

THE OMAHA GUIDE

ALL THE NEWS WHILE IT'S NEWS

National Advertising Representative

WEEKLY NEWSPAPER REPRESENTATIVES, INC.

New York • Chicago • Detroit • Philadelphia

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
One Year 4.00

OUT OF TOWN SUBSCRIPTION RATES

One Month \$.50
Three Months 1.50
Six Months 2.50
One Year 4.50

ADVERTISING RATES MADE KNOWN ON REQUEST

Machines Needed To Keep Production Up

WILMINGTON, Del. — By 1976, the United States, needing to produce \$750 billion annually in goods and services, could find it is 76,000,000 man-hours short of filling this production goal, according to the Du Pont employee magazine, "Better Living". Only by automation and similar technological improvements can the nation hope to avoid this dangerous labor shortage, it commented.

The solution to the theoretical problem posed by a demand growing out of proportion to the anticipated population increase lies in vastly improved technology, the magazine said in its January-February issue published today.

In the lead article, entitled "Labor Shortage Ahead", the magazine said the United States in its Bicentennial year will have an estimated population of 216,000,000 with a demand for goods and services twice what it is today, based on trends of the last 80 years.

"Yet the work force 20 years hence will be only about 30 per cent larger than it is today," the magazine said. "What this means is that, at today's rate of output, the nation would be able to produce only about 70 per cent of the goods and services demanded. Translated into time, there would be a shortage of 76 billion man-hours of labor in 1976.

"This leaves three choices: Work 11.5 hours a day, or 57 hours a week. Attempt to recruit more labor among students, retired persons, and housewives. Or increase individual output.

"Since the first two courses are clearly unlikely by present American trends, the real answer lies in the third—in utilizing every technical advance, every ingenious invention, every new tool to increase productivity so the available labor force can fill the 1976 demand for \$750 billion of goods and services.

"The basis for achievement exists; the question is how the nation nurtures its prospects."

Increases in services—medical, educational, personal care, and others—will necessitate more doctors, teachers, and other service specialists because each can care for only a limited number of people. Thus there will be proportionately fewer persons available to industry, on which will fall the great burden of increasing the total output of goods and services, the magazine stated.

A serious shortage could develop in the field of housing, it continued. The United States will need 2,000,000 new homes a year by 1976 to meet expanding population, according to "Better Living". There will also be a need for 2,000,000 new classrooms and 150,000 more churches.

By 1976, American farmers will have to produce nearly 30 percent more food, or an estimated 38,000,000 tons annually just to meet 1956 standards for an anticipated population of 216,000,000.

"At best only a small part of the additional needs can come from cultivating more land; most tillable soil is being farmed now" the magazine said. "To work more people on the present land would raise labor costs more than yields.

"Basically, the increased production must come from increasing yields and eliminating or controlling the ravages of pests, floods, and spoilage which destroy so much food production."

The nation will not only have 48,000,000 more people in 1976, according to "Better Living", but it is estimated that each person's wardrobe may be 10 to 15 per cent larger, indicating the need for technical gains in United States textile mills.

"Better Living" pointed out that technological innovations now enable the typical industrial employee to turn out about 85 per cent more work than in 1936 with far less physical effort.

The article traced the dual rise of technological improvements and population in the United States, and commented:

"If the past is any guide to the future, there is every reason to believe the nation will find ways and means to fill the demand of its people in 1976. For the history of the past 175 years is the virtually unbroken story of an expanding population matched and exceeded by expanding output."

Urges Use Of Tillable Land

Washington . . . A report showing that nearly 21 million acres of fine farm lands are now lying idle in 19 Eastern, Southern and Mid-western States will soon be placed before Congress.

Rep. Craig Hosmer of California said that he would present to the House of Representatives evidence to show that while the Federal Bureau of Reclamation is asking Congress to approve enormous costly new irrigation projects, at least 20,937,153 acres of the best American crop land are unused for any purpose.

"Right now," Hosmer stated, "we have before us in Congress the gigantic Upper Colorado River Project. Unquestionably the most expensive and unsound scheme yet devised, it would bring into production more than half a million acres in high, barren, remote areas of Wyoming, Colorado, Utah, and New Mexico."

"With millions of acres of the best farm land awaiting the plow in areas where the rainfall is heavy and the growing season long, the Reclamation Bureau would force this great new burden of the Upper Colorado River Project on the American taxpayers."

The Republican Congressman said that at his request a survey had been conducted to determine the amount of good crop land now idle and available for farming, if needed. The data was supplied by field offices of the U. S. Soil Conservation Service.

"We considered only land in Classes I, II and III," Hosmer stated. "This is the best agricultural land, and the total does not include woodlands, pastures or government lands."

"I previously notified the members of Congress from the States in which the survey was made that the information was forthcoming so that they could, if they wished, take whatever action they deem appropriate."

"I consider the findings of this survey nothing short of amazing. In addition to the 21 million acres of the best farm land that is now idle in 19 States there are millions of other acres in lower soil classes and in other States that are idle in the humid area of the Nation. Much of this idle lower class land could be improved with little cost and developed into pasture."

"These millions of idle acres of the best lands are close to markets, to population centers, with roads and transportation running through them, and with schools and municipal governments established.

"Where the Reclamation Bureau wants to build the multi-billion dollar Upper Colorado River Project, there is little population, few roads, no metropolitan markets, few towns. The enormous cost of

establishing municipal governments, police forces, schools, building of highways and new towns must be added to the cost of developing the arid lands.

"It is an unbelievable proposal for the purpose of growing more farm products of the kinds already in great surplus while there are these millions of acres of good idle land in the Midwest, South and East."

Hosmer said the survey had been conducted under his direction in the States of Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, North Carolina, Ohio, South Carolina, Tennessee, Virginia and Wisconsin.

"The Bureau of Reclamation would have us believe that we must spend billions to develop projects like the Upper Colorado in order to provide food and fiber for our growing population.

"That simply is not true. On the presently producing farm lands we are growing so much food and fiber that we cannot find adequate space to store it. Despite plans for reducing this output we are faced again this year with enormous surpluses, in some products record yields.

"Each year new methods are reported for increasing per acre yields.

"Yet the Bureau of Reclamation would have Congress appropriate billions of dollars for such unnecessary and wasteful projects as that proposed in the Upper Colorado Basin. This project alone would saddle a new \$4 Billion tax loss on the Nation's taxpayers. The four States benefiting would pay less than two percent of the cost. Taxpayers of the other 44 States would have to pay the balance."

The cost of bringing the millions of acres of good farm land now idle into full production would run from only \$15 to \$150 an acre, Hosmer said.

"Compare that with the \$5,000 an acre cost of building the Upper Colorado Project," he added, "and you see how inconceivable the Reclamation Bureau's scheme is. Bringing into production the good lands now idle in the East, Midwest and South would cost the taxpayers nothing. In the Upper Colorado Project the taxpayers would have to pay not only the excessive cost of building the irrigation projects, the roads, schools and other necessary community projects, but then the taxpayers would have to subsidize the crops that would be grown, such as dairy products, grains and wool. The whole thing is nothing short of economic idiocy."

From Around Nebraska

Prominent in the minds of many in the vicinity of Blair these days is the patronage which the new Community Hospital will have when it is completed at Blair. An annual report from the Sherman County Sacred Heart Hospital at Loup City revealed some interesting things last week and these facts might have a bearing on what a new hospital here will do.

The Loup City Hospital, during 1955, served people from forty towns. There were 834 individual patients during the year and 17 different religious denominations were registered.

Over three million pounds of butter were produced by the Madison Co-Op Creamery in 1955, the Madison Star revealed last week. The butterfat to make all that butter came directly from farmers in the Madison Area. Egg purchased from farmers in the area totaled 97,111 cases or nearly 3 million dozen, the report shows. The Madison Creamery has a payroll of 27 to 40 persons and there are approximately 2500 active patrons of the business.

All of this business produced ready cash for both the farm producers and the workers in the immediate Madison vicinity.

The fastest growing business in Butler County (David City) in the past ten years has been the sale of rural electricity, the Banner-Press revealed in a year-end summary last week. Rural electricity sales are now 20 times as much as they were 10 years ago and preparations are being made to handle still more current in the near future.

One of the factors involved is the rapid growth of irrigation, for which electricity has been used to operate the pumps.

Would-be purchasers of auto and truck license plates at Omaha are being "excused" at this time, according to the Omaha Democrat. The newspaper explained last week that there is a shortage of plates and the usual January 31st deadline has had to be extended to February 15th.

Wahoo is to have a new postmaster and there are twelve applicants for the job, the Wahoo Newspaper stated last week. The Civil Service Commission will have to make the decision of who gets the job.

Teen-agers at Arapahoe carried out a peanut sale last week to raise their share of that community's needed funds for polio. The kids sold bags of peanuts to anyone who would buy and when they added up their receipts they discovered that they may have been selling peanuts but the results figured up into a worthwhile sum.

At Lexington twelve merchants have discontinued the use of trading stamps and have announced that the change will be effective February 15th.

The merchants have explained that the give-away is too expensive and cuts too deeply into their profits.

Moreover, with so many merchants giving stamps of one kind or another, the special benefits which each had hoped to derive has been nullified to the point that they are no longer a paying proposition.

Retail stores in Fairbury have announced that they will close on Saturday nights, breaking a precedent of many years' standing. Instead, the stores will be open Thursday night to provide after-hours shopping time. Business has been falling off on Saturday evening for some time, the Fairbury Journal has noted, principally because of a change of living habits on the part of many people. The Fairbury merchants feel that Thursday night would be a better shopping evening for most folks.

A sheep raiser at Pawnee City is taking the spotlight on livestock oddities this week. The Pawnee Republican related a story last week about a ewe which had triplett lambs 16 days apart. The first lamb was born December 26th. Then, on January 11th, the ewe gave birth to twin lambs.

The entire "family" seems to be getting along satisfactorily.

The Wahoo Chamber of Commerce has been instrumental in the forming of Wahoo Industries, Inc. and has sold \$20,000 worth of stock. The corporation will promote industry for Wahoo by furnishing buildings or grounds as the business may need. There are over 100 stockholders.

A committee of women faced the city council at Seward one evening last week to urge that some action be taken on the closing of unused cisterns and cesspools in the community. The Seward County Independent didn't reveal what started it all, but it did state that the ladies had made a survey of the town and had discovered that there were 96 unfilled cisterns and cesspools in the town which were potential danger spots.

The ladies were seeking an ordinance making it mandatory that the holes be filled and rendered harmless.

At Meadow Grove a rural fire district has been laid out and farms have been assigned numbers which will be their station numbers in the event of fire. The numbers are prefixed by a letter which indicates the district in which the farm is located, the Meadow Grove News explained last week.

Crete is putting on an intensive membership campaign for the Chamber of Commerce. The drive was triggered by a kickoff breakfast and the success of various teams has indicated that the Crete Chamber will have 200 members next year, the Crete News has stated.

UNIVERSITY OF OMAHA College of Adult Education Problems In Planning A Greater Omaha Thursdays, Febr. 9 - March 15

6 SESSIONS
Time: 7:00 - 9:00 p.m. Fee: \$11.50
Series Chairman, Professor William Utley

FEBRUARY 9 "Land Use Policy for the Municipality"
Mr. Claire E. Oneal, Land Planning Engineer

FEBRUARY 16 "Mass Communication and Transportation"
Mr. Burt Whedon, Director of Street Transportation

FEBRUARY 23 "Legal and Administrative Problems"
Mr. Neal H. Hilmes, Assistant City Attorney

MARCH 1 "Urban Renewal"
Mr. Alfred C. Kennedy, Omaha Realtor

MARCH 8 "The Suburbs"
Mr. Joseph F. Mangiamiele, Director of Neighborhood Conservation

MARCH 15 "Planning for the Metropolitan Area"
Mr. A. F. Jacobson, Chairman, Mayor's Planning and Development Committee

One guest is allowed each registered adult each session. Classes will meet in the FEDERAL ROOM in the new Adult Education Conference Center at the University of Omaha. Registration may be completed anytime after January 9 in the Registrar's office (room 240, Administration Building) or before 7:00 p.m. the night of the first class.

Texas Will Not Oppose Court Ruling

NEW YORK, January 18.—Texas will not fight the Supreme Court ruling on segregation, in fact, it will lead the way in integrating Negroes into public schools.

So says Thomas S. Sutherland, Director of the Texas Commission on Race Relations.

Writing in February Coronet, out now, Sutherland says that only a few minority groups have been resisting the Supreme Court directive, and that the majority of Texans have accepted it without argument. More than sixty schools have desegregated without difficulty so far, and by the beginning of the school term in September 1956, the majority of the public schools are expected to follow suit.

In fact, resistance to resistance has been surprisingly strong, says Sutherland in his Coronet article, "I'm proud of Texas." A pastor in Kilgore, Texas, warned against the scripture-based arguments against desegregation, saying, "Don't put words in the mouth of God." And he reflects the opinion of most of the clergy in Texas, says Sutherland. A weekly newspaper editor reports everything said at meetings of groups fighting integration, much to their discomfiture. The President of the Dallas Chamber of Commerce has formed an organization to preserve harmony during the change. The State Board of Education, disregarding the opinion of the Governor, voted that state funds should go to desegregated as well as segregated schools.

Sutherland feels that all the great men of Texas history would be solidly behind the work of the desegregation groups, since they were men of vision and humanity.

Edith Jackson

Mrs. Edith Ruth Jackson, age 48 years, of 2431 N. 31st St., expired Saturday afternoon, January 14, 1956 at a local hospital.

She was an Omaha resident 25 years and was an active member of Pleasant Green Baptist Church. She is survived by five daughters, Mrs. Mildred May Peak of Omaha, Mrs. Myrtle Faye Ray of Chicago, Ill., Barbara Jean Jackson, Edith Ruth Jackson, and Marsha Diane Jackson, all of Omaha; four sons, Donald Lee of New York, N. Y., William Eugene, Clifford Edward and Kenneth Bernard, all of Omaha; two brothers, Dewey Harvey of Topeka, Kas., and Ferdinand Harvey of Pittsburg, Kansas; sister, Mrs. Bertha Smith of Kansas City, Mo.

Funeral services were held Friday, January 20, 1956 at 2:00 p.m. from the Pleasant Green Baptist Church with Rev. D. A. Campbell officiating. Interment was at Mt. Hope Cemetery.

Pallbearers were Messrs. Cleo McDonald, Otis Morrow, John Bullion, R. L. Hawkins, Mote Davis and Felton Austin.

Myers Brothers Funeral Service.

A Lovely Dessert

Cream puffs make a lovely dessert when they're treated in an unusual way. Fill with almond ice cream and serve with butterscotch sauce; or, use peppermint ice cream and chocolate sauce.

Chair Safety

Be conventional when sitting on a chair—to tip and balance a chair on the hind legs not only sets the stage for a tumble but is hard on the floor coverings.

Income Tax

The federal income tax does not apply to partnerships as it does to individuals and corporations—the individuals in the partnership are taxed.

Only One

The weekly Itawamba County (Miss.) Times adopted a new slogan: "The only newspaper in the world that cares anything about Itawamba County."

Irving Chesney

Mr. Irving Chesney, 77 years, 2618 Parker St., passed away Friday, January 13th at a local hospital. Mr. Chesney had been a resident of Omaha thirty-five years and was a former employee of the South Omaha Public Power District office.

He is survived by two nieces.

Packers Seek Better City Truck Routes

WHEREAS: Omaha has now become the largest Livestock and Meat Packing Center in the World, and

WHEREAS: This has resulted in the bringing of many benefits to the members of our Union as well as the many increased benefits it has brought to the entire City of Omaha, and

WHEREAS: The City of Omaha's residential area is rapidly expanding to the point where it will become increasingly difficult for Stock Truckers to have easy access in reaching the Omaha Stockyards, and

WHEREAS: If we are to maintain our present position and continue further growth in the Livestock and Meat Packing Industry, we must see that we provide adequate and easily accessible truck routes into the Omaha Stockyards.

NOW, THEREFORE, BE IT RESOLVED, WE the members of the United Packinghouse Workers of America, AFL-CIO residing in and around the Omaha Metropolitan area urge the Omaha City Government to take immediate improved truck routes within the action to establish and maintain city from all directions, particularly from the North, South, and Westerly directions, into the Omaha Stockyards, and

BE IT FURTHER RESOLVED, that the State of Nebraska, also provide arterial highways linking to the truck routes as provided by the City of Omaha.

YMCA MEMBERSHIP DRIVE UNDERWAY

The annual Near North YMCA Membership Drive gets underway this Sunday morning, January 22nd, 8:30, at a Kick-off breakfast.

Mayor John Rosenblatt and Booker T. Washington, supervisor of boys clubs at the branch, will be speakers.

Workers and representatives of various community organizations have been invited to attend.

The 1956 goal is 700 members and \$3500 in cash, according to Dr. L. O. Goodloe, Big Boss of the Membership Round-up.

Eugene Skinner, principal at Long Grade school, and Gerald Morris, owner of the Morris Cleaning Enterprises, are ranch bosses. Both have led past YM membership drives and have been active in YM projects.

Rev. L. A. Parker, president of the Interdenominational Ministerial Alliance, is chairman of a Church Sunday committee. He will be assisted by Attorneys Ralph Adams and Robert Blanchard.

Ethel Cole Bryant heads the Women's Calling Committee. Charles Washington is in charge of publicity.

Ranch Boss Morris has selected Robert K. Hill, John Garry, Earl Person, and Mrs. Ruth Solomon, as his range bosses. M. L. Dillon, Albert Brown, Arthur B. McCaw, and Mrs. Lavina Adams will work as range bosses under Skinner.

Father: "What was the hardest thing you learned at college?"
Son: "How to open beer bottles with a half-dollar."

INGROWN NAIL HURTING YOU?

Immediate Relief!
A few drops of OUTGROW® bring blessed relief from throbbing pain of ingrown nail. OUTGROW® toughens the skin underneath the nail, allows the nail to exit and thus prevents further pain and discomfort. OUTGROW® is available at all drug counters.

MERCHANTS INVESTMENT CO.

Automobile, Furniture and Signature Loans
Automobile Financing
819 First National Bank Bldg. AT 5066

FOR RENT

A 6 Room Unfurnished Apartment
In The New Completely Remodeled and Redecorated
Malburn Apartments
21st and Burdette Streets
CALL AT 4114 For Applications

Article in Reader's Digest Reveals Jittery Pre-Menstrual Tension Is So Often a Needless Misery!

Do you suffer terrible nervous tension—feel jittery, irritable, depressed—just before your period each month? A startling article in READER'S DIGEST reveals such pre-menstrual torment is needless misery in many cases!

Thousands have already discovered how to avoid such suffering. With Lydia Pinkham's Compound and Tablets, they're so much happier, less tense as those "difficult days" approach!

Lydia Pinkham's Compound has a remarkable soothing effect on the source of such distress. In doctors' tests, Pinkham's

stopped . . . or strikingly relieved . . . pain and discomfort! 3 out of 4 women got glorious relief!

Taken regularly, Pinkham's relieves the headaches, cramps, nervous tension, during and before your period. Many women never suffer—even on the first day! Why should you? This month, start taking Pinkham's. See if you don't escape pre-menstrual tension . . . so often the cause of unhappiness.

Get Lydia E. Pinkham's Vegetable Compound . . . or convenient new Tablets which have blood-building iron added. At drugists.

By Royal Doctor

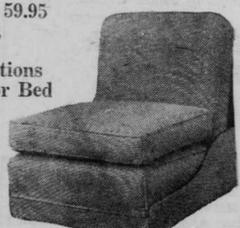
NEED SOMETHING? SEE THE WANT ADS!

BRANDEIS

Save \$20! Sleep Chairs!

- Made to Sell for 59.95
- Choice of Colors, Fabrics
- Adjust to 3 Positions
- Use as Lounge or Bed

\$39.95



Convenient Terms Can Be Arranged To Fit Your Budget
Out of Town Orders Shipped Freight Collect
FURNITURE—SEVENTH FLOOR

MERCHANTS INVESTMENT CO.

Automobile, Furniture and Signature Loans
Automobile Financing
819 First National Bank Bldg. AT 5066

FOR RENT

A 6 Room Unfurnished Apartment
In The New Completely Remodeled and Redecorated
Malburn Apartments
21st and Burdette Streets
CALL AT 4114 For Applications

Article in Reader's Digest Reveals Jittery Pre-Menstrual Tension Is So Often a Needless Misery!

Do you suffer terrible nervous tension—feel jittery, irritable, depressed—just before your period each month? A startling article in READER'S DIGEST reveals such pre-menstrual torment is needless misery in many cases!

Thousands have already discovered how to avoid such suffering. With Lydia Pinkham's Compound and Tablets, they're so much happier, less tense as those "difficult days" approach!

Lydia Pinkham's Compound has a remarkable soothing effect on the source of such distress. In doctors' tests, Pinkham's

stopped . . . or strikingly relieved . . . pain and discomfort! 3 out of 4 women got glorious relief!

Taken regularly, Pinkham's relieves the headaches, cramps, nervous tension, during and before your period. Many women never suffer—even on the first day! Why should you? This month, start taking Pinkham's. See if you don't escape pre-menstrual tension . . . so often the cause of unhappiness.

Get Lydia E. Pinkham's Vegetable Compound . . . or convenient new Tablets which have blood-building iron added. At drugists.

By Royal Doctor