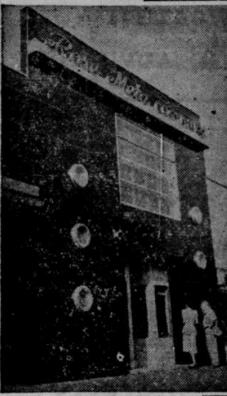
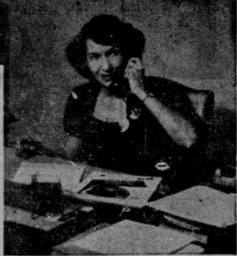


Two girls plus an idea — proof that dreams do come true.



Olivia Clarke (top) and Rose Morgan started on a shoestring; now they direct a nation-wide business from Joe Louis' former bistro.



## Two Women Operate and Own Large Negro Business

It took just three short years for two women with an idea and a dose of determination to turn a dilapidated brownstone building into a business serving 60,000 customers a year—the biggest business of its kind in the Negro world.

The women are Olivia Clarke and Rose Morgan. There is a tale that reads like it might have come from a story-book, a story that proves that opportunity is what you make it.

Mrs. Clarke, a native of Virginia, studied biology and physical education at Virginia State, then earned a Master's Degree from New York University. She taught school until the war came along, then served three years with the USO. Afterwards she met Miss Morgan, who had had long experience as a beautician and had operated shops in Chicago and New York.

Together the two did some thinking. Why, they reasoned, shouldn't cosmetics be blended especially for the woman with color? And since beauty is more than deep, why couldn't the individual take advantage of the beauty that comes from a healthy body?

So they laid plans for a House of Beauty that would combine body care with a specially blended line of cosmetics—cosmetics they carefully harmonized with skin shades by working on a porcelain topped kitchen table, using a putty knife as a mixing tool.

Once they had worked out their idea and had samples made to serve as a guide for later manufacturing, the rest of their success story was a simple four-letter word—work.

Their capital was slim, and because they could get it cheaply, they rented a Harlem brownstone which had stood vacant for years. There was no electrical wiring, no plumbing and no central heating. Vandals had broken windows, battered plaster walls, and built fires in the place. There were huge holes where floorboards had been ripped up and you could look from the fifth floor right down into the basement.

The landlord was skeptical when they told him they could fix up the house. It was during the war and materials were scarce. But by plugging away night and day, trudging miles to find things they needed and workmen to do the job, they accomplished what they set out to do. And in 1944, their

House of Beauty opened its doors. Today an average of 200 women a day fill appointments. To serve them requires a staff of nearly fifty skilled persons—jobs created by two women with an idea. And the clientele includes such stars as Lena Horne, Katherine Dunham, Ann Brown, Bruce and Ann Cornell.

Mrs. Clarke and Miss Morgan are now launching a new venture. Surveys show that Negro women spend nearly \$300,000,000 a year on cosmetics, with most of it going for brands prepared for white skins. They have established an organization to distribute to this market the specially-blended complete line of cosmetics which they have pioneered.

They plan to distribute it through chain stores, department stores, and independent retail outlets where brands Negro women now use are sold. And they plan to tell the public about it through an extensive advertising campaign in Negro newspapers.

For office space they've rented the building where Joe Louis had a swank apartment and an ill-fated restaurant at 9 West 125th st. Their fast-growing staff already numbers 15.

Rose Morgan Olivia Clarke have come a long way in three years. But they proved again that success can come to a person with a sound idea and plenty of determination.

## Savings Bond Sales Steadily Increasing in Nebraska Area

Nebraska Citizens invested \$9,763,713 in U. S. Savings Bonds during the month of July, it was announced today by Leland R. Hall, Director for Nebraska of the Treasury U. S. Savings Bonds Division.

July sales were \$136,606 less than June's total of \$6,150,777—a decrease of 2.25% from June's "E" Bond purchases.

During the first seven months of 1947, Nebraskans invested \$22,600,000 more in "E" Bonds than they did last year.

"With the wheat harvest practically completed, increased sales of government bonds from wheat check money during August and September should be a logical result," Hall said.

(Fill in from County figures enclosed.) Residents of Douglas County invested a total of \$1,948,825.61 in Series E, F, and G Bonds during the month of July.

"The fact that so many residents of Douglas County have continued to invest regularly in U. S. Savings Bonds indicates that people in this county will have a good reserve at some future time when people find themselves with decreasing incomes due to falling farm prices or unfavorable crop conditions," Hall stated.

Say you saw it advertised in The Omaha Guide

## To Help Administer The Taft-Hartley Labor Law



WASHINGTON, D. C.—(Soundphoto)—Three new members of the National Labor Relations Board, recently appointed to help administer the Taft-Hartley Labor Law, are sworn in by Judge Geo. D. Neilson of the D. C. Municipal Court. Left to right: NLRB members J. Copeland Gray, Abe Murdock, NLRB General Counsel Robert N. Denham and Judge Neilson officiating.

## Appointment of W. O. Swanson Announced

Mr. W. O. Swanson, President of The Nebraska Society for Crippled Children, announced today that Miss Lila Scott, registered physical therapy technician, now at the Medical Security Clinic in Seattle, Washington has been employed by that Society. Miss Scott will devote full time to the treatment of cerebral palsied children brought to the clinics of Nebraska and Creighton University both in Omaha. Said Dr. John Thomas of Omaha, Chairman of the Society's Cerebral Palsy Committee, "These clinics will be open to children from all over Nebraska and each clinic will be staffed by specialists in the fields of Pediatrics, Orthopedics and Neurology." He went on to say that Miss Scott has had nineteen years of experience as a physiotherapist in various localities, including three years in the U. S. Army overseas. Said Dr. Thomas, "After considering the qualifications of a number of physiotherapists, we found that Miss Scott was the best qualified we could secure for our cerebral palsy program."

Any parents of cerebral palsy children, wishing information on the service available should write The Nebraska Society for Crippled Children in Omaha.

## TWO RULES TO OBSERVE TO PREVENT FOREST FIRES

Because of the particularly dry winter and spring season and the great amount of natural resources in forest and woodland in California, Oregon, Washington, Arizona, Nevada, Montana and Utah, a grave fire hazard faces the Pacific Coast region.

More than 175,000 forest fires every year in the United States consume 25,000,000 acres of valuable timber and watershed—an area as large as Virginia. This direct loss to natural resources amounts to over \$36,000,000.

Most forest and brush fires are preventable. A survey made for President Truman's Conference on Fire Prevention held in Washington last May showed that almost all fires in forests start because of careless smokers and improperly handled campfires.

Observance of two main rules would help prevent a large proportion of fires:

1. Don't build campfires except in designated campground areas. Make sure you put out your campfire before leaving it.
2. Don't smoke in forest areas. Don't throw cigarets from your automobile.

## Press Questions Gen. Roosevelt



NEW YORK—(Soundphoto)—Elliott Roosevelt, center, son of the late President, is pictured as he was interviewed by members of the press upon arrival at La Guardia Airport. He flew from Boston, spent the week-end at Hyde Park and then flew to Washington where he appeared at the Senate War Investigating Committee hearings. Accused of receiving favors from John Meyer, public relations man for plane builder Howard Hughes, Roosevelt admitted to the committee that he may have "inadvertently" violated an order by Gen. H. H. Arnold, war time army air forces chief, forbidding air force officers to accept favors from war contractors.

## The Veteran Asks...

Q. I am a World War I veteran and was married in June, 1945. Is my wife entitled to receive a pension when I die?

A. A widow of a World War I veteran is entitled to receive a pension if she was married to the veteran before Dec. 14, 1914, or for 10 or more years. Consequently your wife would not be eligible for pension if you died less than 10 years after your marriage.

Q. I have a blue discharge from the army. Am I entitled to any benefits under the G. I. Bill?

A. If you have other than an honorable discharge, you may request the Veterans Administration to review the circumstances under which it was issued. If it is found that your discharge was issued under conditions other than discharge you will be eligible for benefits under the G. I. Bill. Visit your nearest VA office for further information.

Q. I am drawing retirement pay at present. Can I receive subsistence allowance while going to school under the G. I. Bill?

A. You are entitled to draw retirement pay and still receive the full amount of subsistence allowance while in school or training. Retirement pay is not considered income from productive labor and therefore, is not to be included by the veteran in his estimate of earnings filed with the Veterans Administration.

Q. Can the beneficiary or the family of a veteran make premium payments on his National Service Life Insurance if the veteran doesn't care to do so?

A. Yes, but the insured veteran has the right to change his beneficiary or beneficiaries at any time without consulting with or obtaining the approval of anyone. If his insurance is a permanent NSLI policy an has been in effect one year, he may also surrender the policy for cash at any time.

Q. Is it true that National Service Life Insurance pays the insured veteran \$5 per month for each \$1000 of insurance in force while he is totally disabled?

A. If the veteran pays the necessary EXTRA premium, he will be paid \$5 per month for each \$1000 of insurance in force, after he has been totally disabled for six consecutive months. Application for the total disability income provision may be made at the time application is made for NSLI, or at any time thereafter while the insurance is in force under premium-paying conditions.

Q. I own a farm which was

operated by my brother and sister while I was in the army. Taxes piled up while I was gone, and I don't have enough money to pay them. Will I be permitted to borrow money under the G. I. loan plan to pay the taxes?

A. Yes, you may get either a farm loan or a home loan and use the money to pay off the delinquent taxes on your property. Veterans owning delinquent taxes on town or city property also may obtain G. I. loans for this purpose.

## Collapsing Town



WELCH, W. VA.—(Soundphoto)—Imogene Thompson, left, and Opal Sutherland brave a stroll on the buckled pavements of Welch as sections of the town's streets started sinking due to a mysterious shifting of the earth. While the town's 6,000 inhabitants were fearful that their homes may be destroyed, huge cracks appeared in several large buildings. Authorities believe that an underground river is causing the earth movement. Another theory is that coal mining has weakened the city's foundations.

## U. S. FIRE LOSSES SETTING NEW RECORD

Fire losses in the United States have reached the staggering total of \$369,276,000 for the first six months of 1947, according to estimates of the National Board of Fire Underwriters.

This loss was the result of thousands of fires in all parts of the country, and does not include the major portion of the Texas City destruction, as it will be several months before the bulk of the Texas City loss can be adjusted.

The greatest fire loss in any one month in recent U. S. history was recorded during the first five months of this year. This was in March, when losses reached the unprecedented peak of \$72,435,000.

Losses for the first six months were 24.2 per cent higher than for the same 6-month period last year, when they totalled \$297,300,000.

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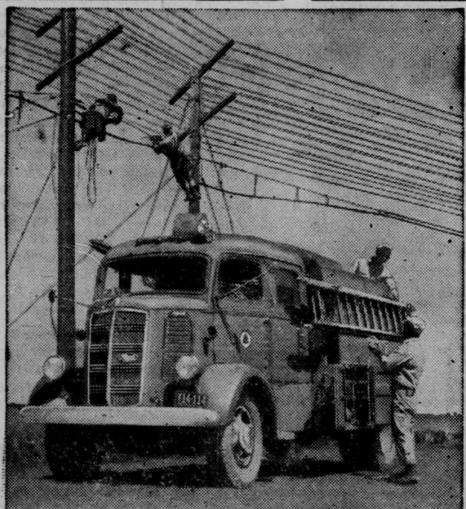
To give your hair new, rich, natural looking color (black, brown, blonde) start using Godefroy's Lariouse Hair Coloring NOW... acts quickly—sets on evenly, easily—won't rub off or wash out—unaffected by heat—permits permanents and stylish hairdos... known and used for over 50 years. Your dealer will give your money back if you're not 100% satisfied.

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The cost? Nearly a million dollars is invested in these 250 trucks—only a part of the total for motor equipment. In addition, there are 1,400 other light trucks and cars required to provide you service.

Constant research, precision equipment, skilled workers, far-sighted planning—all to bring you the best telephone service in the world at the lowest cost.

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IN EVERY PROMINENT NATIONAL BAPTIST CHURCH THE NAME OF THIS GREAT AMERICAN WILL LIVE FOR ALL TIME!!

**REV. HARVEY JOHNSON**  
GREAT BAPTIST LEADER OF MARYLAND