

# South Omaha Merchants Buyers Guide

Omaha, Nebraska, Saturday,  
September 14, 1946

Page 2 \* "THE GREATER OMAHA GUIDE" Continuous Publication for Nineteen Years



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(by George H. McDavis)

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## Boystown Open Football Season Against North Platte Squad

MANY NOTABLES PRESENT

The 1946 Nebraska prep football season will have a gala opening Friday at 8 pm, at Creighton stadium when Coach Skip Palrang's Boys Town high school eleven tangles with the North Platte high school Bulldogs coached by Roscoe Tolly. The game is being played under the sponsorship of the Omaha Junior Chamber of Commerce and is expected to draw a record attendance.

Boys Town is the defending 1945 co-state champions. Coach Skip Palrang has 14 lettermen on hand at Boys Town this year around which to build his aggregation. The West Dodge street boys are expected to put an all veteran 11 on the field at kick-off time for their opener with North Platte.

North Platte, likewise, is blessed with a large number of returning veterans and is aided by the return to the North Platte high school of Bob Easter, sensational triple threat star who would have been captain of the Wentworth Military School football eleven this fall, had he returned there to finish his high school education. Easter won all conference recognition at Wentworth last year and is expected to bolster the North Platte Bulldogs stock highly during the coming gridiron campaign.

North Platte will have a slight edge in weight over Boys Town in their Friday night encounter. The two lines are approximately evenly matched from a weight standpoint, but the Boys Town backfield will be outweighed six to eight pounds per man.

"We expect one of the largest prep turn-outs in the history of Omaha high school sport in the Boys Town-North Platte game," John Swanson, co-chairman of the Junior Chamber of Commerce in charge of the game said Thursday. Much interest in the game has been generated for this game in view of the rugged battle the two teams had last year at North Platte. North Platte fans have chartered a special train to bring a large group of North Platte football rooters to Omaha for the game. Included will be the seventy piece North Platte high school band that will perform at half time. The Boys Town band will strut their stuff at a pre-game ceremony at 7:45.

Among the notables who will be present at the game will be Mayor McFarland of North Platte, Mayor Leeman of Omaha, Bernie Masterson, Nebraska university football coach and members of his coaching staff, and Dr. Harry Burke, newly appointed superintendent of Omaha public schools.

Box offices at Creighton stadium will be open at 6:45 pm, and fans are urged to get their tickets early for the game. Admission will be the standard inter-city high school prices 80 cents for adults, and 40 cents for students with activity cards.

The probable starting line-ups are: Boys Town: Jake Williams, left end; Joe Ortega, left tackle; Walt Cunnell, left guard; Dick Puchinski, center; Marty Schmidt, right guard; Laverne Busch, right tackle; Harold Popp, right end; Tom Carodine quarterback; Jim Mitchell, left halfback; Jerry Howard, right halfback; and Leonard Kroll, fullback.

North Platte: Don Oakes, left end; Ronald Rose, left tackle; Duane Miller, left guard; Ken Taylor, center; Wendell Wingett, right guard; Gene Ellis, right tackle; Dick Hutchinson, right end; Bob Easter, quarterback; Jack Tillman, left halfback; Bob Flora, right halfback; and Bob Wilson, fullback.

In the Boys Town starting line-up are two colored lads, namely, Tom Carodine, quarterback and Jake Williams, left end.

## Support Pledged Consumer Medical Care Groups Drive

The Committee for the Nation's Health, spearheading the drive for national health insurance, has pledged itself today to fight for free development of consumer sponsored medical health service organizations. The pledge was made today in a message from Dr. Frothingham, National Chairman, to Dr. Michael Shadd, Temporary Chairman of the Cooperative Health Federation of America.

Dr. Frothingham's message also carried the Committee's endorsement of a resolution adopted by the National Conference on Cooperative Health Plans during its recent meeting at Two Harbors, Minn. approving the administration's plan for a system of national health insurance for America. It was at this conference that formation of the Federation was voted.

Support of the Committee also was pledged to the Conference's demand that there be majority of equal representation from organized consumer groups on the administrative and policy making bodies of the national health plan at all levels.

In his message Dr. Frothingham charged that "some of our states have handed over the health of their people to professional inter-

## "Classroom Is Place to Begin Fight Against Racial Intolerance," Says Picott

RICHMOND—Urges the teachers of Lancaster and Northumberland Counties, Va., to start immediately in their classrooms to fight racial intolerance, J. Rupert Picott, executive secretary, Virginia Association for Education, held that the schoolrooms can be made the bulwark of democracy in our America.

Mr. Picott who was addressing the Teachers Institute at Wisconsin church declared that the un-American treatment of Negroes in the South at the present time by the Ku Klux Klan and other fascist groups is a number one problem in the nation demanding the attention of every citizen. Insisting that America cannot

set itself up as a haven of freedom to the world while it practices lynching in Georgia, Mr. Picott maintained that the pathway to permanent postwar readjustment lies in the greater education of the masses of Americans, including the white people of the south.

Telling his teacher-hearers that the first step in a broad attack on the problem of discrimination and racial maladjustment can be taken by courageous and militant citizenship education in the school houses, the State Teachers Executive Secretary advocated more education for social living in our classrooms in 1946-47.

Mr. Picott traced the background of present day living and pointed out the tensions between Russia and the United States as indicative of the kind of teaching needed for the development of brotherhood at home and abroad if we are to avoid another armed conflict.

Mr. Picott pointed to the growing recognition by colored people of the strength which they can exert by being united as the beginning of the fight which racial groups must engage in to maintain their positions as citizens. Stating that the first phase of a comprehensive program for better social living lies in the presentation of suitable classroom materials about tolerance and the practice of democracy, Mr. Picott referred to the leadership now exercised by the state teachers professional organization as a hope of better social living.

Said Mr. Picott, a functional program of education is the only kind suitable for the challenge of these atomic days. Continuing, he declared that the more teaching of the '3 R's' or even of Latin has not and will not solve our problems of living. A realistic approach in our classrooms that will lead pupils to fight for local, national and for world democracy is the sort of school curriculum we need and want.

## Getting Details of Coast to Coast Brand Preference Study



Featured above are representatives of the nation's major trade publications who assembled at a special luncheon given by Interstate United Newspapers, Incorporated, at the Hotel Roosevelt in New York City, to hear from Mr. Edgar A. Steele of the Research Company of America, details of the Brand Preference Study which has just been launched, coast to coast. Reading left to right, in Picture No. 1 are Miss Clara Ligon, Secretary to Mr. Black of Interstate, Mr. David Kaplan of Drug Topics, Miss Barbara Way of Food Field Reporter, Mr. Edgar A. Steele of the Research Company of America, who is conducting the survey, Mr. William G. Eick, Sales Manager of Interstate, Picture No. 2, Mr. James Singleton of Sales Management, Mr. Mel Reed of Sales Management, Mr. Chandler Grannis of Publisher's Weekly, Mr. Raymond Peck, Vice President of Interstate, Miss M. Levatov, Business Manager of Interstate; Picture No. 3, Mr. Joseph Koehler of The Billboard, Mr. Nathan Kelsa of Printers Ink, Mr. Donald Eastman of Printers Ink, Picture No. 4, Mr. Fine of the

Research Company of America, Mr. Ralph Head of Progressive Grocers Magazine, Mr. M. Raffel of Advertising & Selling, Mr. Chase of Tide Magazine, Mr. Stewart of The New York Times, and Mr. Keselov of the Herald Tribune. Also present at the luncheon were Mr. George Biderman of Advertising Age and Mr. Joseph L. Woolton of Interstate. This is the largest group of trade publications ever to assemble to secure data on any project of interest to the Negro.

Picture below is part of the group of Negro workers who began the study in New York Monday morning, August 19th. In the picture, Mr. Steele of the Research Company of America is giving instructions to the interrogators, who are college students from various colleges and universities in and around New York. Simultaneous studies are being made in other cities throughout the country. Findings of the survey will be made available as soon as tabulations can be made.

All pictures by BILLY ROWE



ests by legislation authorizing them exclusively to administer group plans for medical care". He declared that such legislation places a temptation before otherwise sincere and able professional men to exploit this strange and undemocratic monopoly for personal gain at the expense of patients. He asserted that the temptation is dramatically documented by the high cost of such plans and the inadequacy of their coverage.

Dr. Frothingham emphasized the Committee's concurrence in that part of the Conference resolution which said that no state which restricts the free development of consumer sponsored medical service plans should be allowed to participate in any national health insurance plan.

Our system of national health insurance must guarantee the people full freedom of choice in the selection of physicians and hospitals. Members of the medical profession as individuals and groups must be guaranteed the right to accept or reject patients, said Dr. Frothingham. These guarantees can be given only by legislation

which protects the right of consumers to organize medical service plans of their own, and which also makes it possible for consumer groups to benefit from a national health insurance plan.

Dr. Frothingham congratulated the Conference on the decision to form the Cooperative Health Federation of America.

The Conference at Two Harbors was attended by 200 delegates, fraternal delegates and visitors, representing consumer cooperative medical care plans, farm, labor and other cooperating organizations.

The Committee for the Nation's Health, of which Dr. Frothingham is an eminent Boston physician and a Fellow of the American Medical Association, is national chairman, has headquarters in New York and offices in Washington. Among other nationally prominent members are Gerard Swope, retired industrialist; David Sarnoff of the Radio Corporation of America; President William Green of the A.F.L.; President Phillip Murray of the C.I.O.; A. W. Dent, president of Dillard University, New Orleans; and Dr. J. V. Lawrence of the Labor Health Institute, St. Louis.

order that no voter need be confused when he steps behind the curtain of the polling booth.

"First of all, it must be emphasized that the voter need vote only for those projects which he personally wants.

"Second, since there are 16 ballots pertaining to the Omaha improvement program each project must be voted upon separately. There's no such thing as voting a straight ticket where the project program is concerned.

There will be a separate ballot for each of the 14 projects, Mr. Agee pointed out. Two additional ballots concern the creation of special commissions to handle the more important projects.

The idea behind the setting up of these commissions, declared Mr. Agee, is to see that the urgent projects are taken out of the realm of politics and to have behind them a driving force to see that they are carried to completion as approved and recommended by the Mayor's city-wide planning committee.

The general chairman explained that one ballot puts up to the voter the creation of special commissions to carry out these four projects: Airports; auditoriums; recreation parks, playgrounds and sanitation.

Another ballot will propose the creation of an overall commission to be called the Omaha Improvement Commission. This body is to consist of 15 members who shall serve without pay during such time as may be necessary to carry to completion the recommendations of the Mayor's city-wide planning committee. Their duty is to supervise the whole job, to see that work is actively carried out as provided by the terms of the bond issue.

This board and the four special commissions are to be entirely non-partisan and non-political so that no change in the local political situation can affect the carrying out of the will of the people as indicated by their votes on the several bond issues, said Mr. Agee.

The importance of the November 5 election was emphasized by Mr. Agee, who pointed out that Omaha must either go forward or backward, that it cannot stand still. Omaha's vision is your decision, said Mr. Agee, quoting the slogan of the improvement campaign.

At the same time the general

chairman urged Omahans to vote as early as possible on November 5 in view of the large number of ballots which must be marked, not only in respect to the improvement program but on regular political issues.



By CARL HELM

NEW YORK—The thing a hometown man misses most in this biggest burg in the world is a real old hometown barber shop.

Here the tonsorial parlors, with their glaring white tile walls and fluorescent lights, their chromium trimmings and speckled floors, are about as warm and cheery as a hospital ward. The barbers are white-smocked like surgeons; you expect an appendectomy instead of a trim.

They're about as friendly and informal as a levee in Buckingham Palace. A butler-like flunkey nails you at the door, frisks you of your coat and hat, briskly brushes them off as if you'd brought contamination into the operating room, and hands you a ticket bearing your waiting number. (He repeats this rite in reverse as you leave, and it's a two-bit tip or he'll make you feel like a heel.)

Instead of a folksy "You're next!" you respond to your called number, and the barber immediately starts treating you like a charity patient from the other side of the tracks—if you don't order up, at once, a \$7.50 plus-tips job that includes a massage, violet-ray for your dandruff, a sun-tan lamp, shampoo and tonic, manicure and shine, when all you want is a shave. If you don't play the snob, they make you feel like a snob.

Personally I'm growing a beard, and getting a violin!

—Read YOUR Newspaper  
**THE OMAHA  
GUIDE**

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## 14 Improvement Projects Planned For Omaha, Nebr.

CITIZENS TO VOTE ON CHOICE  
NOVEMBER 5th

You can't make a silk purse out of a sow's ear and you can't develop a modern city without investment in the future.

This, in brief, was what E. F. (Gene) Agee, general chairman of the Mayor's city-wide planning committee, had to say today in respect to the election November 5 when Omahans will troop to the polls to vote on 14 projects designed to boost Omaha into the progressive city category.

The 13 projects deemed urgent include civic centers; public market; airports; river-rail terminal and river transportation; fire stations; police stations; grade crossings and viaducts; parking signals; auditorium; municipal garages; naval armory; and sanitation.

"There are two points I want to make clear," said Mr. Agee, "in