

BREEZY



JIM STEELE



Admiral
Leads the way to
LOWER PRICES
Model "41"
\$69.95
EASY TERMS
PROMPT DELIVERY

New 6-Tube Automatic Radio-Phonograph with MIRACLE tone arm
A new thrill in record listening, made possible by Admiral's Miracle Tone Arm. Uses no coil, no crystal, no filament, no special tube. Even your oldest records come to life with vivid brilliance unmarred by needle scratch, "talk-back," or other disturbing surface noise.

- Automatically changes records in 3 1/2 seconds
- New, improved changer plays up to 12 records
- 6-tube Admiral perfected superhet radio
- Automatic bass compensation for tone balance
- Stunning cabinet with French Gold grille



Bust and Bustle Era
Fashion dictators are prescribing abundant use of jewelry to complement the "bust and bustle" fashions currently in vogue. In keeping with elegance of the new gowns, jewelers are creating lavish, delicate pieces using the sister metals, palladium and platinum.

Best Selling Items
More than 50 per cent of all canned fruits, vegetables and juices sold in the last few years come in the No. 2 can. That's the 20 ounce container with approximately 2 1/2 cup content.

Synthetic Rubber Alloy
Alloyed with certain plastics, synthetic rubber will be used in great quantities in the future. They form a tough, resilient floor tile which is unaffected by oils and grease.

Your Fire Loss
Direct losses by fire in 1947 soared to an unprecedented 700 million dollars, or 23 per cent higher than in 1946. This fire loss, if apportioned equally among America's 60 million jobholders, would cost each wage-earner \$11.66.

Floating Fruit
Fruit may float in jars because the pack is too loose or the syrup too heavy, or perhaps air in the tissues of the fruit has not all been forced out during heating and processing.

Foot-Candle Unit
A foot-candle, the unit for measuring light, is the amount of light produced by the flame of a standard candle on a surface a foot distant.

Still Forbidden
Begging was forbidden in England as early as 1349. Colonial America provided punishment against beggars.

Electric Automobile
The first Wood electric automobile was tested on the streets of Chicago in 1893. It created considerable excitement along the route.

The Pine Tree State
Maine's motto is "I Guide." Its state bird is the chickadee and its flower the pine cone and tassel.

With Grain of Salt
Not so many years ago salt was used in payment of a fine in central Africa. When a murder was committed, according to custom, the community in which the murderer lived was responsible for paying the blood-money. The chief of the village went around on an appointed day and collected from each of his subjects two cupped handfuls of salt. This was pooled to form payment for the life taken.

Chesterfield of Birds
The great blue heron is considered the Chesterfield of birds. To his middle claw is attached a small comb, with which to preen his feathers. All herons fly with their necks drawn in, and their feet extended. About 25 species are found in the Western hemisphere, 24 in North America. Young herons are awkward, stably birds, comical in their expressions and attitudes.

It Didn't Get Away
The largest fish ever caught by rod and reel weighed 2,175 pounds.

MODERN APPLIANCE CO.
"Now Showing Complete Appliance Lines"
Mr. A. L. Young and George Huettelmaier, co-owners of the Modern Appliance Company, located at 24th and N streets in South Omaha, are now featuring National Advertis brands of household appliances and cordially invite you to inspect their complete line of 1948 freezers, washers, ironers, radios, stoves (gas, electric and oil) and other useful home appliances. They appreciate your trade.

FURNITURE FOR SALE—New Floor Lamp and Kneehole Desk \$15.50 Occasional things. Call after 1:30 p.m. Sundays. 2509 Maple Street.

HORACE COLE NOW ASSOCIATED WITH RELIABLE HOME IMPROVEMENT CO.

Mr. Horace Cole former well known tavern operator is now associated with The Reliable Home Improvement Co. with offices located at 24th and Grace Streets.

Mr. Cole will be remembered by his many colored friends as the congenial motor-cycle officer on the Omaha Police force, and also as the manager of the tavern at 24th and Cumin Street.

Mr. Cole and Mr. Bernstein of the Reliable Home Improvement Co. are equipped to completely modernize your house.

Your trade is appreciated.

THE OMAHA GUIDE IS UNIQUE
In the fact that it offers permanency to its readers and a reasonable actual circulation to its advertisers. And because, after 21 years of effort, this newspaper operates the 1st and ONLY complete Negro publishing plant in the State of Nebraska. An institution recognized by many of the foremost advertisers of the Nation.

ONE SIXTH of The Omaha Guide's income has been to secure new subscribers. It deserves 1st consideration by advertisers because it has the largest actual average or bulk circulation of any Negro newspaper ever published in Omaha—because it carries the news releases of every recognized Negro News and Feature Agency in the World—because it is the 1st Negro newspaper in the history of Omaha to build up the confidence of its readers by 21 years of uninterrupted service.

"PROCLAMATION"

CLEAN-UP, PAINT-UP, FIX-UP CAMPAIGN

In cooperation with the local housing Companies.

Three Grand Prizes given for the 3 most improved homes in the city. Winners to be adjudged by His Honor, the Mayor of our city.

1st Prize—Refrigerator.
2nd Prize—Gas Stove.
3rd Prize—Combination Radio.

KNOW ALL MEN, WOMEN AND CHILDREN BY THESE PRESENTS:

THAT, Whereas the Annual Clean-Up, Paint-Up and Fix-Up Campaign has resulted in many advantages to community life throughout the United States.

In Safeguarding Health and Safety:
In Promoting Employment and Safety:
In furthering Fire Prevention:
In Promoting Better Housing:
In Stimulating Civic Pride: and
In making the "Home and City Beautiful":

NOW, THEREFORE, Be it known that plans have been perfected for a thorough Clean-Up, Paint-Up and Fix-Up Campaign in Omaha, beginning March 15th. This date to mark the Opening of a real campaign of persistent and constructive effort in cleaning up, fixing up and Keeping It Up. In this worthy movement of Cleaning, Painting, Planting, Repairing and general Rehabilitation and Beautification we urge each citizen to do his or her best part to make our community

CLEAN, HEALTHY, THRIFTY, SAFE AND BEAUTIFUL

"Presented Each Year by The Omaha

Pray For Recovery



BLUE ISLAND, ILL.—Following the attempted "mercy killing" of his 20-year-old son, Bernard J. O'Connell, Jr., who has been unable to walk or talk coherently since birth, the father, E. J. O'Connell, Sr., committed suicide. Mrs. O'Connell and her daughter, Patricia console each other as they await word from St. Francis Hospital where it is reported that Bernard has a chance to recover from the bullet wound.

Alloys, Plastics, Plywood Are New Boat Materials
Small boats, once built exclusively of wooden planking, or canvas stretched over light wooden frames, are coming into the market now in materials which would have given the old-time boat builder a series of bad dreams.

Aluminum alloys, specially treated plywood and a variety of plastics predominate in the construction of outboard runabouts, canoes, skiffs and dinghies shown at the national motorboat show in New York. In some of these craft there is not so much as a splinter of wood.

Not that wood is passe as boat-building material. Far from it. There are still plenty of good carved and clinker-built models available, but the modern materials lend themselves better to mass production methods and have many number of other factors in their favor.

One-piece molded hulls of plastic or plywood do not leak. Special treatment with resins gives them unusual shock resistance. Some of them do not even have to be painted; the color is blended right into the plastic. Metal and plywood hulls are lighter than the conventionally framed and planked boat, something which has to be taken into consideration in getting a dinghy up on deck, or loading the family fishing boat onto the top of an automobile.

Apparently the boat builders have no heavy interests in the trailer construction business. By their development of the so-called "car-top" boat they are making it unnecessary for the fisherman or boating enthusiast who lives at some distance from his favorite pond or river, to own a trailer.

Pointed Eggs
Eggs of birds that breed on rock ledges without building nests are very pointed, so that the eggs will tend to roll about in a small circle instead of rolling off the ledge.

Vertical Disk Plow
The vertical disk plow was offered for sale in 1926.

*It's New!
It's beautiful!
It has everything!*

And it's Only **\$299.50**

Admiral Model 73

New pull-out photograph for easy record loading
High-speed changer plays up to 12 records automatically
MIRACLE TONE ARM
Plays records like magic
FM FREQUENCY MODULATION
Static-free radio
Tilt-tune with beautiful new pull-out dial
Built-in compartment for 144 records in albums
Exquisite Period Cabinets in Walnut, Mahogany or Blond

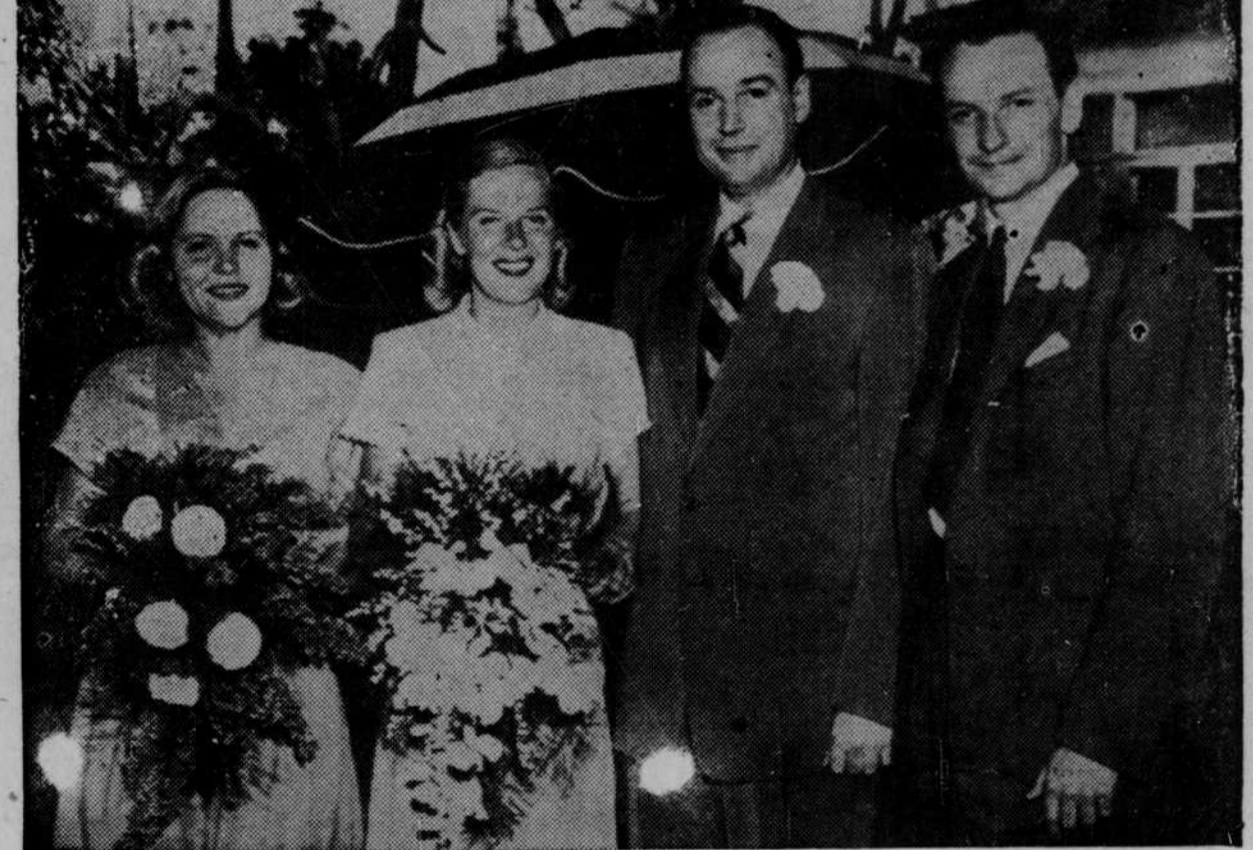
IMMEDIATE DELIVERY! See! Hear! and Compare!

MODERN APPLIANCE
24th AT N. SO. OMAHA

Moved Town by Rail
Recently all the buildings in an Oregon logging town of 600 population—houses, offices, stores, post office, etc.—were loaded on railroad cars and moved to a new location.

Labor Agreements
Forty-five per cent of all wage earners covered by collective bargaining agreements were employed under closed shop and union shop conditions, according to a Twentieth Century fund report.

Married at Midnight



PALM BEACH, FLA.—(Soundphoto)—The maid-of-honor Miss Isabel Paul (sister of bride) and best man Laurence S. Rockefeller (brother of groom) pose with Mrs. Barbara Sears and Winthrop Rockefeller at the home of Winston Guest before wedding which took place after midnight. L. to R. Miss Paul, bride, groom and L. S. Rockefeller.

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MODERN APPLIANCE
24th & N SO. Omaha

PROGRESS-NEWSPAPERS

1619—John Pory's NEWSLETTERS—First from James City, Va. Colony to London.

April 1704—John Campbell, Boston Postmaster, launched BOSTON News-Letter.

THE BALTIMORE SUN MAY 1837

INAUGURATED PONY "NEWS" SERVICE.

MORSE'S TELEGRAPH... FAST PRESSES... Mergenthaler's Linotype... ROTO GRAVURE... WIRE PHOTOS...

PATENTS INSPIRE INVENTIONS! INVENTIONS BUILD AMERICA!

INVENTION... and PATENTS maintain a FREE PRESS for a FREE AMERICA!

Prepared by National Patent Council.

1947
10,523 WEEKLIES!
264 Semi-Weeklies!
2,003 DAILIES with a circulation of 50,751,493!

CLARK & CARPENTER
2710 LEAVENWORTH STREET