

# The Omaha Guide

A WEEKLY NEWSPAPER

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ONE YEAR ..... \$4.00  
SIX MONTHS ..... \$2.50  
THREE MONTHS ..... \$1.50  
ONE MONTH ..... 50c

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## Writers Column

**H. W. SMITH**  
Waiters at the Hill Hotel are topping the service at all times.  
Summer Clubs are trimming up for their opening which will be very soon.  
Blackstone Hotel waiters are on the up and go and improving at all times.  
Faxon Hotel Waiters are very much out in front on fine service.  
Fontenelle Hotel waiters are going good. Service with a smile.  
Omaha Club waiters with Capt. Earl Jones are always on the job taking very good care of the service.  
Regis Hotel and Whitmore Inn Waiters are in the front lines on the service.  
Waiters at the Key Club extend a very friendly greeting to all patrons and friends.  
Waiters at the Legion Club

quick step service all the time.  
Are you a member of the N.A.A.C.P. if not take out a membership at once.  
**THIS WEEK by H. W. Smith**  
F. C. Powers, President of Local 1123 Union, amalgamated Street Railways, Overland bus operators, announced on April 25th that strike had been called off.  
A. F. L. and C. I. O. has set the first of May to discuss Merger plans.  
Highway patrolmen were on the lookout for three Benson High School girls on April 25th.  
The National Coast Guard reported on April 25, that the Mississippi river would overflow between Keokuk, Iowa and Alton, Illinois in about six days.

## Sports

**Ward Triplett**  
Recreation Center No. 2, under the leadership of Mrs. Bernice Peebles, and Buddy McCrea, athletic director is once again fielding a softball team. This year's team is boosted by the return of former players back from the service. The team will take its old name the Rockets. The three yrs. these boys played together, the Rockets finished no lower than second place. Going to the City Finals one year and losing in the first round the next two to the teams which went on to win the championship. Three of the Rockets are still in the service, they are Don Jackson, catcher, Paul Goodwin, second base and Doc White, all city left fielder. The Rockets will be led again this year by John W. Goodwin, ace pitcher and utility player. The line-up is not settled yet. The candidates are Jesse Watson, Charles Grimes, Ward Triplett, Harley Floyd, Freddie Jordan, Freddie Gibson, Herb Carr, Emil Jordan, Jimmy Watson, Jimmy Shoulders, George King, Tom Dooley, Albert Beverly, James Turner and mascot Allan Jordan. The Rockets are seeking some sponsor for jerseys and caps.



**SLEEP**  
You don't appreciate how wonderful sleep is until you have had one or two wakeful nights. When occasionally nervous tension keeps you awake half the night, or when you are nervous, keyed up, jittery.

## MILES NERVINE

It has been making good for more than sixty years. CAUTION—use only as directed. Get Miles Nervine at your drug store. Effervescent tablets, 35c and 75c—Liquid, 25c and \$1.00. MILES LABORATORIES, Inc., Elkhart, Indiana.

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Large rooms with private bath  
\$2.00 Single—\$2.50 Double and up  
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WALTER W. SCOTT, Manager  
HOTEL THERESA  
7th Ave. at 125th St., New York City

## CROSSWORD PUZZLE

**ACROSS**  
1 Butt  
4 Massachusetts cape  
7 Game fish  
8 Sashes  
10 Armadillo  
11 Not won  
12 Likely  
14 Expression  
16 Ever  
17 Sheltered side  
18 Covering of the brain  
19 Lazoo  
20 Negro  
21 Burns, with water  
23 Department in Peru  
25 Beverage  
26 Horizontal piece over doorway  
29 Remain  
32 Unit of work  
33 Short sleep  
35 Dressed pelt  
36 Music note  
37 Six-sided polygons  
39 Scare away, as fowl  
41 A share  
42 Tuft of yellow feathers on the oo  
43 Shade trees  
44 God of pleasure (Egypt)  
45 Prosperity (L.)  
**DOWN**  
1 Relating to Arabia  
3 Right and proper  
4 To accumulate  
5 Hautboy  
6 Underworld god  
7 Proofreader's mark (Egypt)  
9 Decorous  
12 A size of coal  
13 God of pleasure (Egypt)  
15 Owms  
18 Terraces  
20 Perform Roman money  
24 Like bronze in color  
26 Permit  
27 People of Ireland  
28 Slack  
30 One's relatives  
31 Years (abbr.)  
34 Journal  
37 Cavity  
38 Strong wind  
40 Center of a wheel

## BUSINESS PLACES OF OUR GROUPS by H. W. Smith

We should at all times trade with our group. There are filling stations, grocery stores, tailor shops, news stands, drug stores, beauty parlors, shoe shining parlors, taverns, cafes and other places of business. And they are all pleased to say when you walk in, May I help you? This writer had the pleasure of an interview with Mrs. Higgins that operates the Novelty Store on 24th & Clark Streets and the very neat appearance of the store will attract anyone's careful attention. So trade with our group.  
(Continued from page 1)  
**OMAHA BOY WITH ADMIRAL BYRD**  
The Philippine Sea, under the command of Capt. D. S. Cornwell, USN, is the only aircraft carrier to have penetrated below the Antarctic Circle. Her mission with "Operation Highjump" was to carry Rear Admiral Byrd, technical commander of the expedition, and six transport planes, within easy flying distance of Little America. These DC3 transports became the largest planes ever launched from a carrier deck.  
During her six day sojourn at a 600 miles from Little America, the ship transferred 100 tons of cargo, 100,000 pieces of mail, and additional personnel to three ships, one from each group of Task Force

Returning veterans and young non-veteran workers are constantly asking themselves this question. What will my social and economic status be tomorrow and in ten or twenty years from now? The average worker of today who has not found a definite career whether he be young or veteran, is also pondering along these lines. The normal answer is, their status would be determined largely by the amount of energy, intelligence, action, and training they use and get.  
For those of unusual skills and abilities, there will always be job opportunities and good ones at that. The increasing tendency is to preclude race, religious and color barriers for the trained and skilled. Competition is growing keener for the middle level employment bracket and it will be getting harder to get jobs in the middle levels. Employment trends are not heavy in the field of industry and agriculture. There will always be numerous jobs in these fields but the increase is towards service professions. In the service industries, there is an unprecedented demand for competent and trained workers in stores, cafes, newspapers and magazines, radio, entertainment, medicine, dentistry, teachers and in the general field of education. One reason why careers in the above fields will be profitable is because a natural shortage was created when the war removed a whole generation of college technicians and professional people. It removed also a generation of skilled mechanics from the trained list.  
In the field of Science there will be big demands for at least two decades. This is equally true in the vocation of Law, Teaching, Medicine, and Business Administration. As for doctors, dentists, psychologists, psychiatrists, social workers and well trained teachers, the demand will be big for more than two decades. At this present time trained social workers in all categories are needed badly in all areas by private agencies, local governmental sub-divisions and departments on the federal government have caused Uncle Sam to be in the market for numerous social service workers. Like in the teaching profession however, one must be expertly trained or have years of experience before acceptance. Psychologists, especially clinical psychologists are solely in demand. Persons who have ability and an intelligent approach to various kinds of approach to various

## OMAHA URBAN LEAGUE

kinds of entertainment and who are skilled in athletics and recreation can easily get good jobs, especially those who fortify their abilities with training and can teach as well as participate.  
Another good employment field for a career that has been making strides is plant housekeeping. The plant housekeeper has to have men and women with a lot of brooms and mops, but it is changing fast to a science known as "Sanitizing". To become a Sanitizer one has to learn the skill. It calls for fewer people to do the work, but for those who learn, wages are good. The Sanitizer cleans factories, warehouses and private homes & large places. He knows the art of using cleaning materials and equipment. He knows sanitation and how to eliminate rats, roaches and other pests.  
Only a few years ago it was almost unheard of to find a Negro in one of the Nations large and pre-eminent universities but today they are teaching in twenty-five such institutions. Among them are New York University, Columbia, Minnesota, Wisconsin, Hunter, Harvard, Chicago U. Boston U., Illinois Tech, DePaul, Vasarsar, and others. It might be well for some youngster in Omaha who chooses the field of education to aim at one of these top notch places.  
Present trends show unusual progress for Negroes in Technical and professional occupations. Trends there are getting jobs after qualifying in such fields as Chemistry, Electronics; Engineering, Draftsman, Analysts, Mathematics Newspaper reporters, Personnel Activities, Investigators of various kinds, Artists Models, Radio Actors and many more new and lucrative fields of endeavor. The field of transportation is opening up in many places and it appears that the demand on the part of Negro citizens will cause this field to open up jobs to Negroes every where. In many places Negroes have been accepted in large numbers for street car conductors, motormen and bus drivers. Reports show Negroes are now getting top jobs in banks, insurance companies, utilities and telephone companies and in large department stores. Recent reports are encouraging these new job stratifications. Negro women by their qualifications are being accepted as receptionists, secretaries and information clerks in large office buildings. Negroes must not overlook fresh occupa-

tional opportunities that are more and more available in the building trades. Where they cannot become skilled through apprenticeship, acceptance in labor unions, they must seek these skills in trade schools; the kind that are large enough to give practice training as well as theory.  
Barriers in the building trade has a tendency to crack when the Negro presents himself as a finished product in such fields as Agricultural Engineering, Brick Masons, Building Construction Trades, Pre-fabrication and Forestry.  
Other good fields to consider for those who wish to prepare and for which the racial barriers will not hinder are industrial research, hotel Management, pharmacy, piano tuners, public health nursing and the rubber industry. There is an alarming shortage in the field of prepared ministry. THESE ARE DEFINITE TRENDS FOR NEGROES TO CONSIDER.

The Industrial Department of the Omaha Urban League has the following listings in the office: **FOR NEBRASKA**  
Visitor Salary Range \$130-\$170  
Case Worker No. 1 Salary Range \$140-\$180  
Case Worker No. 2 Salary Range \$160-\$210  
Case Worker No. 3 Salary Range \$180-\$230  
County Director No. 3 Salary Range \$170-\$230  
**FEDERAL GOVERNMENT**  
Stenographer & Typist \$1440; \$1954; \$2168 \$2394  
Student Dietitian \$1470  
Student Nurse \$752  
Laborer \$ .76 to \$ .83 per hr.  
Geologist \$2644 to \$3397  
Laboratory Mechanic \$1954 to \$3397

HAVE YOU EXPERIENCE OR TRAINING FOR WELFARE WORK?  
HAVE YOU SECRETARIAL QUALIFICATIONS?  
ARE YOU A TRADESMAN?  
ARE YOU A GARDENER OR A YARD WORKER?  
ARE YOU A VETERAN SEEKING TRAINING OR A JOB?  
WE WANT TO KNOW YOU! REGISTER WITH US AT THE

Continued from page 1)  
**NAACP ASKS CLEMENCY SENTENCED VET**  
ing the entire remaining portion of his sentence of confinement for life at hard labor and by permitting him to reenlist in the service so that he might obtain an honorable discharge.

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Now Is The Time To Get Your Shoes Rebuilt!  
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**MAYO'S BARBER SHOP**  
Ladies and Children's Work  
A Specialty  
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**Hard Coughing Spells Resulting From Colds**  
When your cold brings on a nasty troublesome cough, spend 45 cents at any drug store for a bottle of BUCKLEY'S CANADIOL MIXTURE—triple acting—to relieve coughing fast. BUCKLEY'S acts promptly to help loosen up thick, sticky phlegm—soothe irritated throat membranes and ease hard coughing spells. So try it the very next time a cold results in a wracking, stubborn cough. Find out for yourself just how good it is for coughs due to colds. Get BUCKLEY'S CANADIOL MIXTURE—made in the U.S.A.—TODAY—all drugists.

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DYNAMIC TALE OF A FIGHT FOR LOVE  
TED YATES PUBLICATIONS

Song and Dance in Fiesta Time  
**CARNIVAL IN COSTA RICA**  
in TECHNICOLOR  
Music by Ernesto Lecuona  
STARRING  
**DICK HAYMES · VERA ELLEN**  
**CESAR ROMERO · CELESTE HOLM**  
Directed by GREGORY RATOFF Produced by WILLIAM A. BACHER  
20  
Columbia Pictures

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No need to let gray, drab hair make you unattractive. Hollywood stars have paved the way... shown that hair coloring is as important a cosmetic as rouge, lipstick, etc. Your friends will approve when you give your hair rich, natural-looking color and beauty with Lariouse.

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To give your hair new, rich, natural-looking color (black, brown, blonde) start using Godefroy's Lariouse Hair Coloring NOW... acts quickly—goes on evenly, easily—won't rub off or wash out—unaffected by heat—permits permanents and stylish hairdos... known and used for over 50 years. Your dealer will give you money back if you're not 100% satisfied.  
Have an easy, professional application at your favorite beauty shop or buy Lariouse at any cosmetic department or drugstore.  
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Featuring AN INTRODUCTORY OFFERING—  
A Series of Three Scalp Treatments  
Mrs. Rose Lucky Johnson formerly operated a Beauty Salon at 2408 Erskine Street  
OPERATORS:  
MRS. REBECCA EVANS,  
MRS. EDNA McDONALD,  
MRS. ROSE LUCKY JOHNSON, Prop.

**IS THERE SUCH A THING AS PERFECT WOMANHOOD?**  
"No"—claim medical authorities, who ought to know! Nature has so constructed and physically endowed woman that in many cases she's apt to suffer certain distressing symptoms during her life. For instance, when she enters womanhood—or during the menopause, the period when fertility ebbs away.  
Now if on certain days of the month—female functional monthly disturbances are causing you to suffer from pain, nervous distress and feel so tired, cranky, you snap at your children and husband—then do try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. It's famous for this purpose.  
Made ESPECIALLY For Girls and Women  
Pinkham's Compound does more than relieve such monthly pain. It also relieves accompanying nervous tension, irritability and distressing feelings—when due to this cause. Taken regularly throughout the month—this great medicine helps build up resistance against such distress. A thing any sensible woman should want to do!  
Lydia Pinkham's Compound is also very effective to relieve hot flashes and those funny, embarrassing feelings during the years 35 to 52—when due to the functional "middle-age" period peculiar to women.  
Pinkham's Compound is worth trying!  
**Lydia E. Pinkham's VEGETABLE COMPOUND**

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