

South Omaha Merchants' Buyers Guide

Omaha, Nebraska, Saturday, September 7, 1946

Page 2 * "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

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

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

FORBES FURNITURE CO
'EVERYTHING for the HOME'
"We Appreciate Your Trade"
5012 SOUTH 24TH STREET

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

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

fine Quality- Personalized PRINTING
JUST CALL HA-0800



PRAIRIE VIEW, TEXAS, MAY 1, 1946.—Members of the Prairie View University Red Cross College Unit found the child care portion of Home Nursing as interesting to their small "patient" as to themselves. The play pen and toys used for the demonstration were made by students at the University, first Negro higher education school to establish a Red Cross College Unit of membership.

NEIL SCOTT REPORTS ON ISAAC WOODARD BENEFIT

Neil Scott, executive director of the Isaac Woodard Benefit Committee, and president of Neil Scott and Associates, a public relations firm located at 400 Manhattan Ave. in New York City, makes the following statistical declaration on the funds raised at Lewisohn Stadium, Sunday, August 18th, at a benefit given in the behalf of Isaac Woodard, the blinded Negro veteran whose eyes were gouged out by South Carolina police.

The idea of the benefit at Lewisohn Stadium was originated by Neil Scott and his wife, Carol Brice who served as chairman of the Isaac Woodard Benefit Committee with Joe Louis as co-chairman and Mayor Wm. O'Dwyer as honorary chairman. The affair was under the complete direction of Neil Scott and was financed through the Amsterdam News Welfare Fund.

Because of the inclement weather the committee was unable to make use of Lewisohn Stadium, Friday, August 16th, which was granted by the City of New York Show. However, on Sunday night, August 18th, the Isaac Woodard Benefit Show began promptly at 8 pm. and ended at 12 pm.

The delay because of inclement weather necessitated additional expense for promotion, advertising and other particulars necessary to make the show a success on Sunday.

Accordingly, Neil Scott and Associates would like to submit as a partial report the following statistics which were submitted to him by the Amsterdam News Welfare Fund Business Department. Whenever subsequent data is received, Neil Scott should like to announce that he will immediately make such data available to the general public through the same channels throughout the community which he used in promoting the Isaac Woodard Benefit Show.

The show grossed \$23,180.08. 18,970 persons paid admission. Conservative estimates point to the fact that Woodard will receive at least \$10,000.

Of the 21,000 tickets printed, 17,476 were sold. 1,465 were returned and 2,034 are still out. There were only 25 complimentary tickets given out.

In addition, 1,494 tickets for standing room were sold at the stadium doors the night of the benefit. After that number had been sold, the police ordered the doors closed and would not permit entrance of any more of the crowd outside which has been variously estimated in the neighborhood of 10,000.

Twenty-two thousand, seven hundred and sixty-four dollars and 20 cents has been realized from ticket sales after the first count. In addition \$425.79 in donations has been received. Thus the gross income for the affair was \$23,180.08.

After the \$4,000 government tax is paid, expenses will amount to about \$10,580 on the first estimate although all bills have not yet been submitted. Balancing all known and unknown factors it is estimated \$10,000 may be left over

City-Wide Excavating
• Basements & Hauling
• Grading—Dozer
• Heavy Machinery Hauled
—FREE ESTIMATES—
—BOB & JOHN OLIVO—
WA. 2324
also
Radio Repairing
• GUARANTEED PARTS AND SERVICE
CAR RADIOS OUR SPECIALTY
—M. P. DiGiorgio—
4716 So. 24th MA. 2111

for Woodard. However, against the sum, the theatre authority has a 15 percent claim which could amount to approximately \$1500.

Some of the stars who appeared on the program were Willie Bryant and his Orchestra, Rex Ingram, Josh White, Phil Brito, Canada Lee, W. C. Handy, Hilda Vaughn, Edward Tyler, Peters Sisters, King Cole Trio The Acramanias, Cab Calloway and Orch., Peter Lind Hayes, Woodie Guthrie Betty Garrett, Jerry Yogan, Robert Alda, Gil Lamb, Miller Bros. and Lois, Slam Stewart Trio, Carl Brice, Brown Dots, Eddie Matthews, Ben Carter and Mantan 'Foreland Larry Winters and many others.

Training Officer



JOHN T. FIELDS
John T. Fields, recently appointed training officer at Veterans Administration guidance center, Fisk University. A native of Helena, Arkansas, he attended Colgate University and Tennessee A. and I State College, and is a World War II veteran.

TOLD HIS FATHER WHEN 6 YRS. OLD

He Wanted to Live in Omaha Nebr.

Mr. Tuggy Simpson said to his father in Mobile, Ala., when he was 6 years old he wanted to make Omaha, Nebr. his home some day. When he finished high school in Mobile for some reason he doesn't remember just why, he went to Chester, Pa., where he went to work for the Government as a student in welding and later was sent to Philadelphia in the Government ship yard there he became a teacher in welding. He met up with a misfortune while instructing one of his students. He removed his welding goggles to show his student how to use the welding machine. Unexpectedly the student's machine touched the rivet and a flash sprayed across Mr. Simpson's face and he became totally blind from this accident. He was sent to the Government hospital. There he recovered his sight. But in Pennsylvania where the air is damp his eyes gave him trouble so he was advised by the physician to seek a sunshine climate. Mr. Simpson said to his wife we shall go to Omaha, my wife's hometown. They came to Omaha and took residence at the 18th and Erskine Streets. Omaha's climate proved to be the cure for his vision trouble. But Mr. Simpson became homesick for the roaring of his welding machine so he took his wife to California; San Francisco. He was employed as a welder and in a few weeks his expert ability got him a berth as a foreman of the ship's welders by the superintendent. In his new position he was carried from one end of the ship to the other and from top to bottom with his crew. Mr. Simpson says now he can take a crew of men and build a ship. When the war was over and the ray of the machine began to subside, he moved to Oakland, Calif., across the bay. After spending a few months in Oakland, Calif., he decided to go back to Omaha, his boy hood wish. He came to Omaha, joined his wife and they became members of the Mt. Moriah Baptist church. Mr. Simpson said he has lived a good Christian life since he was 20 years old. After he decided to make Omaha his home, he purchased a duplex apt. at 2430 Grant St., where he now resides. Mr. Simpson has not been a spendthrift during the war days. He is now thinking of other investments in Real estate. If you have a bargain give him a ring, phone AT. 0691.

Negro Veterans Hold National Meeting



LITTLE ROCK, Ark.—Officers and leaders of the National Council of Negro Veterans, Inc., who stopped a busy executive session to pose for the camera, during their National Convention here last week. Standing in the front row are national officers of the Council and its auxiliary.

Tex Boddie Wins 10th Straight Fight



World Herald Photo—
TEX BODDIE, sensational Omaha Heavyweight, knocked out the highly touted Charlie Roth of Akron, Ohio, in the second round of a scheduled 10 round encounter at the City Auditorium, Monday night Sept. 2nd.

Just before the end of the opening round, Boddie shot a long, straight right which bounced off the Ohioan's chin.

Before Roth could catch his breath, another terrific right landed flush on his jaw.

He dropped to the canvass, utterly cold.

But timekeeper Clink Clair, the rascal, rang the gong as Referee Alex Fidler reached a count of 2.

The bell saved Roth, but not for long. They dragged him to his corner, got him back on his feet and sent him out wobbly for the second.

Boddie, calm and cool but no longer the cautious gent of previous fights, knew exactly what to do.

He drove home three solid rights and as Roth started to fall, he looped in a beautiful left hook.

Roth dropped with a thud—and was stretched out cold when the toll reached 10.

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The Week

By H. W. Smith

Mr. Carrol Reece, chairman of the National Republican Committee speaking at the annual Elks convention in Buffalo, N. Y. on August 27 said Negroes voting on the Democratic ticket in recent years have not been looking out for their own interests. They are yet a part of this country which at all times outlaws discrimination that is practiced in some parts of the US which the Republican Convention did not approve of at all.

Mrs. Marjorie Lee Walgreen of Chicago offered a farm to 18 refugees on August 28 that are awaiting the decision of the board of immigration at Miami, Fla. Mrs. Walgreen told a Chicago Tribune reporter what the paper was doing is to escape communism. She offered them ten acres of the 43 acre farm and lumber to build houses and one empty house where they can live until they get a good start.

A constable and dance hall owner in a crowded dance hall one mile from Jackson, Miss., exchanged shots and killed each other on August 28.

The front wheels of a steamroller ran over John Reas August 26. He was working with a construction company in Chattanooga, Tenn. A doctor reported he had four broken ribs after the examination he was sitting up in the hospital smoking a cigarette.

Shirley Danoski, age 16 and Edward Jennings, age 17 of Chicago, the girl charged with the theft of \$31 dollars from a wholesale grocery store where she was employed as cashier. She gave most of it to Shirley and was arrested on a conspiracy charge. Attorneys asked that both be given their liberty on \$10,000 bond August 28.

Charles Hazlett age 13 of Pittsburgh, Pa. was charged with the murder of his 12 year old pal whose skeleton was found in a Pittsburgh cellar on August 27.

The Delphian way Methodist Church of Mobile, Ala., through the class president was authorized to name a committee to halt shipments of supplies to members of the group of Serbians in the U. S. on August 27.

OMAHA COMMUNITY CHEST PUBLICITY BEING PLANNED

Under direction of the Omaha Advertising Club, preparations for the handling and placing of publicity and advertising for the Omaha Community Chest's annual campaign this fall for its thirty member agencies got under way August 28.

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THIS IS AMERICA

SON OF IMMIGRANT PARENTS GEORGE HORNEL VISITED AUSTIN, MINN., AS A WOOL BUYER FOR CHICAGO FIRM... LIKED THE COMMUNITY, RETURNED WITH \$500 BORROWED FROM HIS BOSS AND BOUGHT A MEAT MARKET WHICH HAD BEEN DAMAGED BY FIRE...

REBUILDING IT, SCRAPED TOGETHER A FEW MORE DOLLARS AND BOUGHT OLD CREAMERY BUILDING, CONVERTED IT INTO PACKING HOUSE... ICE PLANTS BEING ALMOST UNKNOWN, HE BUILT HIS OWN, STOCKED WITH BLOCKS CUT FROM THE FROZEN RIVER... POURED PROFITS BACK INTO BUSINESS. TODAY HIS PLANTS HAVE CAPACITY OF 5,000 HOGS DAILY—COMBARED WITH 110 A YEAR WHEN FIRST STARTED.