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Vol. 29 No. 45

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Pilot Civil Rights Campaign



Jackson, Miss. — Elks Civil Liberties Department and Masons of Mississippi join hands to help Negroes secure their Constitutional rights. In the above photo, left to right, are: Maxwell Williams, NAACP; Dr. Lee Owens of Vicksburg, deputy grand master of Masons; Edward N. Lee, Sr. of Jackson, deputy exalted ruler of Elks; Honorable James E. Gilliam, grand master of Masons; Honorable Hobson R. Reynolds, grand director of Civil Liberties, and Atty. Jack H. Young, legal advisor of Elks. — (ANP)

J. L. Taylor, Commander Roosevelt Post No. 30 Of American Legion Dies

The Members of Theodore Roosevelt Post No. 30, the American Legion and all of Omaha were stunned by the sudden passing of their Commander, J. L. Taylor.

Commander Taylor with wife and friends were visiting in celebration of the New Year. Shortly after the departure of his New Year's guest, and after kneeling in prayer at the stroke of the bells for ushering in the New Year Commander Taylor suddenly passed.

The State, County and Local Legionnaires will long remember the untiring efforts of Commander Taylor to build and develop the Legion program of the Post second to none in the Country.

Commander Taylor worked and labored to fulfill his Christian program in the Legion. "That no ex-serviceman, his wife and family should be denied of any right or privilege offered by the American Legion, either locally, State or National" Commander Taylor lived, worked and died rendering service to his buddies. The members of the American Legion, locally, State or Nationally have lost their leader, whose heart and soul were devoted to the principle of service to his fellowman.

Commander Taylor was elected Commander three consecutive years, and passed away while serving his third term.

He left to mourn his passing, a devoted wife, Eloise and daughter Christine Larson, and members of the American Legion, locally, state and national, and a host of friends and admirers.

H. D. Stewart, 1st Vice Commander - H. L. Embry Jr., Adjutant - N. H. Comans, Pub. Officer.

American Loan Plan Announces Scholarship Plans

Eight \$100 Scholarships to Nebraska High School Seniors will be awarded this year by American Loan Plan, President Jay Cherick announced today. These Scholarships cover the tuition for one year's study at the University of Nebraska.

The program this year has been expanded to include the high school at Grand Island, Nebraska, where the firm recently opened a branch office. Other scholarships, as last year, will be awarded in the high schools in Falls City, Plattsmouth, Nebraska City, Fremont, Columbus, Hastings and McCook. American Loan Plan operates a branch office in each of these cities.

The scholarship committee in each high school will select the winner and the alternate winner. Winners will be selected on the basis of need, scholastic record, indicated scholastic potential, character and citizenship.

The Nebraska Scholarship Program is a part of a three state project which includes scholarships to seniors in 24 high schools.

8,000 Join Polio Fight

More than 8,000 polio fighters in Douglas County will join forces with volunteers throughout the nation starting January 3rd, when the March of Dimes launches its 1955 campaign. The objective is to raise funds needed for polio patient aid, scientific research and professional education.

Armed with Dime Cards, coin collectors and other fund raising equipment, a record number of volunteers will fan out into every part of the county in search of contributions to aid polio patients "born too soon to benefit from the Salk vaccine."

Service clubs, women's organizations and churches have pledged their support to the drive, which will continue until January 31st.

More than 2,000 March of Dimes coin cards have been distributed in preparation for the drive. Omaha Street Department employees volunteered to place coin collectors in strategic locations throughout the county.

Omaha Fireman assisted the March of Dimes by stuffing over 100,000 campaign mailing pieces for Douglas County. These mail-

Bettine Field Announces Marriage

The marriage of Bettine Field, daughter of Marshall Field, III, millionaire publisher, to Eldridge Bruce, ex-Pullman porter, is revealed in the new issue of Confidential Magazine (on sale January 5th).

The Field heiress now lives in England with her husband and their mulatto son, the magazine states. The couple became man and wife in 1951 after her divorce from Dr. Mark Goodall, Jr. a Virginia physician.

Describing the former debutante as a rebel in her social set, Confidential says her wedding to the Negro porter was hushed up thoroughly. Also kept under wraps was the disposal of the case that involved guardianship of a daughter by the marriage to Dr. Goodall who told the New York Supreme Court his ex-wife's new domestic arrangements caused him utmost concern for his daughter's welfare, happiness and spiritual health. Bettine, in turn, shouted racial intolerance. In the end Bettine had to give up her child by the first marriage for nine months of the year.

Confidential says Bettine and her current husband are living in a section of London where there are no racial problems. The heiress tells her friends, however, she's coming back to America in the near future to continue the fight for racial equality.

Confidential points out that when Marshall Field set aside \$11,000,000 in 1940 to endow the Field Foundation he intended a good part of it would be spent on interracial relations. He never expected, the magazine infers, to have any interracial relations of his own.

Thousands of men, women and children — some of them our own neighbors — still are suffering from the cruel aftermath of polio," Morris Miller, county campaign director, said. "Only a successful March of Dimes will enable us to meet their needs."

J. L. Taylor

J. L. Taylor, age 59 years, of 2407 Lake St., expired suddenly Sunday morning January 1, 1955 at his home.

Mr. Taylor was a shoe maker all during the 31 years of his residence in Omaha, maintaining his business at his residence.

He was a veteran of W. W. I and Commander of Theodore Roosevelt Post No. 30, American Legion for the past 2 years.

He was treasurer of Excelsior Lodge No. 2, F. and A.M. A member of Zion Baptist Church, he was also a member of the

Progressive 24 Club of St. John A. M. E. Church.

Mr. Taylor is survived by his wife, Mrs. Eloise Taylor; daughter, Mrs. Christine Larson; 2 grandchildren, Jimmy and Patsy Patterson, all of Omaha; sister Mrs. Julia Smith of Middleton, Ohio; nephew, Joseph Haynes of Omaha. Myers Brothers Funeral Service.

Head Of Sleeping Car Porters To Be On Radio

Christ Child Dominates YAL League

The Main Christ Child 5 remains undefeated in the YAL League for boys 14-15 after five games.

In this week's games, Christ Child beat the Knights 32-28 (in overtime). National upset Crusaders Jr. 28-23 and Deputies romped the Browns 40-8.

Golden Knights Win

Winners of the Class B Holiday Basketball Tournament were the Golden Knights who beat Sacred Heart Number 7, 33-22. High scorers for the Knights were Vern Bennett with 10 points, and Bill Surber had 13 for the losers. Senior Leap Resumes Play

After a two week layoff because of the Holiday season, the Senior Boys Basketball League will get started once again with games on Monday night. Action promises to be plenty hot as the Crusaders will try to protect their unblemished 5-0 record from the on-pressing Celtics (4-1) and Roses (3-1). The addition of two new teams (the Falcons and Courtmasters) promises to make competition even more keen.

\$10 Million Spent By Northwestern Bell To Expand And Improve Service

More than \$10 million was spent by the Northwestern Bell Telephone Company in Nebraska in 1955 to extend and improve telephone service, according to W. D. Alf, District Manager of the Telephone Company.

This has included changing telephones in fourteen exchanges to dial service and twenty-five new buildings and building additions as well as installation of additional switching equipment in many central offices. More than \$2.5 million was spent for telephone lines, about \$3 million for central office equipment, and over \$3.2 million for telephones and other telephone equipment in homes and places of business.

With more than 15,000 telephones added in the past year, the 100 Northwestern Bell exchanges in Nebraska now serve 243,200 telephones and handle 35,620,000 calls a month as compared with 33,958,000 in 1954. Investment of the company in telephone plant in the state now stands at approximately \$78 million.

The number of Northwestern Bell people required to provide service in Nebraska has increased by 110 in the past year, from 3,700 to 3,810.

A large part of the Nebraska telephones added during the year were in Omaha where the total number increased from 134,743 to about 145,000. Since 1945, Omaha has added nearly 64,000 telephones, an average of about 500 a month. The average number of telephone calls per day climbed from 740,000 to around 800,000. Omaha residents are now making over 9 per cent more long distance calls than they were a year ago or approximately 364,000 a month as compared with 334,000 a month in 1954.

Negro Girls Win \$500 In Baby Derby

Chicago — Twin Negro girls are among sixteen sets of newborn arrivals on New Year's Day to win \$500 in gifts in the Eighth Annual Toni Twin Baby Derby, conducted by The Toni Company, leading cosmetic manufacturer.

Daughters of Mr. and Mrs. Louie Jones, Bobbie Ann and Betty Ann are the only 1955 Derby winners born in the state of Tennessee. They reside at 1562 Rayburn St. Memphis.

Pennsylvania led the nation this year with three sets of twins and one set of triplets. Michigan took second place with three pairs. Other winners were born in Alabama, California, Ohio, Oregon, Maine, Massachusetts, North Carolina and West Virginia.

The Jones were unaware that a double blessing was on the way and said that to their knowledge there is no history of twins on either side of the family. First to arrive at John Gaston Hospital was Bobbie Ann who was born at 11:36 A.M. Betty Ann followed at 11:49 A.M. They weighed 4 lbs., 10 ounces, and 5 lbs., 3 1/2 ounces, respectively.

The lucky twins will receive a Hestrom twin baby carriage, a year's supply of Gerber's baby food, an assortment of toys from the Ideal Toy Corporation, Trundle-Bundle infants' wear, a special selection of Love dresses, Lullabye cribs, and Kantwet posturized innerspring mattresses.

Waiting at home to welcome the little newcomers are a brother, Louie Edward, 2; and sister, Gracie Lee, 7.

Mr. Jones is an unemployed disabled vet.

Half Of The Phones Are In United States

With one telephone, on the average, for every three persons, the United States had more than half of the World's 94.5 million telephones on January 1, 1955. About 5.3 million telephones were added throughout the world in 1954.

This information was published today by the American Telephone and Telegraph Company in its annual survey, "Telephone Statistics of the World."

Iceland has replaced the United States as the second talking nation in the world the compilation revealed. Canada, with 417 conversations per capita, is in first place for the third consecutive year. Iceland, with 394 conversations per

In keeping pace with Omaha's growth and increased telephone requirements, the telephone company spent about \$4,350,000 in 1955. Building construction included a new central office at 90th and Western Avenue and three telephone garages. One in the western part of the city was completed early in the year and two others were built — one in the north part of Omaha and one in the south. In mid-December, ground was broken at 19th and Dodge for a twelve-story telephone building which is to be completed in 1957.

In 1955 as in 1954, a large part of the total expenditure in Omaha was to provide more telephone cable and wire to serve residents in recently developed areas and to increase wire facilities in older sections of the city. Some 250,000,000 conductor feet were placed during the year. Sizes of cable ranged from 26 to 2,121 pairs.

With the increase in telephones, about \$300,000 was spent for equipment additions in Omaha central offices. The largest project of this kind is the installation of equipment in the new Terrace office which will be completed and placed in service about the middle of 1956.

During 1955, it was increasingly evident that Omaha people are becoming more telephone minded regarding use of additional telephones in their homes. More than one-third of the total telephones added were residence extensions.

In the entire territory the Northwestern Bell company serves in Nebraska, Iowa, Minnesota, North Dakota and South Dakota, more than 100,000 telephones were added in 1955 bringing the total to over 1,900,000 — more than twice as many as at the start of World War II.

The company's construction program for 1955 was the largest ever — \$62 million or nearly \$30,000 for every working hour during the year. This included fifty-four new buildings and building additions, 29,000 miles of long distance circuits, 91,000 new poles, 2,300 installations of switching equipment in central offices, 36 dial conversions, and considerable replacement of outmoded and worn equipment. About \$5 million was spent on buildings alone.

Telephone users talked more frequently during the year. For the company as a whole, the average was nearly 7,000 calls every minute during 1955, or a total of 3.6 billion conversations for the year.

The number of long distance calls also was up — 11 per cent over 1954. Nearly one-third of the long distance calls originating in Northwestern Bell exchanges were dialed directly by the operator to the telephone called.

Another noticeable development in long distance telephoning is that more people are saving themselves time by calling by number. From business telephones, for example, 84 per cent of all long distance calls are now placed by number.

Other noteworthy telephone developments of 1955 including putting in telephone answering equipment for a considerable number of customers and installation of speakerphones — the "hand-free" telephones — in both homes and offices. Also, the percentage of telephones in color increased greatly.

PROTECTION PREFERRED

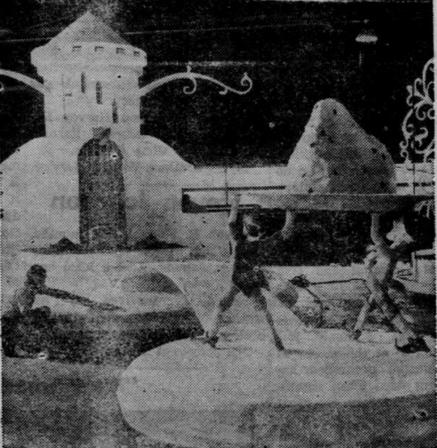


Polio isn't licked until the vaccine has been given to as many people as possible. March of Dimes funds are needed to encourage protection from crippling attacks of polio. Help fight polio. JOIN THE MARCH OF DIMES, Jan. 3-31.

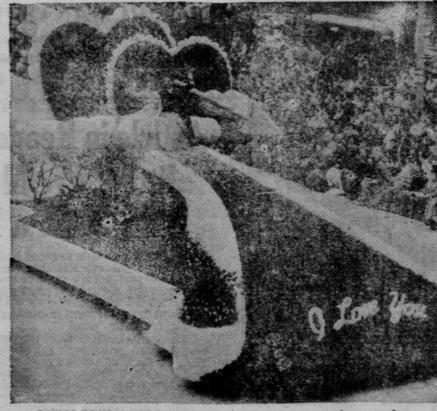
Millions Saw Famed Rose Parade On January 2



THIS TYPICAL ENTRY in an early Pasadena, Calif. Rose Parade is a far cry from lavish floats of today.



PRESENT-DAY FLOATS are products of skilled artists, designers and craftsmen. The metal frame is covered with chicken wire, sprayed with plastic "cocooning," then covered with flowers.



ONLY FRESH FLOWERS and greenery may be used on floats. A single float may cost \$20,000 and use 300,000 flowers — all hand-attached by corps of workers during the day and night preceding the Parade.



ADDED DELIGHT to viewers of the Rose Parade are the bevy of beauties, shapely majorettes, smart bands and equestrian units.