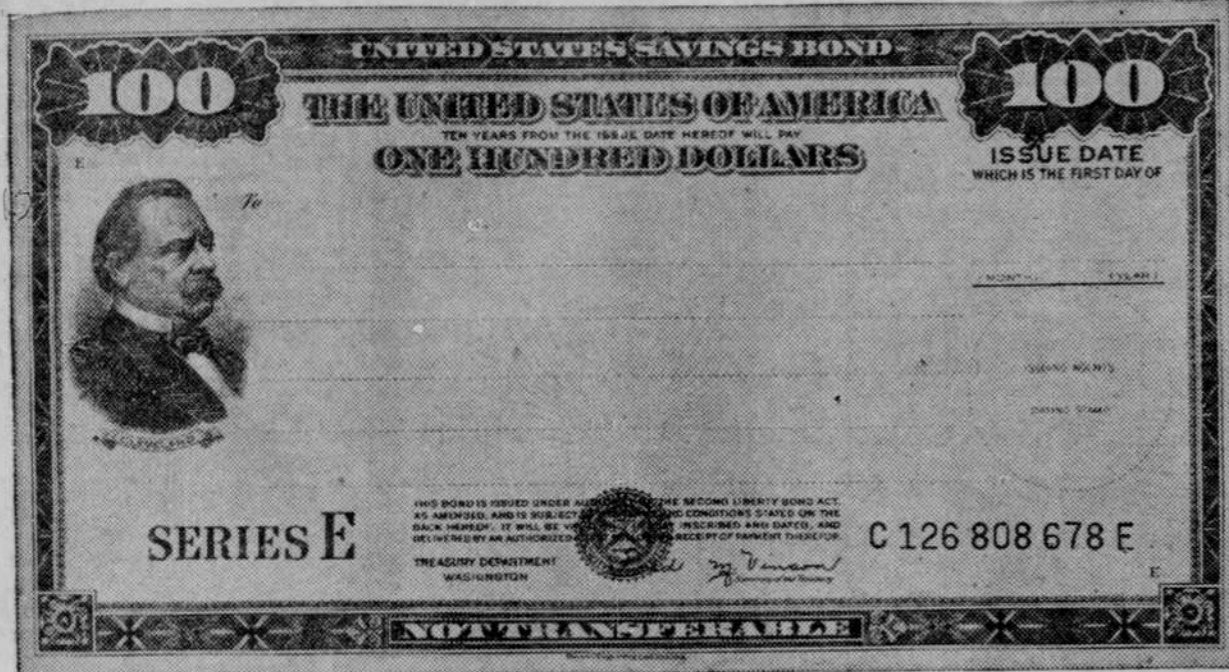


Now Back Your Future--Buy U.S. Savings Bonds!

This Page is Dedicated to the Presentation of The Democratic Way of life! Let's keep it So.—By George H. McDavis, Advertising Manager

Back Your Future With U. S. Savings Bonds



During wartime these bonds backed the victorious attack on the Axis. Now these same bonds, still being bought by millions of Americans at their place of work, at banks, post offices and other issuing points, continue to be the chief insurance for a better future for the family and the individual. General Dwight D. Eisenhower describing U. S. Savings Bonds says: "While obviously it is not my prerogative to tell our veterans how to conduct their lives after their release from the Army, nevertheless, my continuing interest in their welfare impels me to urge that they give serious consideration to the advantages offered by United States Savings Bonds."

—SPONSORED BY—

MICKLIN HOME IMPROVEMENT CO.
Complete Home Modernization Service—Free Estimates
1702 CUMING ST. JA-6500

Peacetime Job of U. S. Savings Bonds Pictured in New Poster



Here is the first postwar Treasury poster which will be displayed in more than one million public places from coast to coast to remind Americans who once backed the attack with war bonds that these same type of bonds continue to furnish the security fabric for the homes of the country. The slogan is now "Back Your Future" which can be translated by the individual in terms of better living and realization of ambitions when savings bonds mature in 10 years \$4 for every \$3 invested.

—SPONSORED BY—

Fuchs' Machinery & Supply
513 SOUTH 15th—AT. 7050

All-Makes Electric Company
HARDWARE & APPLIANCES

"VISIT OUR NEW STORE"

4040 HAMILTON Phone: WA-4668

SWARTZ Plumbing & Furnace SUPPLIES

Largest Stock in the City

LOWEST PRICES — PROMPT SERVICE

- Guttering & Spouting—Sold and Installed
- Complete Toilet Outfits
- Chrome Faucets—all kinds
- Everything in Plumbing
- Coal—Gas—Oil Furnaces Repaired & Installed
- Blowers
- Shower Cabinets Complete

—PLACE YOUR ORDER NOW!

"Let SWARTZ Furnace Your Home"

Swartz Furnace & Supply Co.
2415 Cuming St. AT 2835

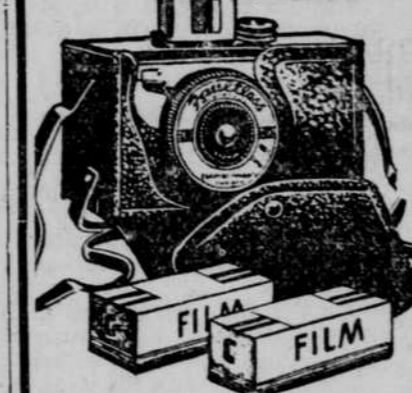
NEW CAR DISTRIBUTION POLICY

Eight of every Omaha men favor the new car distribution policy established by the Omaha New Car Dealers Association, according to a survey just completed in the city.

Of 300 men interviewed, said Ernst F. Lied, president of the Association, a bare 15 percent said that new cars should be sold on a first come, first served basis. The Omaha New Car Dealers Association's policy calls for new cars to go to those who have used cars to trade in, or those who do not have a car and have not sold their cars at exorbitant black market prices. About 25 percent of the supply is being set aside for veterans, law enforcement bodies and other essential users, such as doctors.

While we were quite surprised

FOR PICTURE TAKING PLEASURE



FAULTLESS CAMERA

Easy to load, easy to use. You will marvel at the beauty and lustre of detail in your snapshots. Built of strong durable plastic with direct sight and eye level finder. Takes both time and instantaneous exposure. Makes jumbo prints, 3 1/2 by 4 1/2.

COMPLETE WITH CASE, ONLY **498**

127 FILMS, 27c EACH
LIMIT 3 ROLLS
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Calandra CAMERA COMPANY
15th at Douglas Atlantic 4083
"The Camera Corner of Omaha"

BOWEN Appliance Co.
NOW OPEN AT OUR NEW LOCATION

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"Guaranteed Repair Service—Quality Workmanship—We Solicit Your Trade"
3024 LEAVENWORTH
Phone AT-2003

LOANS \$10 TO \$1,000

You can obtain a loan from us for almost any purpose and repay in small monthly payments. Salary loans on your signature only. We also make auto and furniture loans. We will gladly make you a small loan or a large one. Phone AT-2300, tell us what you need, then come in and pick up the money. Prompt Service.

COMMERCE LOAN COMPANY

1901 Farnam St. Ground Floor Corner.
Larry Flinn, Manager.

TABLE MODEL Radios

available for immediate delivery
HEAVY DUTY MOP STICKS **65c**

RAVITZ Tire & Supply Co.
1624 Capitol Ave.

that any at all should oppose giving special consideration to the needs of veterans, Mr. Lied declared. It was quite gratifying to learn that such an overwhelming majority of Omahans agree that our policy is fair.

It would be ideal, of course, if no distribution plan were necessary. But with the shortage—which will continue for some time—it becomes imperative to follow some systematic distribution program. He revealed that the Omaha plan has been copied by New Car Dealers elsewhere in the country.

MRS. HELEN N. WARD SUCCUMBS

Mrs. Helen Niece Ward, age 48, died at her residence 3108 Lindsay Avenue, Tuesday afternoon, June 18th. She had been a resident of Omaha 30 years. Mrs. Ward was a member of St. John's A.M.E. Church, The Happy Thought Club, Eureka Art Club, Nebraska State Federation of Colored Women's Clubs, Women's Legion Auxiliary of the American Legion Roosevelt Post No. 30, Northside YWCA. Mrs. Ward was devoted to her church, home and organizations and was an active faithful worker until her health failed. She is survived by her husband, Mr. Abner Ward, Omaha, three sisters, Mrs. Mattie J. Hill, Kansas City, Mo., Mrs. Georgie Preston, Arkansas City, Kansas, Mrs. Viola Jones, of Los Angeles, Calif., thirteen nephews, six nephews, two cousins and other relatives. The body lay in state at Thomas Funeral Home until Friday afternoon and was forwarded to Arkansas City, Kan. for services and burial.

Good Reading THE GREATER OMAHA GUIDE

Don't overload your electric circuits. When you build or modernize provide ADEQUATE WIRING.
NEBRASKA-IOWA ELECTRICAL COUNCIL

Deserving of Vote of Confidence

The Lion Products Manufacturing Company at 2417 North 24th Street, employs eight Colored men in various departments. A year ago when they were located at 21st and Leavenworth St., they did not have any Colored employed.

Mr. Brauch, manager, deserves a vote of confidence as one-fourth of his employees are Colored. Here is a list of the Colored personnel: Alfred Lloyd, Donald McGaugh, Henry Steen, R. A. Smith, Frank Wells, Willie Grenfield, James Crawford.

Brides and Bonds—a Great June Combination for a Better U.S.



United States Savings Bonds back the future of newlyweds but their power to build a better life for all women is self evident.

—SPONSORED BY—
Fehrs Tractor & Equipment Co.
1811 CUMING AT. 3127



Exactly two years ago today at 4:18 a.m.

Two years ago today the first American troops splashed up onto the beaches of Normandy—and the Allied invasion of Western Europe had begun. That great invasion could never have been launched, could never have succeeded, if the American people hadn't "backed the attack"—by buying millions upon millions of War Bonds. Today, praise God, the war is over. But it's still important for you to keep on buying Bonds. Because it's the easiest, safest, surest way you can back your own future. It's the best way to set aside money for rainy days, for building a home, for sending the kids to college, or for old age. These Bonds are now called U. S. Savings Bonds. But they're exactly like War Bonds. They're sold at the same places—banks, post offices, or at your place of employment. They're guaranteed by Uncle Sam personally. And in only 10 years, they'll pay you \$4 for every \$3 you put in! You bought 'em for your country—now buy 'em for yourself! Get every U. S. Savings Bond you can possibly afford!

NOW BACK YOUR FUTURE—BUY U.S. SAVINGS BONDS

—SPONSORED BY—

LION PRODUCTS Company, Ltd.
2417 N. 24th St. Omaha, Nebraska Mr. A. L. Brauch, Mgr. WE. 2600