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Vol. 37 No. 45

Friday, January 18, 1957

10c Per Copy

Seven Have Indicated City Council Candidacies

Hollywood Stars At Ak-Sar-Ben

Omaha, Nebraska—Top stars of Broadway, Hollywood, Las Vegas and Miami are Ak-Sar-Ben bound to provide the free entertainment for the 1957 members of the Omaha civic organization, A. E. Stoddard, chairman of the Members' Shows Committee, announced today.

The list he revealed included such celebrities as the renowned Andrews Sisters, Vic Damone, Vaughn Monroe, Ben Blue and others.

Mr. Stoddard said that not only will the five free shows give 1957 Ak-Sar-Ben members their biggest year of entertainment—and their most tremendous bargain for a \$10 membership—but that his Committee hopes to add another and sixth big free show in the near future.

Mr. Stoddard announced the following schedule:

May 27-28: Vaughn Monroe, top-ranking vocalist; Johnny Long's Orchestra, recording stars; "Duffy's Tavern" radio and TV Conlin and Ryan, stars of the shows; Shepard Brothers, Modern bell ringers who just completed a 2½-months' stay at the Empire Room of Chicago's Palmer House; and Nicki and Noel, youthful dancers held over for four months at Chicago's famed Chez Paree.

July 9-10: The fabulous Andrews Sisters, reunited again, with their own show that has proved the sensation of the Las Vegas season.

July 22-24: The family show and Fireworks Festival, an outstanding circus-type production by veteran showman Ernie Young of Chicago.

August 6-7: The Vic Damone Show, co-starring the sensational young singing star with Ben Blue, comedy star of TV, stage and screen. Watch for Blue on the Ed Sullivan Show January 27, March 3 and April 21!

August 12-14: The huge Midsummer Revue and Cavalcade of Stars, put together by the Barnes-Carruthers Agency of Chicago especially for Ak-Sar-Ben and the major state fairs of the nation!

Applications for memberships are now being taken at the Ak-Sar-Ben office, 201 Patterson Building.

Editor Is Urban League Speaker

Shriners Give \$1000 To NAACP

NEW YORK, January 3.—The Imperial Council of the Shriners last week gave a donation of \$1,000 to the NAACP Legal Defense and Educational Fund, Inc., it was announced today by Thurgood Marshall, director-counsel of the Fund.

Imperial Potentate Dr. Booker T. Alexander of Detroit, indicated that in the future stronger financial support will be given to the work of the NAACP Legal Defense Fund.

"We are fully aware of the great need of the NAACP Legal Defense Fund for money at the present time," Dr. Alexander said. The official name of the Shriners is the ancient Egyptian Arabic Order Nobles of the Mystic Shrine of North and South America and its Jurisdictions, Inc.

Mr. Marshall also disclosed that the Shriners' donation was the last sizable contribution to be received by the Legal Defense Fund at the close of 1956.

He said the Fund would need an estimated \$375,000 in 1957 to effectively carry on its legal work and meet the ever-increasing challenges of White Citizens Councils and other foes of court decisions which declare segregation and discrimination unlawful.

A man usually leads with his chin when his mouth is wide open.

Always begin somewhere. You can't build a reputation on what you are going to do.

Life is ten per cent what you make it and ninety per cent how you take it.

Editor Is Urban League Speaker



Replies to our invitation of January 7th to the LIVE BETTER—ELECTRICALLY closed circuit telecast, have been more than gratifying. Looks like everyone wants to get in early on of this national campaign to sell the beginning of the second year the benefits of electrical living.

This year's show will be presented in the Music Hall of the Omaha Civic Auditorium on Wednesday, January 30th. The program will start promptly at 11:00 A.M. A buffet lunch will be served following the closed circuit telecast.

The telecast, emanating from New York, will again feature "What's My Line"—and singing John Daly—popular emcee of star Giselle MacKenzie. You'll see a stimulating progress report on how alert businessmen are already capitalizing on the LIVE BETTER ELECTRICALLY program, and you'll get exciting news on how this year's program is designed to increase your business.

You won't want to miss this program. If you haven't sent in your reservation, mail the enclosed reply card now. The buffet lunch is free, but this can mean dollars to you.

You'll realize how you can profit locally when you see the Council program outlined, too.

Sincerely,
R. J. Harrison
Managing Director

CUNNINGHAM WELCOMED TO CONGRESS



Congressman Glenn Cunningham, Republican, of Nebraska's Second District, is shown as he was welcomed to Washington by former Speaker of the House Joseph W. Martin, Jr. of Mass., just prior to the opening session of the Eighty-fifth Congress.

Chamber To Pay Honors Need For Rate Hike

A woman whose salary eight years ago was \$120-a-month as compared to one now high in the five-figure bracket will be honored at a dinner of the Women's Division of the Omaha Chamber of Commerce at 6 P.M., Tuesday night, January 22.

She is Eloise English of Darien, Connecticut, executive vice president of Slenderella International.

It has been almost four years since there was a general rate adjustment in Nebraska," Moore stated. "The cost of doing business has steadily increased during this period. The Company is no longer able to absorb these rising costs although every reasonable effort has been made to offset them through economical and efficient operating procedures and equipment.

"In common with other businesses we have experienced higher costs of construction and operation, including higher wage costs. Wage costs alone have increased \$2,400,000 during this period. At the end of 1952 our average investment per telephone was \$291. For every telephone added since then the increase in investment has averaged \$378,

honored at a tea by the coeds of the University of Omaha in the Gene Eppley Library Building.

Faculty wives and mothers of coeds have been invited to the tea.

Mrs. Marie Flanagan is program chairman of the Chamber dinner-meeting. She asked that reservations be made through the Chamber office before 5 P.M., Thursday, January 17.

Miss English will be in Omaha Monday and Tuesday in connection with the opening of a new Slenderella salon in the Aquila Building.

At 4 P.M. Tuesday she will be

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