

# THE OMAHA GUIDE

JUSTICE, EQUALITY, EQUAL OPPORTUNITY  
ALL THE NEWS WHILE IT IS NEWS  
NEW TO THE LINE  
2420 GRANT ST. PHONE NA 0800  
A WEEKLY NEWSPAPER  
Published Every Thursday, Dated Friday

Branch office for local news only, 2420 Grant St., Omaha, Nebr.  
Entered as Second Class Matter March 15, 1927 at the Post Office  
at Omaha, Nebraska Under Act of Congress of March 3, 1879.

C. C. GALLOWAY Publisher and Managing Editor

(MEMBER)

CALVIN NEWS SERVICE  
GLOBAL NEWS SERVICE  
ATLAS NEWS SERVICE  
STANDARD NEWS SERVICE

This paper reserves the right to publish all matter credited  
to these news services.

### SUBSCRIPTION RATES

One Month	\$ .50
Three Months	1.05
Six Months	2.05

### OUT OF TOWN SUBSCRIPTION RATES

One Year	4.00
One Month	.50
Three Months	1.50
Six Months	2.50
One Year	4.50

ADVERTISING RATES MADE KNOWN ON REQUEST

## Editorial

### Behind Scenes In Business

— By Reynolds Knight —

NEW YORK, March 22 — The urge behind the federal government's efforts to hold the line against further tax cuts at this time is the widening deficit in the national budget. Business activity has eased just enough to raise some doubts about the over-all tax yield for the next year or two. As a result, the administration feels it must keep Congress from going on a tax-cutting spree. The tax modifications already granted are quite enough for the present, in the government's view.

This is not necessarily a gloomy forecast. At present there are opposing forces at work in business. A liberal credit policy is working on the side of business betterment, and is reflected in improving prices for stocks and bonds, as well as slightly more liberal lending policies by banks. But business is still going through a readjustment, with some defense industries tapering off. It is no time to get too liberal in making tax reductions.

**TIPS FOR TEENERS**—Teen-agers are involved in one out of every four auto accidents resulting in death on our highways. On the average, teen-agers have a per-mile accident record nine times worse than that of the best adult drivers.

This problem of teen-age driving stemming from a craving for speed and the impulses of gang psychology, has prompted many high schools to institute driver-training programs, and a great deal has been accomplished. A new and encouraging sign is the deepening interest that private industry is taking in the problem. For instance, the B. F. Goodrich Co. has just issued a 32-page cartoon booklet.

"Tommy Gets The Keys," for free distribution to schools and youth groups. The story is concerned with one Tommy Johnson, who is old enough to get a driver's license -- and the keys to the family car -- and many safety tips and driving hints are woven into the plot, already 2,000,000 of the booklets have been distributed and millions more are on the presses to satisfy a growing demand.

**THINGS TO COME** — You will soon be able to buy pre-stuffed, frozen poultry in a bag that needn't be removed for roasting. And basting? It won't be necessary, says the company responsible for this packaging magic. . . . A new pencil enables its owner to write fluorescently. Its markings cannot, of course, be read in daylight. It is intended for uses in industry where invisible identification is desirable. . . . An adhesive bandage impregnated with an anti-infection agent, the first of its kind, is being market-tested in New England. . . . The do-it-yourself trend has prompted several furniture makers to turn out table and chair "kits" containing pre-cut machined parts at consumer savings up to 50 per cent. . . . Contact lenses made of plastic, as thin as paper but unbreakable in the eye, have been developed through a group research project in which optometrists from three companies participated.

**STRANGE HARMONY** — A new recording turns a neat trick. It combines -- and enables you to compare -- the artistic values of a famous operatic aria as rendered by four great tenors. It's an RCA Victor album called "Four Tenors -- Same Aria" and features Caruso, Gigli, Peerce and Tagliavini.

Caruso, singing "Recondita Armonia" from the stage of the Met in 1909, is followed by renditions of the same aria by the contemporary Gigli, Peerce and Tagliavini. Or, of course, you can play the contemporaries first and then go back to Caruso.

You may recall that "Recondita Armonia" -- translated, it's Strange Harmony -- comes shortly after the beginning of the first act of "Tosca," and is an aria upon which many a singing reputation has soared or fallen. In any league (your personal preference aside) the singing of these four tenors is tops.

**IT TAKES CHARM** — The "back-to-school" movement within industry has resulted in one airline's instituting "charm" classes for its executive personnel.

Weekly courses, lasting three and a half hours, are devoted entirely to that age-old but ever-important subject: "How to win friends and influence people."

**BITS O' BUSINESS** — The shoe industry is stepping up production to meet what its leaders call "the first sales boom in years". Several retailer groups anticipate a swift extension of self-service in many non-food lines. Why? They point to high operating costs and the changing shopping habits of customers conditioned by super-market buying. . . . A recent poll of employees reading 84 company magazines brought a startling result. Where classified ad or "swap" columns existed (in 37.5 per cent of the publications), they were rated "best read" and "most enjoyed". . . . One company estimates that it costs \$5,429 to hire a successful salesman today. This cost includes the expense of recruiting, screening, testing and training the salesman, and covers his compensation during the training period. . . . Plastic "squeeze" bottles have passed what packagers call their trial period. In '54 production is expected to reach 250,000,000 units.

**YOU CAN'T QUIT ADVERTISING**  
YOU'RE TALKING TO A PARADE  
NOT A MASS MEETING

**BROKEN HEART STORE**  
THE LOWEST PRICE IN TOWN  
Come In See Our Low Price Store  
FOR  
CLOTHING — FURNITURE  
Cooking Utensils — Stoves — Dishes —  
Magazines  
2521 NO. 24th ST. STORE: PL. 9928 RES.: JA 5113

## GUEST MODEL For Beauticians' Style Show



Mrs. Perita Bates, noted model and charm specialist will be featured as guest model of "PARADE OF FASHIONS" given by the Beauticians of Local 101. Mrs. Bates comes from St. Louis, Missouri, and is well known for her attainments in Modeling, Millinery and Charm symposiums.

Mrs. Bates will model some beautiful and outstanding millinery from "The Vertice House of Vogue". They will be for sale and we're sure some lovely lady will want one for her EASTER BONNET.

DON'T MISS THE GREAT "PARADE OF FASHIONS" two full hours of beauty, splendor, entertainment, and education, a riot of color, harmony, and outstanding beauty.

More than 20 gorgeous models, all styled to the minute, variations of hair styling and make-up techniques for various dress and occasions. The most spectacular event in Nebraska style show history.

You will see dozens of new hair styling ideas created by leading stylists for almost every occasion. This elaborate presentation alone is worth ten times the price of the total admission fee—Don't miss it.

SEE AND MEET MRS. BATES IN PERSON.

**POLITICAL RALLY ANNOUNCEMENT**  
Sponsored by Friends of  
**LAD PRUCHA**

For  
**City Commissioner**

AT CATHOLIC SOKAL HALL  
1245 So. 13th St.

Monday, April 4

8 p.m.  
**REFRESHMENTS!**

Lad Prucha, the present City Commissioner and other speakers on the program.  
A Vote for Lad Prucha is a Vote for Better Government.

**HOPE LUTHERAN CHURCH**  
(Missouri Synod)  
Sunday School 9:30 A. M.  
Adult Bible Study 9:45 A. M.  
Morning Worship 11:00 A. M.  
Lenten Service Wednesday 8:00 P.M.  
March 28, 1954 services was as follows:

Epistle Lesson Gal. 4:21-31  
Gospel Lesson John 6:1-15  
Sermon Text John 6:10-14  
Sermon Theme Jesus Feeds Five Thousand

For the past month or so we have been glad to see a large number of visitors worship with us. We want you to feel at home here. If you have no church home in the city, make this your house of worship. In order to join the Lutheran Church it is first necessary for you to become familiar with its doctrines. The pastor

will gladly arrange short weekly discussions to meet your convenience.  
Confirmation classes are now in progress; Saturday morning at 10:00 A. M. The children meet at Hope School for one hour of study. If your child is twelve years of age or nearing twelve, let him come out and learn more about Christ the Savior.

**Overton's**  
HIGH BROWN  
LIGHTS AND BEAUTIFIES  
FACE POWDER

at Drug Stores  
Trial Size at 10 Cent Stores  
OVERTON-HYGIENIC MFG. CO. CHICAGO  
Clip This Coupon and Send for FREE Sample of This Powder.  
OVERTON-HYGIENIC MFG. CO.  
3653 S. State Street  
Chicago 9, Ill.  
Please Send Me a FREE Sample (State Shade Desired)  
( ) Nut Brown ( ) Creole-Tan  
( ) High-Brown ( ) Olive-Tan  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Political Advertisement Political Advertisement

**VOTE and ELECT**  
**LAD PRUCHA**  
FOR  
**CITY COMMISSIONER**  
DYNAMIC, TIRELESS  
— COURAGEOUS —  
**A SOUND BUSINESS MAN!**

Political Advertising Political Advertising Political Advertising Political Advertising

## "ANDY"

### CALLS FOR SUPPORT

I have filed for City Commissioner because I am in touch with the wishes of the people of Omaha and because I can render them valuable service to all the people.

I wish to thank the many thousands who signed my petition for Commissioner.



"ANDY JENSEN"  
World War Veteran

## JENSEN

CANDIDATE  
FOR  
**CITY COMMISSIONER**

### MY 10 POINT PLATFORM

1. TAXES must come down. Reduced Levy will solve this abuse.
2. Consolidation of over-lapping City Works
3. Immediate construction of Arterial Highways and Freeways.
4. All City Employees must be courteous to the public.
5. Rush building of Trash and Garbage Incinerator. Better service of trash and garbage collection.
6. Make Omaha's streets safe for ladies and girls from being molested and robbed.
7. Public audit of Books.
8. In favor of Grand Juries.
9. All Public Records open to Press, Radio and Public.
10. Against creating any more COMMISSIONS.

Organizer, Officer Reserve Corps of America, U. S. Army.

### "ANDY" JENSEN'S ACTIVITIES

- President, Jensen Investment Co., Inc.
- Former owner, "Andy" Jensen's Laundry.
- Student of Municipal Affairs. Twelve years Tax Expert.
- Past Executive Member, American Legion Post No. 1.
- Past Finance Officer, Douglas County P-T-A. His fight placing together City and County elections saving \$65,000.00.
- Past President West Dodge Water Main District.
- His fight for the construction of Locust, Nicholas and Bancroft Street Viaducts.
- His fight for sub-way and areaway tax.
- His fight for lower railroad rates for Soldiers, Marines and Sailors.
- His great fight in ABOLISHING POST PRIMARY Conventions; restoring the right for independent candidates to file for Office.
- His constant fight for all benefits due WAR Veterans.
- Married—Home Owner—Tax Payer.

## I WOULD APPRECIATE YOUR VOTE AND SUPPORT AT THE CITY ELECTION

WORK FOR

## "ANDY" JENSEN FOR CITY COMMISSIONER

Let Us Quote You On  
Your Printing

The Cracker Supreme  
*Baked Daily*

**PRESCRIPTIONS**  
**DUFFY PHARMACY**  
—FREE DELIVERY—  
PL 7000  
24th and Lake Streets

Political Advertisement Political Advertisement

**RE-ELECT**  
**William E. HINCHEY**  
Your CITY COMMISSIONER

As a member of the City Commission for the past three years, Bill Hinchey has distinguished himself as a commissioner, and as an administrator. He has been the outstanding advocate of the Radial Highways including a north-south arterial. His department has been in charge of the street resurfacing program and he has set a record for new street construction. He has carried out sewer construction on schedule. Bill Hinchey deserves the support of citizens who want to see Omaha go forward.

You Would Be Reading YOUR AD  
If It Appeared In This Spot

Political Advertising Political Advertising

**HENRY C. GLISSMAN**  
FOR  
**CITY COMMISSIONER**  
A former City Employee  
MY PLATFORM  
Economy and Honesty — A greater  
Omaha, with emphasis on Industry  
and Recreation — 25 years experience  
in Construction and Public Recreation.  
Owner of Indian Hills Golf Course

Political Advertising Political Advertising

## ALBERT L. TUTTLE

for CITY COMMISSIONER



COL. ALBERT L. TUTTLE has been Chief of Operations for Omaha's Civil Defense since 1950. A vote for Col. Tuttle will bring Omaha city government a man of broad business and executive experience. Col. Tuttle won national recognition for his part in coordinating and directing Omaha's Flood Fight in 1952. His business and civic responsibilities in Omaha have made him thoroughly familiar with the operation of Omaha's City Council and municipal government. Col. Albert L. Tuttle, a retired Army officer, has been a tax paying resident of Omaha for the past 10 years.

WILL DEVOTE FULL TIME TO THE CITY