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"To Sell It, ADVERTISE"

THE OMAHA GUIDE, SATURDAY, JULY 5, 1947

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SHOWN THROUGH EIK'S
OLD PEOPLES HOME

Mr. Herbert Mayberry took Mr. Mason Devereaux Sr. and Mr. Mason Devereaux Jr. through the recently purchased Elks Lodge's Old Peoples Home Sunday afternoon, June 29.

Both men expressed their pleasure over the progress that has been made and that is continuing to be made in putting the Home in shape. It is hoped by Mr. Mayberry that by this fall the renovating of this Home will be completed, so that they might have its dedication.

The remarkable job done so far is a definite indication, as expressed by both men, that the Home will be ready for public inspection in the fall.

THE DECLARATION OF INDEPENDENCE—SOME THING TO LIVE BY

THE COMMON DEFENSE

Some Americans have forgotten what the Declaration of Independence says and what it means. Some of them think that the only people in America who have any rights are the people of their own religion—or their own race—their own nationality—or their own class. They stir up prejudice against Americans whose race or religion differs from their own—keep them from getting a good education—keep them from working at jobs they can do. This is not what the Declaration says. This is not what it means.

Just the same, most Americans do remember that the Declaration of Independence says and they are fighting every day to make America live by its truths.

"That all men are created equal." All men. That's what the Declaration says—"all men are created equal." They all have the same kind of life—the same soul—created by the same God and Father of all. They all belong to the same human creation. Not one of them anywhere belongs to the animal creation—or the vegetable—or the mineral. They are all equal in what makes them men. They must be so regarded.

"That they are endowed by their Creator with certain inalienable rights"—rights that belong to all men in the same way that their arms and legs do—even to them by God as their arms and legs are not given to them by the State. Rights which they must have to fulfill their duties and to develop their talents. The right to speak, print, worship, work assemble and marry and educate their children, which belong to them equally—the Protestants, Catholics, Jews, whites, Negroes—to all men. That's what the Declaration of Independence says. We must respect human rights.

"That to secure these rights, governments are instituted among men deriving their just powers from the consent of the governed." The Government has a part to play. It's to see that men—not some men, but all men—have the opportunity to enjoy their freedom and their rights. Government's part is to serve the people from

1st place Winners At Denver Colo.



The Elks Lodge No. 92 Majorettes Bugle Corp under the Supervision of Mrs. Marie Parker and Major Underwood Won First Prize in the Sr. division at Denver, Colo. Sunday June 29th.

They Competed against Waterloo, St. Louis, Denver Colorado Springs and many other well known Drum Corps.

PLAYGROUNDS RECREATION

Playgrounds and recreational facilities are the "invisible educational system of a city", President Rowland Haynes of Omaha University said Friday.

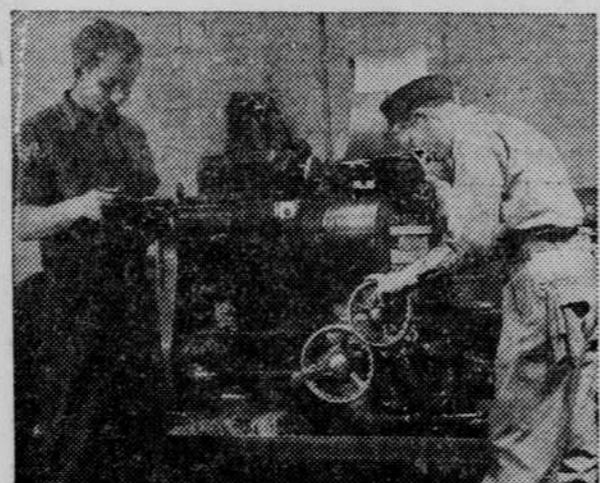
He spoke at a farewell tea given at the YWCA for Mrs. Ruth Wiles who is resigning as executive secretary of the Group Work Division of the Community Welfare Council. She will be associated with the Grace Community Center, Chicago.

whom it gets its authority to rule. The Declaration of Independence says that, too.

We want the world to know it. We want every nation to know that America is a country which lives by these truths. For it's important that America should be that kind of country. Because today—on this July 4, 1947—much of mankind is not free. They look to America. Dare we fail them?

From seven workers to 250, from an annual volume of \$80,000 to an annual volume of \$3,000,000—that's the record of the Cyclohm Motor Corporation, Long Island City, N. Y., according to figures just released. Even before the Federal Committee on Fair Employment Practices was launched—six years ago this month—Charles Wohlstetter, Cyclohm's energetic president, was producing war materials, with men and women of different races, creeds and ancestries working together in perfect harmony. Today, his plant is converted to peacetime use, turning out generators and radio equipment; but his employment policy remains the same.

Employees born in ten foreign countries work alongside old line Americans. White and Negro; Catholic, Protestant and Jewish; native-born and foreign-born—if they have skills the plant can use, they're hired. It's the job they do that counts. Cyclohm wouldn't do business any other way.



Steven Bezgamluk (left) and Max Greenberg machining and plates for generators.



From left to right: George Mykulak, Alice McCann and Ruby Pryor assembling equipment for Cyclohm light plants.



Leonard Baljay (left) and Laura Moore (right) testing generator parts while Joseph Plass, chief inspector, looks on.

THE LITTLE DINER

Messrs. Calvin and Earl Frazier have recently remodeled and modernized the Little Diner Cafe, 2314 North 24 st. They took over the Little Diner on Feb. 21, 1947.

They have installed new booths and a streamlined counter; they have placed coin boxes on the counter to make it easier for the customers to play the music box. The color scheme of the inside of the Diner is sky blue with white trimmings. The booths are ivory.

The Frazier brothers operated a cafe in Chicago called the Frazier Brothers Cafe under the direction of their brother, Oliver Frazier. Before taking charge of the Little Diner Cafe, the Frazier brothers operated the Frazier Brothers Cafe in South Omaha.

Calvin Frazier, one of the operators of the Little Diner recently returned from three years in the Marine Corp, where he served in the Pacific Theater of War and Iwo Jima.

The Williams brothers were the decorators. The Frazier brothers wish all of their friends to come in and see their newly decorated cafe.

MAYO'S BARBER SHOP MODERNIZES

Mr. C. B. Mayo, long time resident of Omaha, who has been in the barbering business for the past 15 years has modernized his shop. He is located at 2416 Lake st. He has installed new chairs and fixtures throughout the shop. Mr. Mayo would like to have all of his friends drop in at any time.

UNITED NEGRO COLLEGE FUND, INC.

NEW YORK—A total of \$300,000 was distributed among the 33 member colleges of the United Negro College Fund June 25 in the first allocation of proceeds of the 1947 campaign.

Proceeds are distributed to the colleges on the basis of a formula unanimously approved by the presidents of the member institutions. Subsequent distributions will be made in October and in January, 1948 at the conclusion of this year's campaign, W. J. Trent, Jr., executive director of the Fund, said in making the announcement.

Authorized by the Fund's Executive Committee at its June 20 meeting at Capahosic, Va., the first distribution was made at the present time to help member colleges close the current fiscal year without a deficit.

The Fund campaign is still under way in many of the major cities. Mr. Trent pointed out.

VISITOR

Mrs. Bell Gilliam of Tulsa, Okla., sister of Dr. Wesley Jones, visiting him for few days. Dr. and Mrs. W. Jones reside at Mrs. Gilliam's home. Mrs. Gilliam has received many courtesies while visiting in the city of Omaha from the friends of Dr. Jones and his wife.

Continues Record



HOLLYWOOD, June 23

Following quickly on the heels of her first Capitol Record, the unique vocal stylist Nellie Lucher is rapidly becoming a national singing sensation.

Featuring a style which evolved from a variety of musical experience, Nellie presents unusual arrangements which highlight a sparkling personality—one expressed equally as well in jazz and ballads through her amazing, contralto voice.

At the time of her first Capitol Record release, Nellie was appearing in the swank Bocage in Hollywood. From that engagement she

is going into a series of top flight club spots throughout the west.

Sometimes called "the female Nat Cole," this new star with a sizzling style is a native of Lake Charles, La. Her musical experience ranges from playing organ music in church to appearances as feature singer and pianist in night clubs.

On her first record, Nellie plays piano and sings "Hurry On Down" and "The Lady's In Love With You". This record, on Capitol's new Americana label, began attracting national attention shortly after its June 9 release.

SALES DEPARTMENT GIVEN \$2,000 FOR REMODELING

The Associated Retailers of Omaha have recently announced the appropriation of two thousand dollars for the purpose of remodeling the Retail Sales Unit at Tech.

Work on this project will start as soon as school is out in the spring and will continue through part of the summer. The construction on the laboratory, will consist mainly of the installation of modern fixtures and the general modernizing of the room.

The improved Retail Sales Unit, Room 273, will be ready for use next fall when starts and an open house will be held at that time.

According to Miss Gladys Peter, the first time since the school

was built, 27 years ago, that any improvements have made on the room.

Mrs. Rae Williams, who pioneered here in the field of Retail Selling in the secondary schools almost a quarter of a century ago, started the sales department here at Tech.

"Earn while you learn" is the plan used by the retail sales department. By handling real merchandise in our school store, students learn salesmanship writing of advertisements, arranging displays, making change, writing sales checks, and wrapping merchandise. Juniors and seniors spend every afternoon under supervision in down town stores at the prevailing beginners' wage. Future permanent employment is assured through satisfactory experience.

"TUT, TUT, NOTHING BUT BUTTER-NUT BREAD"

THEY GO ON THE RED LIGHT



Members of the 555th Parachute Infantry Battalion at Fort Bragg, North Carolina are among the best trained, best disciplined and hardest men in the Army. All volunteer airborne soldiers they are shown (1) lined up in front of a Troop Carrier C-82 (flying boxcar) for a final briefing and checking of equipment before taking off for a practice jump. (2) On command the men board the plane and (3) sit in single rows, twenty on each side of the giant pulls himself to his feet, carefully snaps the Static Line Fastener to the cable directly over his head. For the final time each man glances over the equipment of the buddy next to him and gives him a reassuring tap on the shoulder. The little green light between the rear door of the plane which has been staring at them disappears and a red light accompanied by a harsh buzzing is their signal. (5) They are over the "Drop Zone," then it's a one way ride, for landing weapons dropped in equipment bundles, form into their respective combat formations and prepare to carry out their assignment. Signal Corps Photos, War Department Public Information Division.