depends on the rate of growth of your baby and on whether he is receiving a milk with vitamin D in it. Many babies are started on the next addition at six weeks of age. The special baby cereals and strained foods are prepared so that they are suitable for tiny babies. This early start seems to make them grow better, not necessarily faster but a better type of growth. It also helps them to establish good eating habits and prevents constipation. If babies are not started on semi-solid foods until late in the first year, they often resent changing from liquid to more solid food. They learn early that food comes in a spoon or cup and not always from a bottle. Just when these additional foods are added to your baby's menu is a matter for your physician to decide depending upon the type of growth he is making.

It is important that these first semi-solid foods be especially prepared for easy digestion and in such a way as to retain the vitamin and mineral values to the greatest degree. This problem has been greatly simplified for you now that food manufacturers, specializing in baby foods, have put on the market a variety of prepared baby cereals and strained foods.

HOME-MAKING MANUAL

By Carol Brice

In this generation what every woman knows is the value of a smart, well-groomed appearance. The modern woman is demanding. She wants her clothes to fit well, she loves fine fabrics, but she is resourceful and practical. The limitations of her budget are a challenge. Therefore, it is very important that every woman should know how she can best make her budget fit her household needs and include her personal needs.

Because the modern woman must budget her time as well as her income she must be skilled and be armed with detailed information on each step in caring for herself and her home. Difficulties vanish with knowledge. And skill comes with practice. The pride of accomplishment and the pleasure of feeling well-dressed may be intangible results, but they are no less real than actual savings in dollars and cents. Good home-making demands knowledge and the most efficient tools; follow "Home-making Manual" each week. You will find that it is one of your best allies.

This week we would like to tell you how to make a dress in 15 easy steps: 1. Choose your pattern and fabric. 2. Choose your notions, such as a match shade of J. & P. Coats or O.N.T. from Clarks, Mercerized Sewing thread seam binding and the trimmings suitable for your garment. 3. Adjust the pattern to your figure, then pin it to the pattern. 4. Mark stitching and seam lines on fabric before removing pattern. 5. Baste, stitch and press darts, pleats and other sewing details, such as pockets and buttonholes. These should be completed before the pieces of the fine dress are joined. Remove all basting before pressing. 6. Baste shoulder and underarm seams. Pin blouse and skirt together at the waistline. 7. Try on dress and make the necessary adjustment. Then try on sleeve and hang sleeve from correct armhole

line. Indicate waistline on blouse before you unpick blouse and skirt. 8. Fold blouse at center front and in center back. Make the waistline very even between these two points. This is most important to insure correct fitting. 9. Stitch blouse on final basted seamline, allowing for placket closing at left seam. Press seams and finish the neckline. 10. Stitch and press sleeve seam and baste sleeve in blouse. Try on blouse to adjust sleeve at top and bottom. Finish and press seam allowances together away from neckline. 11. Stitch and press skirt seams, leaving placket opening at left. 12. Apply skirt to blouse, matching at center back and front. Start at these points, and pin toward the underarm seams, adjusting any fullness as necessary. 13. Make placket. 14. Try on dress and measure for hem. Turn up hem and finish by hand. 15. Give your dress final pressing, and it is ready to wear.

SHORT AND FAT

(By James H. Warner)

Everybody in this country needs some article badly. Everybody in most of Europe and Asia need about everything separately. And we can't satisfy those needs at home and abroad unless we save everything we all have and don't need. Used fats are as important today in relieving shortages of everything from soap to new homes as they were during the war in making everything from ammunition to blood plasma containers.

We and the rest of the world need as much fats and oils as we can produce and salvage. Despite the great efforts of American farmers and cattlemen, our domestic production of fats and oils has never been able to compensate for the loss of our imports from the Pacific. Before Pearl Harbor we used to get our coconut,

linseed and other oils from South Sea Islands. It will be quite a while before the oil plantations on Guadalcanal and in the Philippines get back oils accounted for a large part of American supplies, and we know what more than eight years of fighting has done to vast areas of China.

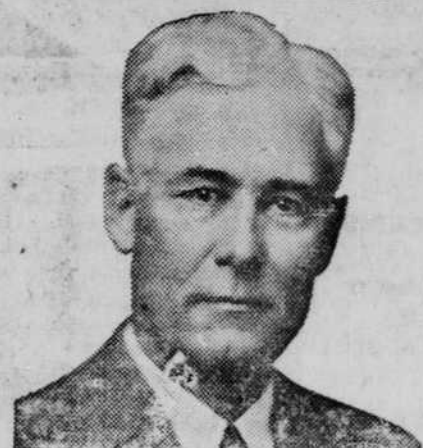
FATS NEEDED

In order to feed the hungry people of Europe and Asia and help to get them into production so that they can help themselves, the United States must contribute 840 million pounds of fat and oils in 1946 to the world pool. Within the United States the demand for fats and oils is greater than ever, and the stocks on hand and prospects of production are smaller. The Bureau of Agricultural Economics estimates that our demand will be about 50 pounds per person during 1946, and that our supplies average about 44 pounds. Our supplies of fats and oils are 25 per cent lower than a year ago. Industry was short of fats and oils during the war and now with plans for expansion getting under way in every manufacturing plant, the demand for industrial fats and oils is greater than it has ever been.

In Europe, of course, the situation is much worse. Supplies of food available in Continental Europe in 1946 will be lower than they were at any time during the war. There are shortages of manpower to plant and harvest crops; there are shortages of fertilizers and farm machinery. The military operations, necessarily bringing destruction and disruption in their wake, caused greater shortages. Fats and oils are among the foods Europe lacks most.

For Greater Coverage
ADVERTISE IN
The OMAHA GUIDE!

Republicans' First Choice for United States Senator



Last March, pre-primary conventions were held by both parties to name their candidates considered best fitted and most desirable for nomination at the primary election to be held this coming June 11. The delegates who named the candidates had been elected by the voters to do this.

As first choice for the nomination for United States Senator, they named Senator Hugh Butler by a wide majority.

Why Senator Butler Is The
Republicans' FIRST Choice

- He is an honest-to-goodness Republican.
- His valiant fight against the crippling controls on production has won him the admiration of sound-thinking Americans everywhere.
- He stopped the squandering of billions of dollars of taxpayers' money by government spending agencies.
- He has proved himself a powerful and true friend of the veterans.
- His leadership has won him a place on all of the Senate committees of particular importance to Nebraska. A newcomer to the Senate in his place now would lose that great advantage for our state.

For United States Senator

☒ **HUGH BUTLER**

This advertisement paid for by Nebraska friends of Senator Butler.

(Political Advertisement)

(Political Advertisement)

The Peoples' Friend



☒ **R. C. PRICE**
Candidate Board
of Education

I am qualified for the job.
I will work to the interest
of the people.
I favor increased pay for
the teachers, and a full
school term.

The School Board nomination
is subject to the
Primary, June 11, 1946.

R. C. PRICE

(Political Advertisement)

(Political Advertisement)

ADVERTISING Is a Great POWER

YOUR NEWSPAPER—The Greater OMAHA GUIDE is not merely exchanging black ink and white paper for green dollars and pink checks. Our newspaper besides giving you all the latest local and national news possible is HELPING TO MOVE MOUNTAINS OF MERCHANDISE, thereby giving employment and making life possible and enjoyable to untold numbers of men and women.

This newspaper, in this one respect alone, is thereby justifying its existence by contributing materially to the welfare of the world.

• YOU ALSO CAN HELP, BY PATRONIZING OUR ADVERTISERS!