

NEBRASKA'S \$50,000 ADVERTISING CAMPAIGN SHAPING UP

Lincoln Aug. 12, Nebraska's \$50,000 state advertising campaign got underway with a bang as the state advertising commission meeting in Lincoln, approved complete plans for an aggressive, national effort to sell Nebraska products, highways, and industrial advantages. Members of the commission present at the meeting were Keith Neville, Chairman, North Platte; Frank C. Bell, Omaha; Wade Martin, Stratton; Harry

Miller, Stanton; Grove Porter, Nebraska City, and J. A. Ainiay, Lincoln.

Spearheading the plan to attract tourists is a series of advertisements in Life Magazine to be run early next year. The travel promotion is built around a special "Honorary Citizen" sticker and state "Tour-o-Graph" traffic guide designed to tie in with the state's oil and gasoline interests, state highway department and traffic patrols.

Wheat, beet sugar, apples and potatoes will be the principal farm products advertised using nationally circulated trade journals such as the "American Miller," "The Packer," "Baker's Helper," "American Baker," and Southwestern Miller. Nebraska beet sugar is scheduled for advertising in "Good Housekeeping" and possibly other women's magazines.

For industrial promotion the

commission has selected nationally circulated business magazines, including "Nation's Business," "Business Week," "Forbes," and "Dun's Review". National Defenses will likely feature some of the advertisements, some of which may be run in periodicals reaching war department and government officials. The commission also authorized an survey to determine the possibilities for preparation of materials to secure defense industries and military concentrations for the state.

Following publication of the first advertisements in national publications, the entire campaign is expected to gather momentum rapidly as state and local governments, civic organizations, trade associations, business firms and individuals launch their cooperative activities to increase the demand for Nebraska agricultural products, fruits and vegetables, and to promote the development of tourist traffic and the state's industrial development.

Advertising to build a greater market for Nebraska agricultural products will be addressed to millers, bakers and wholesale fruit and vegetable dealers in national publications.

The false superstitions held by millers outside the local area that Nebraska's hard winter wheat is inferior to that grown in other sections, will be combated by a series of six-full page advertisements in four miller and baker publications. The quality and preferability of Nebraska wheat and its advantages in milling and baking, authenticated by the Nebraska Grain Improvement association state department of agriculture and the state university, will form the basis of the text for these advertisements.

Apples and potatoes grown in Nebraska are the equal or superior to those grown anywhere. The market for Nebraska apples and potatoes, however, has been handicapped by extensive advertising carried on by growers in other states. To tell the world about the high quality of Nebraska apples, potatoes and other fruits and vegetables, such as tomatoes, sweet corn, beans, cabbage, a series of advertisements will be published in The Packer and its related sectional editions. These advertisements are scheduled as the various crops are available to buyers. Nebraska consumers may also be urged to buy Nebraska-grown vegetables and fruits.

Reprints of the advertisements will be distributed among grocers of Nebraska to stimulate the home market for these Nebraska products.

Domestic sugar users have clung to a popular prejudice that "beet sugar will not jell" long after this ceased to be true. To dispel this mistaken belief, a series of advertisements in Good Housekeeping Magazine will tell home makers of the improvements in growing and refining that have removed these objections and made beet sugar equal to cane in every respect.

Equally important as the nationally advertising in this "three barreled" state campaign is the "Buy Nebraska" campaign to be carried on through all Nebraska newspapers and radio stations. This is designed to promote the use of Nebraska-grown and Nebraska-processed products by Nebraskans. In addition to the news paper advertisements and radio announcements, civic, farm and business organizations will be asked to cooperate in this campaign. The "Buy Nebraska" message will be carried on billboards, in displays and by direct mail advertising of Nebraska agricultural and industrial organizations and by individual firms.

"Buy Nebraska" stickers, to be affixed on stationery and envel-

Sky Blazer Greets Model Plane Winner



WALTER BENJAMIN, 19-year-old New York high school boy, is congratulated by Dick Merrill, famous trans-atlantic flyer, for winning second place in the recent Sky Blazers Model Aircraft Exposition at the Wonder Bakery, New York World's Fair.

opes will be supplied. The benefits of consuming home-grown and home-processed products because of their quality and because this will increase payrolls, income and general prosperity within the state, will be emphasized.

National advertising to lure travelers to and through Nebraska will be deferred until next spring, because the commission's appropriation was not made available until the 1940 tourist season was more than half over. Early in 1941, a series of advertisements will appear in Life Magazine to secure for Nebraska a greater share of the 1941 tourist crop.

Courtesy will be Nebraska's appeal to tourists. Through cooperation of city officials, civic organizations and business men of communities on all highways crossing the state, tourists will be shown special courtesies through issuance of "Honorary Citizen" insignia. These, signed by the governor, and in the form of stickers to be affixed to the windshields of visitors' cars, will identify them as special guests of the state.

State highway patrolmen and filling station operators along the state borders will assist in distributing these "Courtesy Cards." They also will distribute a graphic travel folder with map telling of the many places of interest throughout the state. These "Tour-o-Graph" folders also are to be made available to cities, towns, highway associations and motor clubs for imprinting information on local places of interest in a space reserved for this purpose.

(Continued Next Week)

A CHAMP IN-FARLEY HAS CHANCE TO AID NEGRO PLAYERS

(by Bob Considine)
New York, July 30—Jim Farley's defense of Harry Wills' rights, when Jim was the principal boxing solon of New York, will be used as a just reason why he should encourage the entrance of colored ball players into the Yankee chain.

Fourteen years ago Farley risked public censure in many places by driving his friend, the enormously popular Dempsey, out of New York. Dempsey had promised Farley he would defend his title against Wills. Tex Richard and Jack Kearns were not in favor of the fight. They believed they could draw more money with Gene Tunney, and that Tunney wouldn't be as tough a foe.

Farley was adamant, and the Dempsey-Tunney fights went to Philadelphia and Chicago. New York lost millions of dollars which would have been spread around by fight visitors.

EVEN PICKET SIGN
We were in Ford Frick's office the other day when Joseph McMahon, who played a lot of baseball around Kansas City many years ago, came in bearing a picket sign.

Frick wasn't there, but McMahon displayed his picket sign. It read: "Unfair to color race. All professional trades treat them equal since Lincoln."

"I've seen Frick several times about colored ball players," the old gentleman told us. "He's very decent about it, but he says it's up to the individual owners, not to me."

Speaking of colored ball players reminds us of the interesting S. E. Post piece on Satchel Paige by Ned Shane. No doubt there have been colored players good

HARD PACE FOR PAIGE

But to assume all the better known colored players were or are good enough for jobs in the big show is as foolish as to assume all Irishmen make great fighters, or all Polish-Americans work on the Fordham football team.

Paige, undisputed No. 1 figure in colored ball probably was excellent a few years ago. Back in 1934 Dizzy Dean said Satch was the greatest pitcher in the world. Right now Satch must be around 40. Poor training facilities, picnic food and banstorming life must have militated against his condition.

SUPERNATURAL AURA

Shane, like many other writers, lent a supernatural aura to various colored stars. He compared the current Paige to Bobby Feller, because of their strikeous-overlooking the fact Feller pitches daily against the likes of DiMaggio, Foxx, Grenberg, etc.

Shane also says Jim "Fancy Dan" West is a better fielding first baseman than was Hal Chase which will bring a chuckle from old timers.

This writer thinks colored players who are good enough should have a chance in a game which has been so well supported by colored fans.

JACKSON 0288
FIDELITY
STORAGE & VAN CO.
Local and Long Distance
MOVING
1107 Howard, W. W. Koller, Mgr.

LITTLE DINER
Quality Plus Service
Hot Corn Bread or Biscuits
with Your Orders without
Extra Charge.
24th St. At Willis Avenue

THOMAS FUNERAL HOME
2022 Lake St. WE. 2022

BUY YOUR—POULTRY
AT THE
NEBRASKA PRODUCE
Get the Best in Quality at the Lowest Price
NEBRASKA PRODUCE
2204-6 NORTH 24th ST.
PHONE WE. 4137

IDEAL FURNITURE MART
R. H. Spiegel, Prop.
We Buy, Sell & Exchange
—NEW & USED—
We Pay Highest Prices for Merchandise
Sell Us Yours
WE. 2224 2511-13 N. 24th St.

DUFFY Pharmacy
34th and LAKE STREETS
PRESCRIPTIONS
We Open
Free Delivery

390 College Graduates According To NAACP

Poll; 9 Get Ph. Degree
New York—From the ranks of 30,890 Negroes enrolled in college this year, 3,913 were graduated last June, including 237 with the Masters degree and 9 with the degree of Doctor of Philosophy, according to a compilation made by the Crisis magazine, organ of the National Association for the Advancement of Colored People.

The statistics are contained in the 2th annual Education number of the magazine out August 1. The magazine also devotes considerable space to pictures and information about 22 Negro colleges in the country.

Bishop's Widow Complimented for 'Fair Dealing' In Settlement of \$250,000 Estate

Memphis, Tenn., Aug. 12 (ANP) Mrs. J. C. Martin, widow of Bishop Martin of the Colored Methodist Episcopal Church, received high praise from a Chancery Court judge last week, because of her honest dealing in distribution of the Bishop's \$250,000 estate for which he left no will.

"It is a legal axiom that 'Where there is a will there is a lawsuit'." Chancellor Bejach said, and praised Mrs. Martin for establishing the fact that \$21,000 in bonds, kept in a safety deposit box at Jackson, Tenn., was the property of the bishop's sister, Miss Cora Wincenester, school teacher. The bonds represented investments made over a period of years by the bishop for his sister, Mrs. Martin declared.

The bishop's widow could have contested disposition of the bonds, according to R. I. Moore, attorney and administrator of the estate, but declined to do so.

"It is refreshing to see such honesty and fair dealing", Chancellor Bejach stated. "It is not often that we find such a high sense of honor in people when it comes to dealing with money."

CLASSIFIED ADS

3 Room Apt., Furnished. Bills paid. \$4.50 per week. JA. 0986. A quiet place.

FOR RENT—3 Room Apt. WE. 0360. Call evenings.

ROOM for Rent, 2309 North 27th Ave. Phone AT. 5134.

One Front Room, 2513 Hamilton St., Call AT. 1897.

FOR RENT—Apartment or Room 2607 Binney St.

FOR RENT—ON TOP OF THE STREET CAR—One room in private modern home, for men only. Price reasonable, 2825 North 24th St., AT. 5988.

FOR RENT Apt for Rent—2527 Blondo St.

House For Rent, 2914 N. 25th St. Will pay \$1.25 for vacant room—HA. 1190 between 3 and 5.

Furnished Kitchenette HA. 6672

Apt. for Rent, 2226 Ohio after 2.

FOR RENT. 5 room house, modern except heat, 2914 North 25th St., WE. 2365.

FOR RENT—3 room modern apt. 2226 Ohio St., JA-0682.

FOR RENT OR SALE At 2611 Hamilton St., modern house, full basement, double garage—\$20 per month—small payment down AT. 4698.

FOR RENT One Furnished Room. Ha. 2587. For men only.

FOR RENT—Love's Kitchenette Apartments, 2516-18 Patrick, or 2613 Grant St. Call JA. 7189 Or WE. 2410.

RABE'S BUFFET
for Popular Brands
of BEER and LIQUORS
2229 Lake Street
—Always a place to park—

A Prominent Business Woman Praises Mme. C. J. Walker's Preparations



"I use Mme. C. J. Walker's preparations exclusively because I get results from them that I am unable to get from any other preparation," stated a well known business woman the other day.

The secret of the remarkable success of Mme. C. J. Walker's preparations is in the fact that they were blended by the late Madam C. J. Walker to reach certain definite conditions of the hair, skin and scalp, and today, after over thirty-five years on the market, they are growing increasingly popular, and notwithstanding the fact that the Company has always refused to reduce the price on these goods, they are still in demand everywhere.

Mme. C. J. Walker's Glosine, although more than thirty-five years on the market, is still the leader in its field. The reason for this is because it not only serves as a scalp oil, but it gives the hair that silky sheen and natural gloss that is the delight of every woman.

Mme. C. J. Walker's Brown Face Powder is not just another Face Powder, but is the result of years of experimenting to produce the perfect blend to impart a velvety softness and at the same time cooling and refreshing. Just the thing for these hot days.

The Mme. C. J. Walker's wonderful preparations are sold by Walker Beauticians and Drug Stores everywhere, or you can write The Mme. C. J. Walker Mfg. Company, direct. Address: The Walker Building, Indianapolis, Indiana.

9 Room House—All Modern—Will Decorate—\$20.00 per month. On Corby Street. Phone JA5033.

HARDWARE
DOLGOFF HARDWARE
Paint, Glass and Varnish. We do glazing and make window shades to order. 182 N. 24th St. WE. 1607.

FUNERAL DIRECTORS
THOMAS FUNERAL HOME
2022 Lake St. WEBster 2062

Furnished Apt., 3 rooms, private bath, 2517 Miami St., WE. 3653.
LAUNDRIES & CLEANERS
EDHOLM & SHERMAN
2401 North 24th WE. 6055

EMERSON LAUNDRY
2324 North 24th St. WE. 1029

MEN! WOMEN! USE YOUR CREDIT to get all the stylish new apparel you need. Great values. Enjoy terms made to order for you. Peoples Store, 109 South 16th St.

Front Room, modern WE. 1024.

FOR RENT—A four room Apt.

An Apt. for Rent, WE. 2365

For Rent, 2 apts. WE. 2737.
Furnished Apts., 2 rooms, \$3.50—3 rooms \$4.50. Utilities paid, JA. 0986.

7 Room House—Pacific Street. \$12.00 per month. Phone JA5033.

Fine, clean reconditioned clothing, furniture, and shoes. Good-will, 1013 North 16th. Purchases at Goodwill make jobs for needy."

A-B BUFFET, 1616 N. 24th St.
WINES—LIQUORS
at Popular Prices
Courteous Service at all Times

H-M Buffet
2420 N. 24th St JA. 8852
Best Chili in Town
Liquors, Lunches & Beer

Kidneys Must Clean Out Acids
Excess acids, poisons and wastes in your blood are removed chiefly by your kidneys. Getting up Nights, Burning Passages, Backache, Swollen Ankles, Nervousness, Rheumatic Pains, Dizziness, Circles Under Eyes, and feeling worn out, often are caused by non-organic and non-systemic Kidney and Bladder trouble. Usually in such cases, the very first dose of Cystex goes right to work helping the kidneys flush out excess acids and wastes. And this cleansing, purifying Kidney action, in just a day or so, may easily make you feel younger, stronger and better than in years. A printed guarantee wrapped around each package of Cystex insures an immediate refund of the full cost unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee so get Cystex from your druggist today for only 35c.

I. C. C. ex. for N. S.

ROTHERY CLEANING SPECIAL

ONE-PIECE PLAIN DRESSES
MEN'S SUITS
LADIES' PLAIN JACKET SUITS
LIGHT TOPCOATS
LADIES PLAIN SPRING COATS
Except White or Fur Trimmed

FREE ONE PLAIN SKIRT OR TROUSERS CLEANED FREE WITH EACH \$1.00 ORDER

FREE—"Moth-Seal" Bags or Free Storage for Cloth Winter Coats Cleaned Now at Our Regular Prices (Not Special Prices.)

Fur Coats, values to \$100, Cleaned and Cold Stored, \$4.50

ROTHERY CLEANERS

2515-17-19 CUMING ST. JA. 7383

MUGGY NIGHT RESTLESS SLEEP

THEN A BRISK, WARM SHOWER AND—

You're full of pep!

Automatic hot water really peps you up! Enjoy having plenty of hot water, always on tap, for a quick, soapy shower . . . refreshing tub bath . . . easier home laundering . . . all household needs. Electric Water Heating requires no care or attention! Just install it and forget it!

Electric water heating is dependable and safe. And it's amazingly cheap to enjoy. The Nebraska Power Company has consistently reduced its electric rates . . . today they are among the lowest in the nation!

LIVE Even Better... ELECTRICITY IS Even Cheaper

SEE YOUR DEALER OR THE NEBRASKA POWER COMPANY

NEGRO DIGEST
AUGUST ISSUE
NOW ON SALE!
Thousands missed the first issue which sold out before it was a week on the stands. Be sure to get your copy of this new, exciting number of Negro World Digest.—96 pages crammed with readable stories and articles condensed from the best in magazines and books every month. Ten minutes a day will keep you abreast of the main trends in Negro life.

Send for a free, illustrated folder on our amazing subscription and premium offers.

1 West 125 St., N. Y. C.
—In ex. for CNS

SICK, NERVOUS CRANKY "EVERY MONTH"?

Then Read WHY Lydia E. Pinkham's Vegetable Compound Is Real "Woman's Friend"!

Some women suffer severe monthly pain (cramps, backache, headache) due to female functional disorders while other's nerves tend to become upset and they get cross, restless and moody.

So why not take Lydia E. Pinkham's Vegetable Compound made especially to help tired, run-down, nervous women to go smiling thru "difficult days." Pinkham's Compound contains no opiates or habit-forming ingredients. It is made from nature's own beneficial roots and herbs—each with its own special purpose to HELP WOMEN.

Famous for over 60 years—Pinkham's Compound is the best known and one of the most effective "woman's" tonics obtainable. Try it!

I. C. C. ex. for N. S.