

THE OMAHA GUIDE

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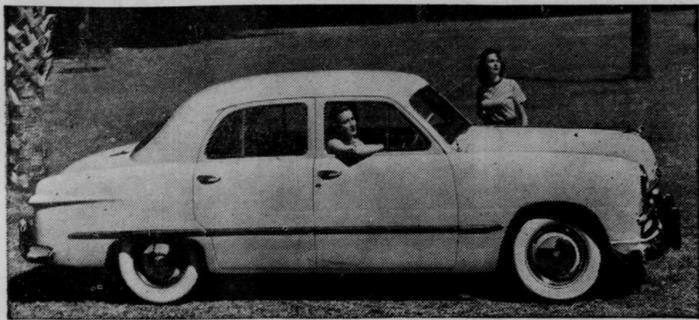
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ONLY TEN CENTS PER COPY

Revolutionary 1949 Ford Sedan



The revolutionary new Ford four-door sedan for 1949 is lower, wider, roomier and provides nearly 25 per cent more visibility.

The 1949 Ford, which reveals a radical departure from traditional Ford styling and engineering, was made public today by the Ford Motor Co. "New standards of beauty, comfort, economy and performance in the 1949 Ford passenger cars advance them far ahead of others in the low priced field," J. R. Davis, vice-president and director of sales and advertising, said. "Styling of the new Ford definitely establishes it as the car of the year."

To develop and produce the 1949 Ford passenger cars, Ford Motor Co. has expended more than 377 million four hundred thousand dollars in tools, dies, jigs and fixtures.

Styling—The modern design has been molded along functional lines, resulting in a long, low, sweeping silhouette. The grille is distinctive, the hood massive but shorter and the body so wide the rear fenders have been eliminated. There are clean, unbroken lines from front to rear.

Comfort—Comfort has been one of the primary objectives in the new Ford. There is more room in the "lounge car" interiors than in many cars with much larger over-all dimensions. Front seat widths have been increased six inches and the rear seat nearly eight inches. The body has been moved five inches forward with the seats cardled between the axles or a much smoother ride.

A new type of suspension system—"hydra-coil" springs—replaces the traditional transverse springs and the front axle. The system is centered around airplane type shock absorbers mounted with in low frequency coil springs. In the rear, extra long longitudinal springs are complemented by airplane type shock absorbers.

The drive shaft tunnel has been decreased by adoption of the Hotchkiss drive and the hypoid rear axle. These engineering changes also minimized the transmission or road noise into the car.

Engine vibration has been reduced by literally floating the power plant on rubber mounts.

A new heating system available in the new Fords brings year around comfort to driver and passengers. Fresh air is scooped into the car through large intakes just behind the grille.

The system, which has an automatic temperature control, can be used as a fresh air ventilator, a fresh air heater or as

a recirculating heater. Fresh air plus the pressure effect obtained by the car's forward motion reduces fogging and drafts.

Economy—Economy of operation has been increased up to 10 percent improvement in gasoline mileage for the new six-cylinder engine and the extensively redesigned V-8. Both are offered as power plants in all Ford models. Other engineering features result in better performance and longer engine life.

A new intake manifold achieves better fuel distribution. It is attached to the engine so that it is horizontal to the ground, reducing the tendency of raw gasoline to flow toward the rear cylinders and smoothing engine operation.

The new "equa-flow" cooling system contributed to good performance under extreme conditions by improving general operating efficiency. Water flows in volume the full length of the block. Temperatures in "hot spots" in the six and eight cylinder engines have been decreased by as much as 12 degrees. There are larger water pumps in the V-8.

Improvements in the ignition system also have contributed to increased economy and efficiency.

As much as 25 percent improvement in gasoline economy may be achieved by taking advantage of the overdrive which is available as factory-installed optional equipment.

Safety—New standards of safety have been set in the rugged construction of the chassis and body. The box-type frame is of all-welded construction. Although the frame is lighter, there is 59 percent more rigidity when combined with the body.

Lowering the over-all height by four inches and placing the seats between the axles results in a lower center of gravity, and aid in safe driving.

The windshield has been increased in height and width and the rear window now provides "picture window" visibility or driver and passengers. The rear window is larger than the ordinary windshield. There is as much as 20 square feet of windows in the new cars.

Inside handles push up instead of down to open the door. Both features combine to preclude accidental opening of the doors.

Performance—Increased performance values are one of the highlights of the new cars. Steering has been greatly

improved. The new Ford may be guided by a minimum of effort even under severe wind conditions. Road shocks have been minimized. This is the result of a newly designed linkage in which the pivot point of the tie rods is on the same center line as the wheels.

Engineering changes in the engines, some of them already mentioned, contributed to smoothness of operation. These include the new cooling system, intake manifold, redesigned combustion chambers and improved crankcase ventilation system as well as other features.

The 114-inch wheelbase, convenient for parking and in moving through heavy traffic, has been retained.

The new six develops 95 horsepower, providing better acceleration in passing and heavy traffic. The V-8 develops 100 horsepower.

Other Features—Interior styling is colorful and practical. Traditional neutral-toned automobile fabrics have been discarded for new tweeds, broadcloths and mohairs which retain the ability to absorb hard family usage.

Hardware is massive and attractive. Door handles and other hardware are much easier to operate. The doors have new type locks which eliminate possibility of persons being locked out of the car with the keys inside.

The flight panel dash provides centralized grouping of instruments for quick, easy reference in line with the driver's view of the road. Fuel level, oil pressure, water temperature and battery charge indicators. Convertible and station wagon models are obtained only in the Custom line and the three passenger coupe only in the Ford line.

There are eight durable new exterior colors—Bayview Blue Metallic, Birch Gray, Sea Mist Green, Arabian Green, Colony Blue, Gun Metal Gray Metallic, Midland Maroon Metallic and Black.

Two additional colors—Faz Red and Miami Cream—are available in the convertible only. They are placed outside the rim of the speedometer. The glove compartment on the right hand side has been enlarged.

Chrome trim, both inside and out, has been reduced.

There are two lines of cars, the Ford and the Ford Custom. Body styles in both lines include the four door sedan, two door sedan and club coupe.

NEGRO PRIEST AS AUTHORITY

Pot of Spain, Trinidad: Dom Basil Mathews, Negro Priest member of Trinidad's interracial Benedictine Abbey and founder of the Institute of Social Research at the Abbey, is one of 40 international authorities on specific fields listed in the latest supplement of the "International Who's Who". This brochure gives biographical sketches of 425 persons, but only 40 (of whom Dom Basil is one) are earmarked enial volume of "Who's for publication in the next bi-Who." He is given as an authority on anthropology (culture patterns in the Caribbean) and on Gregorian music.

Doc Basil studied at Louisiana University and later at Fordham, where he took both bachelor's and master's degrees. He was for a year assistant professor of religion at Manhattanville College, N. Y., and in 1942 he was awarded a fellowship by the Rockefeller Foundation for research in social science in the Caribbean. He wrote a thesis based on this research for his doctorate of philosophy at Fordham.

YE CORNER CUBOARD

Ye Corner Cuboard on 26th and Patrick wish to announce it is now open. We specialize in fresh vegetables meats and notions—Our aim is to satisfy you.

Mrs. V. Anderson, Manager

JUNIOR CHAMBER OF COMMERCE

JUNE DAIRY MONTH

Real live cows are going to pasture on the Douglas County Court House lawn Saturday, June 12th. Governor Val Peterson of Nebraska has proclaimed June as Dairy Month in the Cornhusker state, and Omaha's Junior Chamber of Commerce Agriculture Committee is launching a full month's program to promote the dairy industry.

Saturday, June 12th will be the big day. There will be a milk bar; ice cream eating and milk drinking contests; four Douglas county 4-H members will exhibit prize dairy calves in downtown Omaha, and in addition there will be a "paper" cow, demonstrating the use of the milking machine.

The Douglas County 4-H band will parade up Farnam from 13th street to the Court House where the youngsters will play for a full hour concert.

The Omaha Junior Chamber of Commerce Agriculture Committee, in cooperation with the Dairy Council, dairy farmers and allied groups, is seeking to call attention to the wholesomeness and high quality of milk and milk products during the month of June, when milk production is high. Last year the activities in Omaha, under the direction of the Junior Chamber won the National Dairy Month Award.

Director of the June Dairy month activities is Vaughn L. Ashenbrenner. Tom Marshall is chairman of the Junior Chamber of Commerce Agriculture Committee.

15 YEAR OLD BOY PLEAS GUILTY TO RAPE SLAYING

New York City (CNS) Clarence Arthur Henry, 15 year old Bronx resident, has pleaded guilty in the second degree to the rape and slaying of 27 year old Dorothy Thomas, a dancer. Actual sentencing has been set for June 15th by the Judge James Barrett. Clarence faces a possible 20 years to a life sentence for the crime which was committed last November 8th.

Co-sponsors of the National Contest are the Chambers of Commerce of Omaha and Harlan, Iowa, the Omaha World-Herald and the Omaha Farm Equipment Club.

Destroyer of Crops
Hail storms destroy more farm crops in America than tornadoes.

OPEN LETTER

Mr. C. C. Galloway, Editor Omaha Guide, Omaha, Nebraska.

Dear Mr. Galloway:

At a recent meeting of the Executive Committee of the Booker T. Washington Birthplace Memorial, it was unanimously decided that your paper be awarded a Certificate of Superior Service. This recognition is being made based on the contribution your organization has made in publicizing the establishment of a "Service Memorial" at Booker T. Washington Birthplace, in Franklin County, Virginia. In addition to the contribu-

tion which your paper has made to the establishment of this Memorial, this gesture is being made in keeping with the comment Booker T. Washington paid to the services which newspapers give in informing the public of local, state and national happenings. This fact was brought out in his book entitled, "My Larger Education," in the chapter on Newspapers.

Yours truly,
Booker T. Washington Birthplace Memorial,
S. J. Phillips, President.
"From Slave Cabin to Hall of Fame"

OUR Guest Column

FORECASTING THE PRICE TREND

(I.N.D.)—Will commodity prices go up? Go down? Stay where they are?

Newsweek recently asked 50 leading economists, connected with business, labor, governmental, statistical and educational institutions to forecast the price trend for the balance of the year. Twenty-six thought prices would continue upward; 14 said they will remain about the same, and the remaining ten believe they will be lower by the year's end.

Averaging the answers, the consensus is that prices won't change substantially one way or the other. That may be a disappointment to the consumer, who has watched his dollar shrink like wool in water, but it is completely understandable. Spending—by government business and the individuals—goes to higher and higher peaks. The vast sums being spent for foreign aid and military purposes will further strain the supply-demand balance. And millions of Americans have a higher standard of living than they ever had before.

So, when you go shopping, don't expect to find a lot of bargains soon. What you will find, however, are merchants who sell you what you want at a far lower profit margin than most people realize. That is true whether you patronize the chains, the independents, the specialty shops, or anything else. The profits per sale are so small, generally speaking, that if they didn't exist at all it would make little difference in your purchasing power. Retail trade, whether we realize it or not, deserves much of the credit for the abundance that exists in this nation.

LOVELY LENA HORNE



Lovely Lena Horne, the nation's top glamour girl, poses with new look short bon chifure, an idea the little lady brought back from Paris. She's

on the coast now preparing for her new MGM musical and joining in many civic protests on the treatment of the Negro. The star is expected in New

York this summer for her annual Capitol Theatre engagement on Broadway.

DAIRY MONTH QUEEN

Omaha will have a June Dairy Month Queen. She will be crowned on the Douglas County Court House lawn on June 12th in connection with the dairy month activities sponsored by the Junior Chamber of Commerce Agriculture Committee.

The director of the event, Vaughn L. Ashenbrenner, accounted today that dairy processing plants cooperating with the Omaha Dairy Council are conducting individual contests to select candidates for the honor of being Omaha's dairy queen. The final contest will be held in conjunction with other dairy month activities such as the ice cream eating and milk drinking contests the exhibit of prize 4-H dairy calves, the milk bar and band concert by the Douglas County 4-H band.

Talks for Cancer



TALKS FOR CANCER FUND... Duke Ellington, band leader and composer, who has recently turned disk jockey over Station WJCA, makes a recording to be played on radio stations throughout the annual drive of the American Cancer Society. The Duke leads his talents, with those of other famous artists, to urge support of the campaign so that the progress in fighting this most dreaded disease can continue. "Four pennies and your dollars are needed to prolong the lives of your loved ones," says the Duke.

REVIEW 10 YEARS OF BEER INDUSTRY SELF-REGULATION

Lincoln—Strictest possible enforcement of beer and liquor control laws and ordinances must be the goal of Nebraska, said Gov. Val Peterson here Thursday when he addressed the tenth anniversary meeting of the Nebraska Committee U. S. Brewers Foundation. Constant improvement can and must be had through 100 per cent cooperation between state and local licensing officials and industry itself, declared the chief executive.

"We cannot rest until all chiselers and cheaters in the industry and on its frenges have been eliminated," said the governor. He commended the beer industry for its "enlightened approach to the problem" through a program of self-policing.

Ten years of progress with the program came up for review at the Thursday luncheon meeting of the Nebraska Committee membership. More than 120 beer wholesalers and shipping and resident brewers returned to the site of the first organization meeting, Hotel Cornhusker, to commemorate the event.

Self-regulation was adopted by the brewing industry, ten years ago, to help insure the handling of the industry's product in conformity with the public interest. It has since then proved so successful it was adopted in at least 16 other states.



CHARLES E. SANDALL

After heading the Nebraska Committee since its inception a decade ago, State Director Charles E. Sandall told the anniversary meeting that these are the major factors of "strong and satisfactory" control:

1. Strict enforcement and observance of a "good control law, such as Nebraska's," and supplemental regulations as needs arise.

2. Election of local licensing officials "who will fearlessly and impartially" enforce statutes and ordinances, "and will not flinch from their duties even under difficult circumstances."

3. Appointment by the governor of "the strongest possible personnel" on the liquor control commission.

4. "An alert and intelligent citizenry which makes its influence felt."

5. "A beer industry which is definitely and wholeheartedly committed to a program of self-regulation designed to serve the public interest."

Other speakers were Chairman R. E. Brega of the state liquor control commission, and the Foundation's national director of self-regulation, Donald G. Glascoff of New York City. Executive Board Chairman Arthur S. Storz presided.

Elected as new board chairman was L. M. Kalin, Lincoln beer distributor. Three other beer distributor members named on the board were Wm. F. Busch, Pender, Carl Wademan Nebraska City and Fred W. Sieman, North Platte. Brewer members are: Arthur C. Storz, Walter J. Singer and Charles B. Schmidbauer, all of Omaha, and Jerome Newton, St. Louis.

Designed as a program of action rather than pledges and resolutions, self-regulation has worked out well in practice. Retail outlets are checked by industry observers, and, when violations are found, operators are warned. If a firm and friendly request for correction goes unheeded, the retailer's case is submitted to licensing authorities for their consideration and possible action.

Posters in Nebraska taverns prepared and distributed by the committee ask the cooperation of patrons and others on such rules as: Serving no minors, serving no intoxicated persons, making no sales after hours, maintaining good order.

Good results come from regional retailers' meetings, bulletins and other educational activities. The great majority of law-abiding operators help wield pressure against the few offenders. They, more than anyone, are anxious for steady improvement in all handling of beer.



Clarence Shivers, Lincoln University (Mo.) posed between two of his works of art. His oil painting, "The House by the Side of the Road" has been awarded honorable men-

tion at the annual art exhibit now in progress at Atlanta University. A freshman student from St. Louis, Shivers plans to pursue art as a career.

NATIONAL PLOW TERRACE CONTEST

The Omaha Chamber of Commerce has received the assurance of the Kansas State Soil Conservation Service that Kansas will have several entries in the National Plow Terrace Contest, to be held near Harlan, Iowa, August 24.

Assistant Conservationist H. G. Bobst of Salina, Kansas, has notified Cecil W. Means, Agricultural Commissioner of the Omaha Chamber, that there will be some entries from Kansas, although he does not know how many.

Mrs. Bobst said that Kansas will have a State Plow Terrace Contest near Seneca, Kansas, August 4. It will be patterned after the National Contest.