

## Nebraska Primed for Better Days, Say Big Dailies

Second Advertising Campaign to Be Carried on in Eastern Papers—Bright Outlook Here.

The revival in general business conditions, the improvement particularly in the business outlook in Nebraska due to the increase in farm prices, has induced the Nebraska Daily Newspaper association to plan for a second campaign of advertising in daily newspapers in eastern cities.

Nebraska is planning to share in the general revival of prosperity that is evident all over the country. This is the slogan of the Nebraska Daily Newspaper association.

Fourteen newspapers are members of the association. The advertising campaign will be carried on in New York, Chicago and other large cities, exploiting the state and pointing out the desirability of the Nebraska market. Full page advertisements will appear in the metropolitan newspapers.

Graphic drawings in the first of the series of advertisements illustrate the buying power of the state. They show that Nebraska's per capita wealth is \$4,900, that there is an automobile to every five persons, a telephone to the same number, that the state shares with one other state in percentage of illiteracy and leads in per capita beef prices and agricultural production.

The manufacturers of the east and east central states are told that the total circulation of the 14 daily newspapers is 304,553, while the total number of families in Nebraska is 303,436. These families, who have \$100,000,000 more to spend in 1924 than they had in 1923, can be reached at a cost of only 90 1/2 cents a line.

The members of the association pledge their heartiest co-operation to advertisers on all questions, including local distribution and in gaining the maximum aid from Nebraska merchants.

A book, "The Buying Power of Nebraska," containing detailed information about the rich Nebraska market, will be given to those who wish to look it over, the advertisement states. In large block type, the advertisement is headed "Nebraska Is Ready to Buy. \$100,000,000 Increase in Crop Value."

The newspapers which sign the appeal are the Beatrice Sun, Columbus Telegram, Fremont Tribune, Grand Island Independent, Hastings Tribune, Kearney Hub, Lincoln State Journal, Lincoln Star, Nebraska City Press, Norfolk News, North Platte Telegraph, The Omaha Bee, Omaha World-Herald and the Scottsbluff Star-Herald. The headquarters of the Nebraska Daily Newspaper association is at Columbus.

The reading matter of the advertisement in part follows: "The reaction is over. Uncertainty has been settled. The atmosphere everywhere is alive and tingling with a general feeling of good times and prosperity for 1925. Production will speed up. Consumption will be stimulated, fertile markets will be chosen, and cultivated. Competition will be keen. In Nebraska there are rich prospects for industrial merchandising. Will you be properly represented and established in this, one of the greatest markets in the country?"

"Nebraska is ready to buy. Her crops have been harvested in abundance. Prices are beyond expectations. Nebraska's per capita book is bulging with a \$100,000,000 increase in crop values. Whether you manufacture or sell, Nebraska should be included in your marketing plan. In 1921, Nebraska's crop values were \$176,765,000; in 1922, \$256,351,000; in 1923, \$285,823,000; and in 1924, approximately \$382,800,000. Have your sales in Nebraska followed the upward trend of buying power? If not, now is the time to include Nebraska in your intensive territory. You can do this with a very conservative outlay of advertising and man-power. The effort will reward you."

"Nebraska is a rich market for raw materials as well as for manufactured products and food stuffs. There are many manufacturing industries. Thousands of people are employed in Nebraska's large flour mills, sugar refineries, iron and brass foundries, metal works, railway construction shops, clothing, cap and glove factories, as well as in manufacturing brushes, agricultural implements, electric fixtures, starch, linens, jewelry, and hundreds of other commodities. People so employed represent the prosperous urban population which must be included in your well rounded sales plan.

"Rural Nebraska, with its great buying power, its 132,000 automobiles and motor trucks, its 55,050 telephones, can shop as quickly and conveniently as the suburbanites in the larger cities. Any sales plan that influences Nebraska cities and towns reaches the farm resident with practically equal force. Nebraska has 50,000 miles of roads, and 7,242 truck distribution facilities to the thousands of well-rated wholesale and retail establishments in the state.

"Nebraskans are accustomed to buying from the printed page. Eighty-seven and one-tenth per cent of the population is native white. Practically all are readers. Nebraska shares highest honors for literacy with only one other state. And that Nebraska prefers to read the daily newspapers is shown in the comprehensive book offered here."

**Columbus Business Conditions Improving**  
Columbus, Nov. 10.—Local business conditions continue to show rapid improvement. Freight car loading, real estate purchases and building are increasing.

**Kimball to Hold Baby Clinic.**  
Bridgeport, July 10.—Members of the Women's club of Kimball have advertised a baby clinic to be held November 21 and 22, and already more than a score of babies have been entered. Local physicians and trained nurses will have charge of the clinic that will be held under rules laid down by the state department.

### Illinois Tourists Travel 50,000 Miles in Home on Wheels

Columbus, Nov. 10.—Electric lights, steam heat, running hot and cold water, radio equipment for evening concerts, scientific ventilation, a miniature laundry room, folding bath, showers, books and reading table are included in the latest in the ever-increasing house car tourists' equipment of cars that travel over the Lincoln highway through Columbus.

The latest car of this type to arrive here was driven by James F. Gates, 77, Cook county (Ill.) retired farmer, accompanied by his wife, Mrs. Francis Gates, 74.

The car carries two small rooms. The one in front is white enameled, while the back room looks like any parlor.

The house top can be jacked up with jack screws and left locked in the tourist camp while the rest of the car is used to drive around the city. Gates and his wife have been on the road three years, have traveled 50,000 miles and are now bound for California.

### Armistice Day to Be Observed All Thayer County Posts to Join in Celebration at Alexandria

Hebron, Nov. 10.—Thayer County Legion league annual celebration will be held at Alexandria Tuesday, Alexandria post, under Commander R. E. Dill, having charge. All posts in the county will join in the celebration, each post being expected to put on special exhibitions. Hebron will end three squads, special uniforms being prepared for the occasion. A 60-piece band made up of musicians from all county towns will furnish music. Rehearsals have been held at Belleviere. Women of the Alexandria Legion post will serve dinner and supper in the Legion hall.

A monster patriotic parade will form at 1:30, led by the 60-piece band, Legion posts, school children and civic organizations will take part in the parade. Chester and Alexandria high schools, the two undefeated teams of the county, will play football, beginning at 2:30. Beginning at 4 stunts will be put on by the legion posts. After supper there will be a picture show, "Back Home and Back," and dancing will begin at 8. All service men are invited to attend in uniform, whether or not they are members of the legion.

Colome, S. D., Nov. 10.—All Rosebud country is expected to be represented at the fourth annual Agriculture day celebration given by the Thayer-Waters post Tuesday. The program includes a turkey shoot at 10, address at 1 by Ray L. Wilson of Sioux Falls, football game between Bonesteel and Colome, comic people from the funny pages in living representation, bear meat banquet from 5 to 8, a dance at 8 under the Crystal Ball, and music by the Rosebud Melody Boys, who received 500 telegrams from all over the country, Canada and Mexico when during Rosebud day at Omaha they broadcast over WOAY.

Colome has the largest post of any town of its size in the country.

### TURKEY PARADE PLANNED AT YORK

York, Nov. 10.—York Commercial club is planning two big Turkey day specials for November 25 and 26 with a live turkey parade up Lincoln avenue on the 25th. This is planned as a part of the co-operating advertising plan being put on by York merchants. Many merchants will give away turkeys on the day before Thanksgiving. The high school band will lead the parade of turkeys, which those will be at least 75 in line, led or driven by the owners.

### Memorial to Beatrice to Be Unveiled Tuesday

Beatrice, Nov. 10.—Special Armistice day services at the First Baptist church Sunday were attended by the American Legion and others. The address was given by County Attorney Moon. Tuesday afternoon at 2:30 the new memorial monument to the park on South sixth street will be presented to the American Legion of Gage county. Mrs. J. E. Lang of this city will give the address and Major Clarke of the American Legion post the response. The unveiling service will follow this part of the program. The Armistice day program will be delivered by L. H. Laughlin, state senator-elect from Gage and Pawnee counties.

### Stolen Poultry Identified at Beatrice Produce House

Beatrice, Nov. 10.—Thieves raided the farm of Charles Burke, south of here, Sunday night, and stole 60 Buff Orpington chickens, which were later identified at a local produce house by the owner. Payment on check for the fowls was stopped and the arrest of the thief is expected.

### Chappel to Have Race Track

Bridgeport, Nov. 10.—Chappel is to have a race course for the Deuel county fair association in time for the next meeting in 1925. The fair board, aided by a contribution from merchants of Chappel, has already started a force of men at work on making the track.

**CHAPPED HANDS**  
chilblains, frostbite—just rub on soothing, cooling, healing  
**VICKS VAPORUB**  
Over 17 Million Jars Used Yearly

Who Loved Not Too Well But Too Often? "B. B."

# Orkin Bros

16" and Harney

Conant Hotel Building

TUESDAY---It Will Open With a Burst of Buying Enthusiasm---This New Venture in Apparel Selling

Orkin Bros.' Main Floor

## Self-Serve Garment Store

### The Plan of Service

A store crowded with the most sensational values in Coats and Dresses that America affords. You make your own selections—no salespeople to interfere—try them on—look and examine as long as you like. The values are the only sales force necessary.

A Self-Serve Garment Store—the newest, most daring venture in apparel selling. It has met with overwhelming success in the east. Orkin Brothers bring to Omaha women this new plan of garment buying.

Buy Smart New

## Coats and Dresses

on the Self-Service Plan

We secured the entire first floor of our present location for this new store—step in—look the values over—you will be spell-bound with the marvelous money savings.



EVERY Day a Sale Day in the New SELF-SERVE APPAREL STORE

HELP YOURSELF AND SAVE

## Sensational Opening Day Specials!

### Buy Coats on Self-Service Plan

Every woman who is interested in making her Coat dollars do their utmost should be here tomorrow. Fur-trimmed and self-trimmed Coats in smart new desirable cloths—all wanted shades—sizes 14 to 50—Never before was it possible to offer such amazing values.

The Power of Self-Service Savings in These Three Groups:

|             |             |             |
|-------------|-------------|-------------|
| Group No. 1 | Group No. 2 | Group No. 3 |
| \$7         | \$11        | \$15        |

Coats Worth \$16.75 Coats Worth \$25.00 Coats Worth \$35.00

### Buy Dresses on Self-Service Plan

Hundreds of clever new Dresses fashioned from pretty silks and wools—smart styles—every color—truly wonderful dresses at these unheard-of low prices.

Stunning Silk and Wool Dresses Daringly Sacrificed

|                       |                       |                       |
|-----------------------|-----------------------|-----------------------|
| Group No. 1           | Group No. 2           | Group No. 3           |
| \$4                   | \$6                   | \$9                   |
| Dresses Worth \$12.50 | Dresses Worth \$17.50 | Dresses Worth \$22.50 |

Come Tuesday! Come Early! Serve Yourself!

## This New Self-Serve Store

Operates Entirely Independent From the

Orkin Bros. Immense Second Floor

The regular sales policy of garment selling will prevail as usual in our immense Garment Store occupying the entire second floor. Here you will find all medium and higher priced garments.

DRESSES, from \$12.50 to \$100.00.  
COATS, from \$19.50 to \$250.00.

Here's How You Shop in the Self-Serve Store

Every ticket bears the size and selling price—All are hung on racks, easy to examine and try on—Look to your heart's content—If you find the garment of your liking bring it to the wrapping counter. There are no salespeople to urge you to buy. Obliging floor men will cheerfully give any information you might desire.

Orkin Bros.' Main Store Entire 2d Floor

On our second floor a large staff of courteous, efficient salesladies await your visit here. You will find America's finest wearables, all priced in a way that points clearly to this store's determination to undersell all competition at all times.

We Will Not Be Undersold

We are daily demonstrating to the women of Omaha and vicinity the power of our policy not to be undersold. You buy it at Orkin Brothers for less money or we refund your money.

Your Money Back for the Asking at Any Time

We do not want a dollar of any person's money unless they have received 100% satisfaction. Just say "Money Back" on any purchase—it is yours for the asking.

Cash Buying and Cash Selling

Every sale is Cash. That is another reason why we so definitely undersell all competition.

