

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

FERRIS SEED CO.
"Farmers Cash-A-way"
FIELD & GARDEN SEEDS CHICKENS
• POULTRY SUPPLIES & REMEDIES
• FARM SUPPLIES
5029 SOUTH 24TH MA. 6340

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

City-Wide Excavating

- Basements & Hauling
 - Grading—Dozer
 - Heavy Machinery Hauled
- FREE ESTIMATES—
—BOB & JOHN OLIVO—
WA. 2324

Radio Repairing
• GUARANTEED PARTS AND SERVICE
CAR RADIOS OUR SPECIALTY
—M. P. DiGiorgio—
4716 So. 24th MA. 2111

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

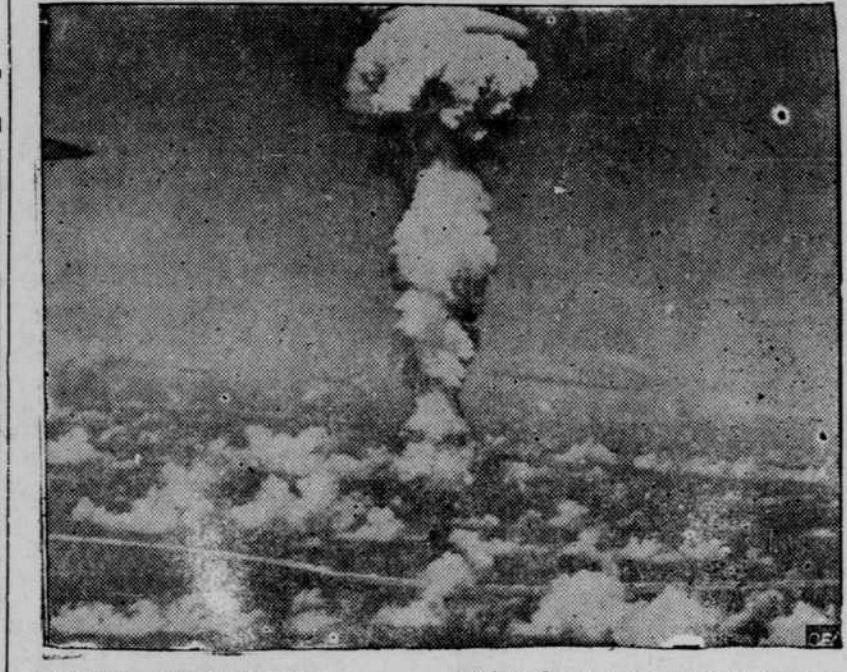
GENERAL REFRIGERATOR SALES & SERVICE
• COMPLETE LINE OF SHEET METAL & FURNACE REPAIRING
• Gibson Refrigerators, Duchess Washers
SERVICE ON ALL MAKES OF REFRIGERATORS, WASHERS, RADIOS
MA. 4311 2917 'Q' ST.

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

EXPERT-WATCH Repairing
—GUARANTEED WORK—
WATCHES, DIAMONDS, JEWELRY
L. T. HERDZINA, MGR.
4720 SOUTH 24TH MA-5050

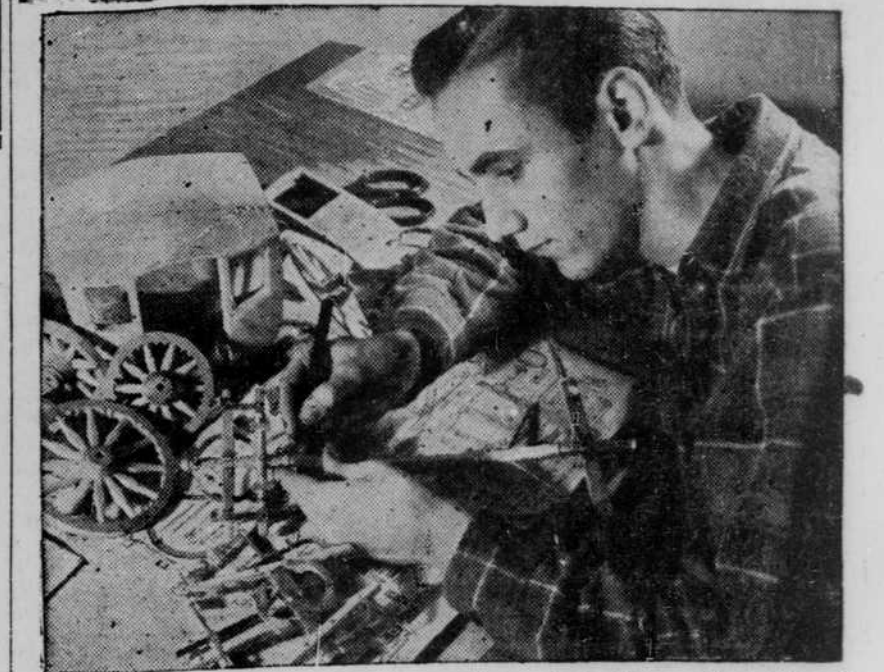
Hermansky's Pharmacy
Prescriptions Exactly Compounded
• FREE DELIVERY
We Appreciate Your Trade
EBONY'S ON SALE MONTHLY
2725 'Q' MA-0260

RELIABLE RADIO
SALES & SERVICE
2907 Q Street
★ RECORDS, ★ NEEDLES
★ PHONO-COMBINATIONS
(SERVICE IN HOMES IF POSSIBLE)



A-BOMB EXPLODES
BIKINI Soundphoto—This photo made by a pool photographer shows the atom bomb exploding over the guinea pig feet inoored in the lagoon at Bikini. The photographer was in a B-29 flying at a safe distance and altitude from the explosion. Note the shoreline of Bikini in the foreground.

Forgotten Inventor
THADDEUS 1796 - 1886 FAIRBANKS
IN 1830... HE INVENTED THE **PLATFORM SCALE**
—FIRST TIME WEIGHTS RECORDED ACCURATELY... A LANDMARK IN COMMERCE... NEW FAITH BETWEEN BUYER AND SELLER!
55 YEARS OF INVENTING SCALES OF ALL CAPACITIES... PUT TO WORLD-WIDE USE... BUILT THRIVING BUSINESS... LITTLE CHANGE IN BASIC DESIGN FOR OVER 100 YEARS!
FAIRBANKS INVENTED PLOW... WATER HEATER... OTHER DEVICES OBTAINED LAST PATENT ON HIS 90TH BIRTHDAY!
Inventions BUILD AMERICA!



BOY CRAFTSMAN TRIES FOR SCHOLARSHIP
Typical of the thousands of boy craftsmen throughout the country who are entered in the 1946 competition of the Fisher Body Craftsman's Guild is 13 year old Walter E. Roth Jr., of Detroit. Young Roth is shown at work on a trim Napoleonic coach model to compete for one of the eight university scholarships offered by the General Motors educational foundation for building model automobiles and coaches. His model is ready for painting and completion before the July 15 closing date of the \$75,000 competition. Winners will be announced at the Craftsman's Guild convention which opens August 19 at Detroit.

Joe Louis Signs Contract; Facts of All-American Drink Corp. Uncovered in Investigation

NEW SOFT DRINK TO BE NAMED AFTER JOE LOUIS
(BY DOLORES CALVIN)

NEW YORK CITY (CNS) Following a series of mysterious incidents, it was finally revealed this week that Joe Louis, Heavyweight Champ of the World, signed a contract June 21st, 1946 just two days after his fistic triumph over Billy Conn which will probably result in being the most profitable business dealing of his entire fighting career.

What kept the country agape in wonder of what the new contract specified and moreover, what it concerned, came to light when it was discovered that Joe Louis himself is giving full support to a new soft drink named in his honor, the Joe Louis Punch. Though negotiations have been in operation since last November, the final papers were signed by Joe just two days after he had kayoted the baling Billy.

But how did such an idea of a Joe Louis Punch get its initial beginning? What force kept behind that spark into making it a reality... all in the span of eight months?
That, too, took time to uncover. After learning that Joe Louis Punch was a product of the newly formed All-American Drink Corporation, a half million dollar project, we found the principals of the corporation busy behind closed doors of their offices at 55 West 42nd Street, New York City.

Patently waiting more information as secretaries buzzed the conference room. Soon, out came spokesman William B. Graham, who dove right into what we were waiting to hear.
"We got the idea some time ago," began the advertising executive, consultant and promotion expert. "One day several of the boys were at the office making up a prospectus for a national soft drink company. We couldn't help but notice in the survey the tremendous volume of soft drinks consumed by Americans and yet how few soft drink firms there actually are. We decided then to have one of our own. But what to name it? Another idea struck us. Joe Louis, being the hero of the day and a man of the people... why not christen our new drink Joe Louis Punch? We talked to Joe and he liked the idea. Then the hard work began. Setting up the All-American Drink Corporation, tasting formulas for just the right extract and suffering the headaches I guess, of all American businessmen.
"At the moment we are a half



WILLIAM B. GRAHAM, Advertising Executive, Consultant, and Promotion Expert of newly formed company.

million dollar corporation", Mr. Graham assured us, "and intend to increase capitalization in the near future. Our punch will hit the market October and we have great plans for its expansion. We first take it to Mexico, South America, Honolulu, Australia, Russia and Scandinavia, among other countries. We expect the sugar situation to be relieved by early Spring. Then we can hit other sections of Europe. Of course, America will be drinking it first," he smiled.
"The Punch itself," which they expect to pack a wallop, as does Joe will arrive in a bright 7 oz. bottle. The sparkling water and gingerale will come in quarts.
A careful promotion program is being planned on the punch to gear it for hitting the waiting market with a surety of those Louis knockouts. With Joe's help and cooperation, the All-American feels sure they will reach their peak in the near future of being among the first of the country's soft drink firms. Such a position would be well won for a product bearing the Louis name.
"You might say," added the Corp. executive as he lit a cigar, "that we want the public to feel that Joe Louis Punch is the people's drink just as Joe is the people's hero."



BAKINI ATOLL Joint Army Navy Task Force Photo, Soundphoto—One of the first photos received in the U. S. showing damage done to U.S. Nevada, bullseye of the Atomic bomb, reveals how the tremendous hammer blow damaged the old battleship's top hamper, stacks, radar gear, lookout platforms and secondary batteries. Yet the old ship absorbed the blow with hull undamaged.
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DEGNAN SUSPECT IN POLICE SHOWUP



Chicago, Ill.—His wrist securely manacled to the man on his right William Heirens, 17, Chicago's No. 1 suspect in the kidnap-killing of little Suzanne Degnan, is shown as he appeared in the police show up here last week. Evelyn Peterson, former army nurse of Independence, Iowa, appeared at the showup and tentatively identified Heirens as the man who brutally assaulted her during a burglary attempt in her south side apt. here last October. Police say Heirens' fingerprints match those found in the Peterson apartment.

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