

THE OMAHA GUIDE

WEEKLY NEWSPAPER REPRESENTATIVES, INC.

National Advertising Representative
New York • Chicago • Detroit • Philadelphia
Published Every Thursday, Dated Friday

Branch office for local news only, 2420 Grant St., Omaha 11, Neb.
Second-class mail privileges authorized at Omaha, Nebraska.

C. G. GALLOWAY, Publisher and Managing Editor
(MEMBER)
CALVIN NEWS SERVICE
GLOBAL NEWS SERVICE
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ADVERTISING RATES MADE KNOWN ON REQUEST

Safer Highways Necessary

The loss of more than one hundred lives every day on the streets and highways of our nation emphasizes the importance of a concentrated effort to make motor traffic safer for the millions of drivers of cars, trucks and buses, as well as for pedestrians who are compelled to use our streets and highways.

The development of modern highways and high speed motor vehicles has made death a fellow-traveler. No one knows with certainty when the Grim Reaper rides alongside, or whose life will be cut down by the invisible scythe.

Despite programs to educate us in highway safety, traffic lights and signs, improved highways and automobiles, the toll of accidents is appalling. We pay a high price in human life for the recognized benefits which have accrued to society through greater and faster mobility.

The problem has no simple solution. Warning signals, stop signs and flashing lights are helpful but as traffic increases, they slow down the movement of vehicles. Driving lessons and safety programs make their contribution. Regular inspection of motor vehicles, enforcement of traffic regulations and revocation of driving licenses create a screen of protection. The problem multiplies, however, as motor traffic increases in volume, as well as in speed.

Amazing progress has been made in constructing highways to accommodate heavy traffic. In many places, the old two-lane highways have been replaced by multi-lane thoroughfares. Grade-crossings have been eliminated, and even the toll highway has been accepted in some states as a means to finance the relocation and improvement of highways for the speeding of traffic.

With all of this, and with the new Federal highway program now going into effect, we cannot help but wonder whether this will mean an actual reduction in the casualties suffered on the highways of our nation. Until drivers of motor vehicles realize the value of their own lives and the lives of others who use the highways, we fear the carnage on the highways will continue.

Planned Progress

"What we need in this town is an industry of some sort!" We've all heard that statement or one like it a hundred times over. But how many of our rural communities are really ready to take care of a new industry? How many have facilities such as good schools, available housing, places for recreation, attractive shopping centers, and all the other things management looks for in addition to a factory site?

A program called Planned Progress, which has been operating for several years in Missouri and parts of Iowa and Illinois, is designed to help the smaller communities become more attractive places to live in and work in. It is sponsored by the Missouri Edison, Missouri Power and Light, and Union Electric Companies. They help organize the program, and provide coordination, advice, and the stimulation of cash awards to spark local effort.

Townspeople in more than 200 communities have participated in the program since 1952. Some of the things they have done include the following: Installed new sidewalks, paved streets, made and installed street signs, carried on supervised recreation programs for children, campaigned for bond issues for improved schools and water systems, developed city parks and community centers, organized volunteer fire fighting associations, and organized clean-up campaigns on a community wide basis.

To quote from an editorial in the Warsaw, Illinois, Bulletin, "Although it isn't possible for an outsider to solve another community's problems, if it's certainly possible for an outsider to help a community solve its own problems. And that is exactly the kind of boost we are getting from Planned Progress."

Purchasing Agent

The housewife is the purchasing agent in most American homes. So every producer and seller of goods must be vitally concerned with what advertising medium she finds most influential when it comes to making out her shopping list.

The Illinois Consumer Analysis recently conducted 5,000 interviews in 15 Illinois markets in which this question was asked: "What form of advertising do you find most helpful in buying general merchandise?" The answers were: newspapers, 50 per cent; television, 3.5 per cent; magazine, 2.7 per cent; radio, 1.1 per cent.

The newer media serve their purpose and are here to stay—but nothing can supplant or equal the local newspaper in the esteem and interest of the public at large.

Excellent Law

The Portland Oregonian has published a letter from a reader, Walter F. Buse, which says: "I have been reading the Taft-Hartley law, and from the standpoint of the laboring man, I think it is an excellent law. It protects the laboring man from the businessmen who want to exploit labor, and from the labor leaders who just want power and money for themselves."

"I am a strong believer in labor unions. They are a necessary part of our American economy, but they should be organized from the bottom up and not from the top down. . . The laboring man himself should have the right to say where the money should be spent. It should not be spent for power and political ambitions of its leaders."

Just what logical argument can there be against this position?

News From Around Nebraska

At Minden, police are trying to unravel a mixup in house numbers which took place over Halloween. Many of the homeowners have the type of house number which is in the lawn at the front of the house and the Spooks and Witches pulled them up, transplanted others, discarded some and created a general mixup.

In the Minden Courier last week, police asked homeowners to bring in any number which did not fit their location, and select one from the accumulated pile which would be correct.

Folks in the Franklin, Nebraska area have learned that it's best to hire a local painter. The Franklin Sentinel revealed last

Negro Switch to GOP Indicates Resentment of Dixiecrats' Hamstringing

New York, Nov. 9 — The nationwide swing of Negro voters towards the Republican party in the presidential election was attributed today by Roy Wilkins, NAACP executive secretary, to "the growing resentment against the pernicious role of southern Democrats in hamstringing all civil rights legislation and especially in slowing down school desegregation."

As long ago as last April, Mr. Wilkins noted, there were positive indications of a switch among Negro voters away from the Democratic party which they had supported consistently with majorities up to 80 per cent since the 1936 election which returned President Roosevelt for his second term. In this year's election, President Eisenhower received a heavier vote from predominantly Negro wards than any Republican presidential candidate since 1932.

Southerners Reject Dems Reports received at NAACP headquarters here indicate that gains among Negro voters for President Eisenhower over the 1952 election ranged from 4 per cent in Atlanta. Four assembly districts in Harlem, which in 1952 returned only 20.3 per cent of their votes for the Republican standard bearer, this year gave him 33.7 per cent of their total votes.

"It is noteworthy," Mr. Wilkins pointed out, "that Negro voters in the South, who in 1952 voted more strongly for Governor Adlai Stevenson than colored citizens elsewhere in the nation, this year switched more sharply to the Republicans than did northern Negro voters."

In Louisiana and Kentucky Negro voters who helped hold these states for Gov. Stevenson in 1952, this year helped carry them into the Eisenhower column. The President not only increased his vote but succeeded in carrying predominantly Negro

election districts in Baltimore, Richmond, Norfolk, Louisville, New Orleans, Baton Rouge, Atlanta, Greensboro, Birmingham, Mobile, Memphis, Nashville, Charleston, S. C., and many other southern cities.

Negro voters in Montgomery are credited with placing that Alabama city in the G.O.P. column for the first time.

The resentment against the Dixiecrats was apparently more keenly felt in areas where they control state and local government than in the North. The Democrats were still able to carry the Negro wards in New York, Chicago, Detroit, St. Louis, Kansas City, Mo., Minneapolis and in certain other northern cities, although by reduced pluralities.

There was also, in several Negro districts, a falling off of the vote seeming to indicate that many voters, dissatisfied with the performance of both major parties, decided to sit this election out. This was true in Philadelphia and in certain other cities.

While attributing the switch primarily to the civil rights issue, Mr. Wilkins noted that other factors, "such as peace and prosperity, had their impact upon colored voters just as they did upon other citizens. Negroes want peace as well as civil rights," he said, "and they are also sharing in the generally high employment level."

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Ass't. Attorney-General Charges South Closes Polls To Negro Voters

Washington, D. C. (CNS) — Asst. Attorney General Warren Olney, III, told a group of Negro reporters that "Every excuse and no excuse are still being used in some Southern States to keep Negroes from voting."

Mr. Olney, who is also chief of the Justice Dept.'s Criminal Division told that Congress should hold public hearings on the subject for the process of criminal law is "clumsy and badly adjusted" and not adequate to help the Negro vote.

He cited that the Justice Dept. must wait until after the election before a case can be brought up in court. Then the Justice Department can attempt to have Congress draft legislation allowing the Attorney General to go into Federal Courts for preventive injunctions in cases where Negroes were not allowed their voting rights.

Olney insists that "there is nothing other branches of Government can do. It is up to Congress itself," he added to see that it abides by the clause of the Fourteenth Amendment of the Constitution — which never has been used — but which calls for reduction of Representatives in Congress from any State that denies the right to vote to any citizen.

Odessa Points

Mrs. Odessa Points, age 55 years, of 2610 Jefferson Street, expired Saturday November 10, 1956 at a local hospital.

She was an Omaha resident 22 years and was employed at Armory & Company. She was a member of Ada Chapter No. 13, O.E.S., Mrs. Florine Rosebaugh W. M.

Mrs. Points is survived by her sister, Mrs. Lou E. Frazier; brother, Charles Deering; 2 nieces, Mary Lou Frazier and Cheryl Ann Thomas; nephew, Gordon Wayne Banks, all of Omaha.

Funeral services tentatively arranged for Thursday November 15, 1956 at 2:00 P.M. from the Mt. Olive Baptist Church with Rev. J. O. White officiating. Interment will be at Graceland Park Cemetery.

Ada Chapter No. 13, O.E.S. will have charge of Eastern Star rites. Myers Brothers Funeral Service.

Fritz McKim

Fritz McKim, age 66 years, of 3225 Pinkney Street, expired Tuesday morning November 6, 1956 at a local hospital.

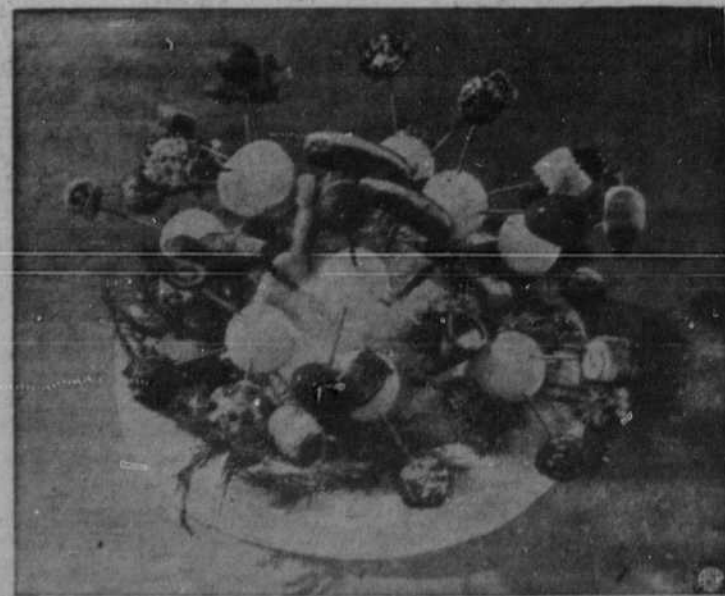
He was an Omaha resident over 35 years.

Mr. McKim is survived by his wife, Mrs. Edna Marie McKim; 2 daughters, Mrs. Geraldine Miller and Mrs. Ernestine Peck; 11 grandchildren, all of Omaha.

Funeral services were held Saturday November 10, 1956 at 10:00 A.M. from the Myers Funeral Home with Rev. J. F. Bartek of Sacred Heart Catholic Church officiating. Interment was at Holy Sepulchre Cemetery.

Pallbearers Messrs. Simon Harold, Sam Turner, Louis Walker, Joe Peak, Bill Peak and Joe Drake. Myers Brothers Funeral Service.

Holiday Snack Server



Most Christmas fixin's are planned weeks ahead so guests will always be welcome and snacks and holiday cookies are always on hand. However, all the delicious foods shouldn't be reserved for guests. You'll find it's as much fun to have some surprise snacks when your family is home watching TV in the evening.

And everyone is decorating the Christmas tree or wrapping gifts they'll love steaming chocolate to drink with tasty Christmas snacks to nibble on. Simple, easy to make snack foods become something special when they're radiating from a snowball centerpiece you can make yourself.

You'll find the white plastic foam balls hold party picks firmly in place and Christmas greens and decorative tree balls add a festive touch to the tablepiece. Use it for a party buffet or on the coffee table for before-dinner hors d'oeuvres. Fresh garden flowers replacing the evergreen, make it a year around decoration.

At your own family party serve gay miniature kabobs on multi-colored toothpicks. Skewer one stuffed olive, a minced ham cube, and a cheese circle all topped with a tangy pickled onion. Be sure to have plenty of cream cheese balls rolled in bits of dried beef and crown other picks with party sausage and all-time favorites, carrot curls and pine olives.

You'll find the lightweight plastic foam used for the snack holder in a set form and balls at your local variety store. For the circular base invert a dinner plate on a one-inch thick sheet and cut around it with a sharp paring knife. Then with adhesive glue or toothpicks attach the large half ball (also cut in half with a knife) to the base. For extra sparkle brush glue on the balls and sprinkle with glitter.

feeds in amounts of fractions of an ounce a ton.

You can always tell an eight-year-old, but you usually have to tell him twice.



Helps Heal And Clear Itchy Skin Rash!

Zemo, a doctor's antiseptic, promptly relieves itching, stops scratching and so helps heal and clear surface rashes. Buy Extra Strength Zemo for stubborn cases!



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A 5-Room Modern House North of Lake Street. A Lovely Home in a Lovely Neighborhood.
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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

Earn \$40 Weekly Comm. Sewing Babywear!

No House Selling! Rush Stamped Addressed Envelope.
BABY GAY, Warsaw, Indiana



...and of course all the streets will be CONCRETE!

"You will pay for the street in front of your house, so naturally you want the best possible pavement value. That's why we've specified concrete streets for this new neighborhood. They're moderate in first cost, require less maintenance and last longer than other types of pavement. They cost you less per year. You also save on street lighting costs. Concrete streets reflect up to four times more light than dark-colored pavements so they require less illumination.

"But that isn't all. Concrete streets are safer too! Cars can stop faster, without skidding, on concrete's gritty surface. That's an extra measure of protection for the neighborhood children.

"And mothers appreciate this advantage: There's no sticky residue for the family to track into the house."

Yes, low-annual-cost, durable concrete streets are your best possible pavement investment.

PORTLAND CEMENT ASSOCIATION

504 South 18th Street, Omaha 2, Nebraska
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work
CONCRETE STREETS MEAN ADDED SAFETY AND ECONOMY