

# South Omaha Merchants' Buyers Guide

Omaha, Nebraska, Saturday,  
May 25, 1946

Page 4 \* "THE GREATER OMAHA GUIDE" Continuous Publication for Nineteen Years—



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  
MA. 4600  
5032 SOUTH 24TH

**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.

**Len's BAR**  
25th & 'Q' Street  
—WILL APPRECIATE YOUR TRADE—  
(OPEN EACH DAY AT 6:00 A. M.)

### SEN. BUTLER SAYS NATION HAS MOVED TOO SLOWLY IN CORRECTING EDUCATIONAL INEQUALITIES

Senator Hugh Butler, (R), of Nebraska, made the following statement today:

"It is my belief that we stand on the threshold of a new era in the progress of American Negroes to full equality of opportunity. The rapid expansion of education, particularly higher education, among Negroes as a result of the G. I. Bill of Rights, with its amendments, of which I was a sponsor, is one of the principal factors. Formerly, it was very difficult for the average young Negro to attend college because he simply could not get the money. This difficulty constituted a grave discrimination against Negroes. Now, through the G. I. Bill of Rights, college education is possible for a large class of young people who might never have had the opportunity.

"There is great hope, therefore, that the leadership of Negroes in their struggle for equal opportunities will grow wiser and stronger as more and more Negroes can compete with other groups on a basis of educational equality. Lack of a decent education has been one of the greatest obstacles to overcome. Our nation has moved all too slowly toward correcting this great discrimination.

"I hope that young Negro veterans will not be slow about taking advantage of their rights to G. I. educational benefits."

### Walter F. Roberts, Candidate for Railway Commissioner

Walter F. Roberts of Wahoo, Nebraska, candidate for Railway Commissioner, was endorsed by the Republican Pre-Mary Convention as first choice by a vote of 223 to 147 for his nearest opponent.

Walt Roberts is a past State Commander of the American Legion and was appointed Civilian Defense State Director by the Governor right after we entered the war in December 1941. He served as Executive Director of the United War Fund of Nebraska through three annual campaigns to which Nebraska citizens contributed over \$2,700,000. He is a graduate of the University of Nebraska with 25 years successful experience in business and agriculture. He served as County Chairman of the Republican Central Committee in Saunders County for several years. His son served in World War II and is still in the service located at Pearl Harbor.

### THE STREET AND THEREABOUTS

(CONTINUED FROM PAGE 1) committed by our faith as christians. In this endeavor we seek to understand Jesus. To share his love for all people, and to grow in the knowledge in God.

I thought for a few seconds, and then returned to the office of Miss Harris. "Who is the head of the Northside Branch?" I asked.

"Miss Elizabeth Jordan," is the Branch Executive Director," she answered.

"Miss Harris, what are some of the clubs affiliated with the Y. W. C. A.," I asked.

"Well, let's see. They are: The Blue Triangle, which is a grade school club, Semper Fidelis, junior high school, Gros Eick, senior high school, Timekeepers, young adult, Quack Club, senior adult, all of them meeting once a week, for business and for pleasure," she answered. "Mrs. Leola Jones is president of the Quack Club, Mrs. Geraldine Melford, president of the Timekeepers, and Miss Lenore Pierce, is president of the Gros Eick."

"What advantage does it give to the young ladies attending the Y. W. C. A.," I asked.

"All sorts of advantages," she answered. "It broadens their personality, teaches them parliamentary procedure, and makes the girls conscious of their actions and their appearance."

"If you are an example of what the Y. W. C. A. does for girls, then I say, more power to them. Thanks a lot for your time, and I do wish the Y. W. C. A. a successful membership drive," I said.

"How about a hair cut?" I asked Mr. Killingsworth the other day.

"Sure, sit down," he answered.

The conversation began and I listened more than I talked. I heard a story, a successful story, a story about a business, his and Mr. Price's business, and I enjoyed every word of it because it was more than a success; it is a tradition.

Since 1917 these two men have been business partners, Killingsworth and Price. Since 1917 they have occupied the same building on Our Street. They have seen so many of us come and go. These two men know the true meaning of the word, success.

"Before the war," Mr. Killingsworth informed me, "I could name any person that passed our barber shop."

Think of that: name any person that passed before his barber shop. Congratulations, Killingsworth & Price, both of you are a credit to our community and should be an inspiration to many.

"How is business, Clynn?" I asked.

"I can't kick, we are doing very well. I really appreciate the way the people of Our Street have been patronizing The Sharp Inn. We try to give them good food; polite, efficient,

## —VOTE for—

# C. C. GALLOWAY

for STATE SENATOR  
Your Legislature Representative  
of the Fifth District

**HE WILL TAKE THE RED TAPE OUT OF THE OLD AGE PENSION, WITHOUT ANY INCREASE IN REAL ESTATE TAXES.**

### FISS U. SPEAKER



DR. PERCY L. JULIAN, director of research for John Glidden and Company, Chicago, will be the speaker at the Commencement exercises of Fisk University, May 27, 1946, in Memorial Chapel. His talk will be on "Today's Challenge to the American Scholar."

and courteous service, and take a look at those waitresses. My, Oh, My."

I did take a look, and then I looked again. Two young ladies, busy with their duties, had very little time for me, but I didn't mind that; sometimes one does not have to talk to a lady to enjoy the pleasant atmosphere, made by their presence.

Miss Nellie Taylor and Mrs. Adelaide Murdock, who are not only experts in this line of work, but have more than their share of beauty and charm.

Our Street has long needed a hotel and we now have one. The Calhoun Hotel, at 2423 Lake Street, is now open for business. The Calhoun Hotel has 18 rooms, clean, neat, and all have access to a sanitary and modern bath room. I talked with Mr. Will Calhoun, a veteran of the ETO, and I was shown completely through the newly decorated establishment.

"When you decided to go in business, why did you choose the hotel business?" I asked.

"I came through Omaha in 1941 and I was unable to find a room. It has been my idea of entering the hotel business in Omaha since then. We have been redecorating since March. Already people have been after rooms, but I really intended it to be a transit hotel; for people coming through Omaha, waiters, entertainers, travelers, and the numerous people whose business and pleasure bring them to our city."

Mr. Will Calhoun should get many compliments from the people in our community. We have long needed a hotel. When thinking of rooms for your relatives or friends that you may not have room for in your own home, remember the Calhoun Hotel, 2423 Lake Street.

## Northside Drama

—By Al Sparks—

### INTERVIEW

Place: Grant Street.

Reporter: "Do you, Mr. Reader, think that the journalistic standard of the Negro Press is up-to-date?"

Reader: "Well, not being an authority, I can't give a professional answer."

Reporter: "What would be your opinion as a reader?"

Reader: "As a reader, I would say that the Negro Press is doing a great job in presenting the social, religious, business and civic side of our lives as a group and in a factual sense. But their editorial and news efforts towards overcoming racial prejudices, is, to me, often confusing."

Reporter: "Why are you confused by their editorial methods?"

Reader: "It seems to me that this method of total exposition and challenge without offering workable solutions, doesn't get us very far. Scratching the surface and hollering only aggravates the wound and does not remove the germ. I would like to see the cool headed Generals of our Journalistic Army reform their line and get together on some strategic and analytical thinking, find what the faults really are and where they are, whether they are intellectual, mechanical or psychological. Make the diagnosis first I always say, then find a remedy."

### MASHERS?

An innocent young lady just returning from Central High and waiting for a Crosstown Car, received four offers of "transportation" in this short while. One offer came from a guy driving a

### "beat up" truck.

### FANTY AD.

Oldtimer Sez: "If you are looking for a vacancy, try a meat counter.... any meat counter."

### SPRINGTIME

Sgt. C. C. Dudley beautifying his yard. The Sgt. has a beautiful home at 25th and Maple Sts.

Lonnie Thomas, the golfing great, out campaigning, says all good citizens should register and vote.

### LOST HAT

On 24th St. at Willis, Wednesday, pm. A brown hat, in the middle of 24th St. serving as a cushion for tires of onrushing traffic. No claimants.

### TASTY PAINT

There was a little brown and white dog over at the Corby St. Play ground Monday. He spent more than an hour diligently licking the paint on one of the play fixtures.

### CLOSE THE GATE

1st Bum: "How did you get that bad cold?"

2nd Bum: "I slept in a draft!"

1st Bum: "In a draft?"

2nd Bum: "Yeah...I was sleeping in a corn field and some inconsiderate fool left the gate open!"

### FENCE STRADDLER

Oldtimer Sez: "There is a saying

'you can't please everybody' which is true. So I compromise by half pleasing everybody. Which means that no one is completely pleased on one hand while on the other, no one is completely displeased.

### NIGHT AIR

Doctor on 24th St: "Do you sleep with your window open?"

Patient: "No, just my mouth."

### LOVE

Let me tell in song, my love for you; In prose and poetry and pictures too, in the sky above; the heavenly blue, homeless as eternity. Let me tell a Story of Love...mystic as the stars... the moon above....

She put her arm through his and led him towards the door, then reached and planted a kiss on his cheek, leaving an unmistakably sign of lipstick. He pushed her gently in front of him and took a hasty dab at the spot with his handkerchief as she turned and said: "I am an impulsive woman, so just forget about the little favors...I will be having breakfast in St. Louis...thanks a million for everything. I do hope you will be happy... in your new life. Don't be apprehensive, she will understand". There was a different message in her eyes. One which he could not completely discern.

### HATE

They say Hate is a disease. If such be the case, there are many who should consult their physician.

### FOR THE LATEST NEWS

Subscribe to Omaha's Greatest Race Weekly—  
★The Omaha Guide

## Republicans!!

The primary this coming June 11 is election, as far as the United States Senator contest is concerned.

Senator Hugh Butler has made an excellent record. He has represented the people in the truest sense of the word. Agriculture, the service men and women, industry, labor, schools, the taxpayers—all have felt the benefit of his work in the halls of congress.

He has risen to the highest esteem of both Democrats and Republicans alike. He has been appointed to more of the important committees than has any other Nebraska senator in his first term.

Senator Butler is an honest-to-goodness Republican... standing steadfastly for the American way of life. He will lead the Republican party in Nebraska to certain victory next fall.

He is opposed for no reason except that another man wants his job. Senator Butler deserves a second term.

Be sure you are registered, and go to the polls and vote for him.

### For United States Senator

**HUGH BUTLER**

## 'The Peoples' Friend



R. C. PRICE

**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.

(Political Advertisement)

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