

SEE NEBRASKA FIRST

A campaign addressed to residents of Nebraska to "See Nebraska First" will be carried on in conjunction with the national campaign to increase highway traffic. The local campaign is designed to promote week end tours of Nebraskans to the state's parks and many other beauty spots and places of interest. A series of small advertisements will be run in all Nebraska newspapers and spot announcements will be scheduled on all Nebraska radio stations. "See Nebraska First" stickers for use on letters and envelopes of

state, county and local government correspondence and by individuals and business firms. will be made available at cost through stationery stores throughout the state.

Cooperation of travel bureaus, newspapers, road associations, hotels, civic and local government bodies will be asked in the "See Nebraska First" campaign. The advertising commission also anticipates that oil companies and other businesses seeking tourist trade, will accept its invitation to tie in with this campaign in their own newspaper, billboard and direct mail advertisements.

In its advertising to promote Nebraska's industrial development the state advertising commission will capitalize on the recent Nebraska "White Spot" campaign conducted by the Associated Industries of Nebraska in 1937-39. Full page advertisements to be published on a staggered schedule in Business Week. Dun's Review,

Forbes and Nation's Business magazines from September to April, will use the "White Spot" theme.

Through these national publications more than a half million industrial executives will be told of the industrial opportunities Nebraska offers. They will be told of Nebraska's freedom from excessive taxation, cheap fuels and electric power, competent labor and raw materials available, and of the good markets and excellent transportation facilities in the agricultural empire comprising Nebraska's trade territory.

The commission instructed its advertising agency, Bozell and Jacobs of Omaha, to survey the possibilities for material which might be helpful in securing defense industries, munitions factories, etc., and also in securing large bodies of troops, arsenals, bombing and artillery ranges, etc., for Nebraska. The advertising agency was instructed to make a report at the next meeting of the commission, August 19, at which time the commission will make a final decision on whether or not to undertake this project.

Followup of inquiries from this industrial advertising will be aided by the distribution of the elaborate "White Spot" booklet used in the recent Associated Industries campaign. Several hundred copies of this booklet are still available for use in the present campaign. All industrial inquiries will be duplicated and copies sent to all Chambers of Commerce in the state after the commission's secretary has acknowledged receipt and mailed a copy of the White Spot booklet to the inquirer.

Followups on inquiries from advertisements on agricultural products will be made by several state growers associations. The Nebraska Grain Improvement association state department of agriculture, potato and apple growers associations, and miscellaneous inquiries by the proper bureaus of the proper bureaus of the state government or farm organizations.

Inquiries from traffic promotion advertising will be turned out in duplicate to oil companies, motor clubs and the state highway department for followup after a travel folder has been mailed to the inquirer by the secretary of the state advertising commission.

In planning this campaign, the commission has been guided by the terms of the law passed by the last legislature, which defined the commission's duties as being "to plan and conduct an advertising campaign through the United States for the sole and only purpose of increasing motor traffic within the state and advertising the nature, character and quality of state's products, the advantages of the state as a place of residence and recreation and to attract tourists, and as a suitable location for industrial development."

If He's 19-Keep Your Eye On Him; He's At the Ripe Old Age To Turn Out In the Criminal World

Washington, Aug. 12 (ANP) — The ripe old age of 19 years seems to be the one most susceptible to criminal impulse and urge, according to the latest report of the department of justice, which states that more persons of this age were arrested than any other single age group during the fiscal year of 1939, just ended.

Juveniles continue to comprise a large portion of the criminal element in the United States," the report states. "Of all fingerprint arrest records studied for the period, 17.6 percent were youths under 21, representing a decrease from the 19.3 percent for the same period in the first half of 1939."

"One out of every three persons arrested for robbery was under 21 years of age, while one out of every two persons who committed burglary had not reached his majority. More than one half of all auto thefts were committed by juveniles.

"During the first six months of 1940, 373 persons less than 21 years of age were charged with murder or manslaughter, 1,964

WINS JOB AWARD



Jeannette Maund, of 88 Winfield Street, Worcester, Mass., and graduate of the Hampton Institute, Hampton, Va., being congratulated by Walter S. Mack, Jr., President of the Pepsi-Cola Company, upon her winning one of the Walter Mack Job Awards for American Youth; the plan provides salaried business internships for qualified college graduates. Following her graduation this year, Miss Maund was selected by Lorenzo C. White, Secretary of Records and Appointments of Hampton Institute, to represent the college in the Jobs Award Contest. She was reporter for The Script, student paper, and member of the YWCA, the International Forum and the Creative Writing Group.

has instituted. If the Republican party is catering to these votes, then it is high time, say some who feel they sense a change, for the Negro to watch his step, as Bert Williams was wont to say, and proceed very carefully along the lines of greatest benefit to him.

with robbery, 1,796 with assault, 228 with burglary and 14,685 with larceny and related crimes.

"When announcing the results of this study, Director J. Edgar Hoover of the FBI again emphasized the need for community-wide crime prevention programs throughout the United States and the need for concerted efforts through home, school, church and community influence to reduce juvenile delinquency."

IS THIS SOUTH'S ATTITUDE ON NEW DEAL?

Washington, Aug. 22 (ANP) — "Most Southerners, rich and poor, farmer and industrialists alike, frown on social experiment, mistrust unions, abhor any truck with Communists such as WPA has sometimes harbored. They don't like the New Deal's catering to the Negro vote in Pennsylvania, New York and other northern states. They resent being called the 'nation's No. 1 economic problem' as the President's National Emergency council called the South two years ago.

Summed up by "Time" the statement above represents what it believes the attitude of the Solid South toward the president and his third term ambitions.

Declaring that many Southerners are defecting themselves from the Democratic party and leaning toward Wilkie, some are predicting a landslide, similar to the Hoover vote which was a complete rout for the Democrats back in 1928.

And since most of the voters of the Southland are white, the republican party will have to cater to these voters if it expects to win any considerable majority in the South.

The resentment toward the progress of the Negro in the industrial centers of the North is understood since it creates unrest among the southern Negroes.

Indicative of this attitude is the recent outburst in Tennessee against Negroes registering to vote. Other states are experiencing the same unrest among Negroes and the southerner is quick to place the blame the administration, the Red influences in the government and all other possible sources which might tend to show the Negro the way forward.

The large number of Negroes in the District of Columbia, which is more Southern than darkest Mississippi, has fielded a powerful influence on many things for the District whereby the Negro as a citizen would share in and thereby profit. And the same "dog in the manger" attitude is turning hundreds of Southerners toward the Republican party. Not out of love for the party, but just to defeat the Democrats and the Democrats and the "reforms" it

Negro Presides Over Philadelphia Mayors' Court For First Time

Philadelphia, Aug. 24 (ANP) — For the first time in the history of the Mayor's Court in Philadelphia a Negro has been appointed to sit on the bench. He is Magistrate Edward W. Henry, prominent judge, who was chosen from 31 eligible city magistrates by Mayor Robert E. Lambertson to serve in this honored capacity for the month of August.

Judge Henry's appointment to this position, according to authoritative sources sounds a note of high regard and recognition for the Negro race on the part of Mayor Lambertson. The Mayor's Court, in existence since 1788 when the city of Philadelphia operated under a charter, hears all cases concerning violation of city ordinances.

LUMBER SALE

After Inventory Sale on Over-stocked Lumber Items.

- 2x4x6—11c
- 2x4x10—18c
- 2x6x8—22c
- 2x8x8—29c
- 2x12x6—32c
- 2x4x8—15c
- 2x6x6—16 1/2c
- 2x6x10—27 1/2c
- 2x10x8—36 1/2c
- 1x4x6—6c
- 1x12x7 Rgh. 25c
- SPECIAL CLEAR PICKETS 4c
- 4 Inch Drop Siding 4 to 7 feet, per 100 feet—\$3.33
- 6 Inch Drop Siding 4 to 7 feet, per 100 feet—\$3.87
- 1/2 Inch Blanket Insulation, per 100 feet—\$2.85

MICKLIN LUMBER CO.

19th & Nicholas—JA 5000

FREE FOR YOU
To prove our better new and different wonder-working hair dressing pomade and skin brightening face powder send for free large trial packages and guaranteed big money making agent's proposition. Write Lucky Heart Lab., Dept.

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. 6572

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.

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, Goodwill, 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

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 Madame 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 Gossline, 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.

CLASSIFIED ADS

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

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H-M Buffet

2420 N. 24th St. J.A. 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 troubles. 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 95c.

L. 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



ADD: 14 HOURS of LEISURE TO YOUR WEEK!

Start enjoying extra leisure and better living. Modernize with electric cookery, today! With an Electric Range doing the cooking job in your home, you can enjoy two extra hours of leisure every day. Electric cookery is automatic... with it there's no watching or waiting. Your meals cook by themselves.

While other costs of living have consistently gone UP, the cost of your electric service has steadily gone DOWN! Today you enjoy electric rates among the lowest in the nation.

..COOK ELECTRICALLY!

Start enjoying extra leisure and better living. Modernize with electric cookery, today! With an Electric Range doing the cooking job in your home, you can enjoy two extra hours of leisure every day. Electric cookery is automatic... with it there's no watching or waiting. Your meals cook by themselves.

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LIVE Even Better...
ELECTRICITY IS Even Cheaper
SEE YOUR DEALER
OR THE NEBRASKA POWER COMPANY

DEALERS PROUDLY SERVE
Real 7up

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.

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—76 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

AN URGENT MESSAGE
to women who suffer
FEMALE WEAKNESS
Few women today are free from some sign of functional trouble. Maybe you've noticed YOURSELF getting restless, moody, nervous, depressed lately—your work too much for you—
Then why not take Lydia E. Pinkham's Vegetable Compound to help quiet weary, hysterical nerves, relieve monthly pain (cramps, backache, headache) and weak dizzy fainting spells due to functional irregularities.
For over 60 years Pinkham's Compound has helped hundreds of thousands of weak run-down, nervous "ailing" women to go smiling thru "difficult days." Why not give this wonderful "woman's friend" a chance to help YOU? Try it!
I. C. C. ex. for N. S.