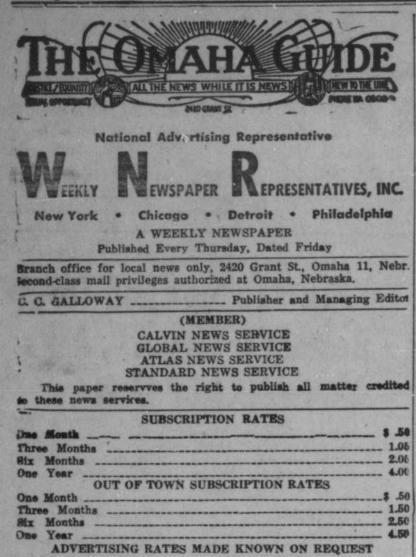
Page Two



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 in Atlanta. Four assembly dis- While attributing the switch been used — but which calls for concentrated effort to make motor traffic safer for the millions of tricts in Harlem, which in 1952 primarily to the civil rights isdrivers 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-traveller. No one knows with certainty when the Grim Reaper rides alongside, or whose life will be votes. cut down by the invisible scythe.

Despite programs to educate us in highway safety, traffic lights kins pointed out, "that Negro rights," he said, "and they are aland signs, improved highways and automobiles, the toll of accidents voters in the South, who in 1952 so sharing in the generally high years, of 2610 Jefferson Street, 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 tion, this year switched more signs and flashing lights are helpful but. as traffic increases, they sharply to the Republicans than slow down the movement of vehicles. Driving lessons and safety did northern Negro voters" programs make their contribution. Regular inspection of motor ve-In hicles, enforcement of traffic regulations and revocation of driving licenses erect a screen of protection. The problem multiples, 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 In many places, the old two-lane highways have been replaced by multi-lane thoroughfares.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

Negro Switch to GOP Indicates Resentment Of **Dixiecrats' Hamstringing**

New York, Nov. 9 - The na- election districts in Baltimore, Washington, D. C. . . (CNS) tionwide swing of Negro voters towards the Republican party in New Orleans, Baton Rouge, At Olney, III, told a group of Negro Puring the presidential election was at- lanta, Greensboro, Birmingham reporters that "Every excuse tributed today by Roy Wilkins, Mobile, Memphis, Nashville and no excuse are still being usd Cuts Costs NAACP executive secretary, to Charleston, S. C., and many other in some Southern States to keep "the growing resentment against southern cities.

the pernicious role of southern Negro voters in Montgomery Democrats in hamstringing all are credited with placing that the Justice Dept.'s Criminal Dicivil rights legislation and es- Alabama city in the G.O.P. col- vision told too that Congress pecially in slowing down school umn for the first time. desegregation."

As long ago as last April, Mr.

mong Negro voters away from

the Democratic party which

Dems Hold Northern Cities the subject for the process of The resentment against the criminal law is "clumsy and badly Wilkins noted, there were posi- Dixiecrats was apparently more adjusted" and not adequate to tive indications of a switch a keenly felt in areas where they help the Negro vote. control state and local govern He cited that the Justice Dept.

THE OMAHA GUIDE

ments than in the North. The must wait until after the election of Cargill, Incorporated, the nathey had supported consistently Democrats were still able to before a case can be brought up with majorities up to 80 per cent carry the Negro wards in New in court. Then the Justice Desince the 1936 election which re- York Chicago, Detroit, St. Louis partment can attempt to have turned President Roosevelt for Kansas City, Mo., Minneapolis Congress draft legislation allow- stock feeds. The plant, in Peoria, his second term. In this year's and in certain other northern ing the Attorney General to go election, President Eisenhower cities, although by reduced into Federal Courts for preven- ted that the man-hours per ton of tive injunctions in cases where feed produced have been reduced

received a heavier vote from pre-dominantly Negro wards than There we 1.50 any Republican presidential canro districts, a falling off of the voting rights. 2.50 didate since 1932.

vote seeming to indicate that Olney insists that "there is Reports received at NAACP many voters, dissatisfied with nothing other branches of Govheadquarters here indicate that the performance of both major ernment can do. . It is up to (gains among Negro voters for parties, decided to sit this elec- gress itself," he dded to see that President Eisenhower over the tion out. This was true in it abides by the clause of the 1952 election ranged from 4 per- Philadelphia and in certain other Fourteenth Amendment of the

centage ponts in Chicago to 54 cities.

returned only 20.8 per cent of sue, Mr. Wilkins noted that other Congress from any State that detheir votes for the Republican factors, "such as peace and pros- nies the right to vote to any citistandard bearer, this year gave perity, had their impact upon zen.

upon other citizens. Negroes "It is noteworthy, "Mr. Wil- want peace as well as civil

voted more strongly for Gover- employment level."

nor Adlai Stevenson than colored citizens elsewhere in the na-**Itching Torture PROMPTLY RELIEVED** Louisiana and Kentucky

A doctor's formula-soothing anti-Negro voters who helped hold septic Zemo-promptly relieves the these states for Gov. Stevenson itching, burning of Skin Rashes, in 1952, this year helped carry Eczema, Psoriasis, Ringworm and Athlete's Foot. Zemo stops scratchthem into the Eisenhower column. The President not only ing and so aids heal-Zemo in carrying predominantly Negro

week a story about a transient painter who was hired to redecorate the interior of a farmer's home.

The painter, under the influence of something more potent than coffee, brought an air compressor and a quantity of aluminum paint and started the job. He sprayed the entire interior of the house, including the bathroom fixtures, the piano, the radio, floors, curtains and even the clothes in the closets.

The crew left while the owner was away from home but they while working on a job near Superior, Nebraska. They were taken into court and fined for their misbehaviour and were required to remove the paper from the walls, repaper the house, refinish the floors and pay for damages to clothes and linens.

Asst. Attorney-General **Charges South Closes Polls To Negro Voters**

Labor Negroes from voting." Mr. Olney, who is also chief of

Automation, whose beneficent miracles have done much in reshould hold public hearings on cent years for industry, has moved into livestock teeding - a development of inestimable meaning for the farmers of the great Corn Belt.

Nutrena Mills, Inc., a subsidiary tion's largest grain handling and processing firm, has just opened a super-plant for making live-Illinois, is so thoroughly automa-

There was also, in several Neg- Negroes were not allowed their to one from three, enabling Nutrena to reduce feed prices con siderably.

An electronic control panel takes orders for the feed in the form of balanced formulas. There are some eighty of these. It relays instructions to mixing and milling machinery through other panels motors, and 150 miles of wiring. Each feed can be turned out, in one of four basic forms, at the rate of 45 tons an hour! Ingredients include costly anti-

Odessa Points

Mrs. Odessa Points, age 55 expired Saturday November 10, 1956 at a local hospital.

She was an Omaha resident 22 years and was employed at Armour & 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; broth-

Mary Lou Frazier and Cheryl Ann Thomas; nephew, Gordon Wayne

ranged 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 Ceme

Myers Brothers Funeral Ser-

an ounce a ton. You can always tell an eightyear-old, but you usually have to tell him twice. **INGROWN NAIL HURTING YOU?** Immediate Relief! f ingrown na t and thus pre-

EASE AND CONVENIENCE

WITH BLUE BLAD

STYRENE CASE

00

feeds in amounts of fractions of

promptly relieves itching, stops scratching and so helps heal and clear surface rashes. Buy Extra Strength Zemo for stubborn cases! Quick Relief of

Omaha, Nebraska, Friday, November 16, 1956

Hchy Skin R

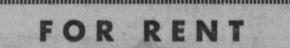
elos Heal And Cle

Zemo, a doctor's antiseptic,

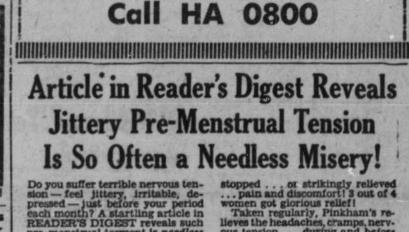
ENJOY UTMOST SHAVING GIA. NEURITIS with STANBACK TAB. LETS or POWDERS. STANBACK Is not a one ingredient formula . . STAN-BACK combines several medically proven pain relievers into one easy to tak . The added effectiveness of MULTIPLE ingredients brings faster complete relief, easing anxiety and usually accompanying axis







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

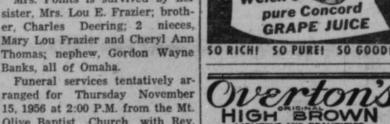


Do you suffer terrible nervous ten-sion — feel jittery, irritable, de-pressed — just before your period each month? A startling article in READER'S DIGEST reveals such pre-menstrual torment is *needless* misery in many cases! Thousands have already discov-ered how to avoid such suffering. With Lydia Pinkham's Compound and Tablets, they're so much hap-pier, less tense as those "difficult days" approach!

lieves the headaches, cramps, nerv-ous tension . . . during and be/ore your period. Many women never suffer-energy on the first day! Why should you? This month, start tak-ing Pinkham's. See if you don't energy pre-menstrual tension. escape pre-me

pier, less tense as the days" approach! Lydia Pinkham's has a remarkable soothing effect on the source of such Wenderful relief during and before these "difficult days"!

Get Lydia E. Pinkham's Vege-table Compound. or convenient new Tablets which have blood - building iron



terv

vice.

vice.



6

Funeral services tentatively ar

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

biotics, accurately mixed into the Nearly 400 Grapes in every bottle!

FACE POWDER

OLIVE TONE

State.

"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 suuch 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; tele-vision, 8.5 per cent; magazine, 6.7 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 p blic at large.

Arre **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.'

Fust 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 The moral is: Know the man you hire.

The Boy Scouts at Onawa, Iowa have launched a toy repair program which will net a lot of renewed toys for youngsters at Christmas time. The boys asked the public, through the Onawa Sentinel, for old, broken or discarded toys which they will repaint and restore to near-new condition.

The Girl Scouts of Onawa have a similar program relating to dolls. They are replacing hair, repainting faces, making new clothes and putting them back in good shape.

At South Sioux City the sheriff has started a tax collection program and has siezed three cars owned by men who have not paid their personal taxes. The Dakota Count Star revealed that the delinquent taxes were paid in a hurry when the cars were impounded

Nebraska has a state law which makes it a requirement that the sheriff sieze property if personal taxes are not paid.

There's corn, and lots of it out in Central Nebraska, the newspapers reveal. Last week the Central City Republican-NonPareil had a large headline which said: "100-bushel corn in Merrick County not unusual."

Most of the good yields came from irrigated fields, but production was tremendous. The newspaper listed fifteen farmers who had "top" yields of well over 100 bushels. Highest yield was 147.6 bushels followed closely by another with 144 bushels, a mber in the 130-bushel bracket, etc. There were innumerable yields of over 100 bushels, the paper stated.

The Red Cloud Commercial Advertiser reported an even better yield of 157 bushels per acre. The top ten yields ranged from 157 bushels down to 120 bushels. Twenty-six men who were cooperating with a College of Agriculture program, had an average of 113 bushel yields.

Saunders county, (Wahoo) went Democratic in the recent election, revealed the Wahoo Newspaper lest week. It was the first time in 34 years that the Democrats had shown a superior strength there. The voters, contrary to the rest of the state, rejected all the Republican nominees and asserted their rights to choose without regard for how the rest of the state voted.

The new ball-point pen which were recently put into use in all of the postoffices in this area, disappeared from the postoffice at Schuyler last week, the Schuyler Sun has revealed. Two school boys stole the four pens and were found using them in their school work. One of the boys had attempted to obliterate the Post Office name from the pens which led to the discovery that he had the missing pens. Within a few hours the pens were back in their places.

A new Coast to Coast store has been opened at Hartington, the Cedar County News announced last week. A man from California selected Hartington for his business venture as a likely place where he could succeed. He chose the town after making surveys of the economic and traffe conditions there.

A bus-load of thirty adults left Seward, Nebraska Tuesday for the National Grange convention at Rochester, New York. They will cross Lake Michigan on a Ferry, spend some time in Canada, eat Thanksgiving dinner in Boston and enjoy four days of sightseeing in New York. The tour will be back November 28th.

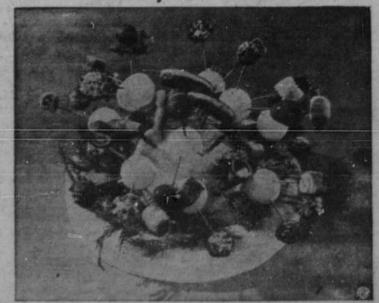
The Dawson County Herald, printed at Lexington reports that the sugar beet crop is the best in years. The yield is above average and the beets have more sugar content than normal. Dawson county has an estimated 5500 acres of beets this year which will bring a cash income of a million dollars to Dawson County farmers. The corn yield, thanks to irrigation, is good, too.

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 Trial Size at 10 Cent Store 35 years. Mr. McKim is survived by his OVERTON-HYGIENIC MFG. CO. CHICAGO

wife, Mrs. Edna Marie McKim; 2 OVERTON-HYGIENIC MFG. CO. daughters, Mrs. Geraldine Miller and Mrs. Ernestine Peck; 11 3653 S. State Street grandchildren, all of Omaha. Chicago, 9, Ill. Funeral services were held Saturday November 10, 1956 at PLEASE SEND ME FREE 10:00 A.M. from the Myers Fun-SAMPLE (State Shade Desired) eral Home with Rev. J. F. Bartek of Sacred Heart Catholic Church) High Brown () Creole-Tan officiating. Interment was at () Nut Brown () Olive-Tan Holy Sepulchre Cemetery. Pallbearers Messrs. Simon Harrold, Sam Turner, Louis Walker, Name Joe Peak, Bill Peak and Joe Address Drake. Myers Brothers Funeral Ser

Holiday Snack Server

City



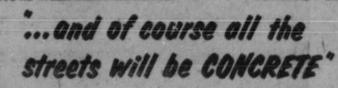
Most Christmas fixin's are planned weeks ahead so guests will always be welcome and snacks and holiday cookies are always on hand. However, all the delicious foods shouldn't be reserved for guests. You'll find it's as much fun to have some surprise snacks when your family is home watching TV in the evening.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

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

thing 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 re-placing 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 ripe olives. You'll find the lightweight plastic foam used for the snack holder in sheet form and balls at your local variety store. For the circular

In sheet 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 tooth-picks 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 adition





"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 tool 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 national argunization to improve and extend the uses of partland ment and concrete through scientific research and engineering field work

CONCRETE STREETS MEAN ADDED SAFETY AND ECONOMY