

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

JOHNSON DRUG CO.
 NEW LOCATION
 2306 North 24th
 We. 0998 Free Delivery

Dolgoff Hardware
 PAINT, GLASS & VARNISH
 BRING IN YOUR BROKEN WINDOW AND WE'LL GLAZE THEM FREE!
 WE HAVE A FULL LINE OF CHICKEN & FENCE WIRE
 OUR STOVE, FURNACE, PLUMBING, ELECTRICAL
 SUPPLIES, ROOFING AND GUTTERING ARE COMPLETE
 "Everything At A Low Price"
 (Open Evenings)
 — WE. 1607— 1822 North 24th St.

We Offer for Your Approval
 A
Complete Curtain Service
 and Another thing,—
 Have Your
 Dry Cleaning Done Now!
 —Cash and Carry Discounts—
EDHOLM & SHERMAN
 2401 North 24th Street
 WE. 6055

ALL-TIME Best-Sellers

OIL CIRCULATING HEATERS
 The State is headquarters for circulating heaters. See our complete selection. Priced as low as **\$29**
 SEE OUR COMPLETE SELECTION OF COAL AND OIL HEATERS

Golden Tone RADIO
 Enjoy the best of radio and the best records... both on this table model radio-phonograph combination.

RADIO and PHONOGRAPH COMBINATION
 Built-in "Beam-A-Scope"
 6 1/2-Inch Dynapower Speaker
 6 Feather-touch Tuning Keys
 Automatic Tune Arm
 Self-Starting Electric Motor
 6 G-E Tubes plus Ballast—including one rectifier
 Automatic Volume Control
 Plays 10 or 12-Inch Records with lid closed or open.
\$29.95 AND YOUR OLD RADIO

New General Electric Radio-Phonograph COMBINATION
\$49.95 WITH YOUR OLD RADIO
 Beautiful walnut cabinet... push button-tuning... marvelous tone... dynamic speaker... local and foreign reception... Plays 10 and 12-inch records.

JOIN OUR XMAS RADIO CLUB

at the **STATE FURNITURE CO.**
 14th and DODGE, OMAHA



WHERE'D THAT BUM GO?
 SWISH

TONY CAME CLOSE TO LIFTING LOUIS' CROWN BUT GOT KNOCKED CLEAR OUT OF THE FIGHTING BUSINESS FOR HIS PAINS.

'SCUSE ME, FOLKS - JUST HEARD OF A NEW WHITE HOPE!

STILL KING OF THEM ALL.
JOE LOUIS
 THE PROMOTERS ARE NOT ONLY SEEKING A 'WHITE HOPE' - BUT ANY KIND OF HOPE!

NATIONAL FEATURES Week Nov. 9

APPOINTED CASE WORKER



Miss Beatrice Dunn, 1940 graduate of the Atlanta University School of Social Work has been appointed Case Worker on the staff of the Family Welfare Society of Lexington, Kentucky—one of the outstanding agencies of its kind in the country. A native of New Orleans, La., she brings to her present position an excellent background of training and experience.

LION COAL COMPANY
 22nd & Nicholas St.
 —WE. 2605—
 HIGH QUALITY COALS for
 Stoker, Furnace, Stove.

OMAHA JOBBING CO.
 317 N. 15th JA. 5604

Paint — Wallpaper
 Roofing — Linoleum
 SPAR VARNISH
 \$1.50 a gallon

CITY FISH MARKET
 DEALERS IN OYSTERS AND FISH
 —2418 North Twenty-Fourth Street—
 RED SNAPPER 25c CHANNEL CATFISH 22 1/2c
 FINE OYSTERS — 25c Pint
 —"EAT MORE SEA FOODS"—
 OPEN NITE AND DAY 2418 NORTH 24th ST.

... Marie Downing
BEAUTY and ROMANCE
 SPONSORED BY
LARIEUSE BEAUTY BUREAU

The Larieuse Beauty Bureau was established by the Godefroy Manufacturing Company to study methods of preserving women's natural beauty, and to make the results of this research available to the public.

There's a difference between beauty and just good looks. Most women are interested in their appearance; they are clean, fairly well-groomed and withal attractive. But, so many of us neglect those little tricks which tell of real daintiness and fastidiousness. Read over the list of questions and score yourself for perfection.

Rate yourself ten points for each question you answer "Yes"—if you total 90 to 100, then you are one in a million women who are thorough in their beauty endeavors; if you register 80 to 90, then you are fair; if you rate 70 to 80, you had better make more effort lest your oversights catch up on you disastrously; if your score is less than 70, beware!

1. Are your elbows soft and smooth?
2. Do you cleanse and cream them regularly to avoid discoloration and roughness?
3. Is the cuticle of all fingers well-trimmed, or do hangnails and overgrown cuticle mar the beauty of your hands?
4. Do you keep your nail polish in good order, or do you let chipped and scratched polish remain on your nails?
5. Do you bathe your throat as often as your face in order to keep it young-looking and lovely; do you use a good cream on it every time you apply it to your face?
6. Do you alter your shade of makeup to conform to the color of your costume, or do you just use the same kind all year round?
7. Do you brush your hair vigorously each day, regardless of a new wave set you might want to preserve?
8. Do you take care to remove unsightly hair from your legs, whether or not you wear sheer hose?
9. Do you consider smoothness of knees (so often visible with the advent of the increasingly shorter skirt) a beauty necessity?
10. Is your sitting posture good, as well as your standing posture?

As we all know, beauty does not consist merely in lovely hair alone, in classic features only, in grace of body solely—it is a combination of natural fineness of characteristics plus constant care to preserve and improve the physical, plus cleanliness and graceful carriage. No one is unbeautiful—it is so often a matter of neglect, or improper selection of makeup or hairstyle, or costume, for that matter, which might give the harmful impression of lack of beauty. Each one has something good to build upon. It becomes then just a problem of making the effort—and of doing the right thing to improve upon the good points.

Without a doubt, you will be able to question yourself more thoroughly. The questions above are only a suggestion, only a hint to arouse interest in the need for ways to beauty. Ask yourself these questions, and more too; answer them honestly if you dare; and, if your score tells a story of disinterested beauty care, then you will want to begin anew to develop the beauty within you. I'll be glad to help, so write your problems and I'll do my best with solutions for them.

What are your beauty problems? Write: Marie Downing, Larieuse Beauty Bureau, 3509 Lindell Blvd., St. Louis, Mo., and she will be glad to answer them. Be sure to enclose a self-addressed, stamped envelope.

This Week In Religion and Thought
 BY ROBT. L. MOODY

AMERICAN EDUCATION WEEK
 "The fear of the Lord is the beginning of wisdom."—Prov. 9:10. This week much attention will be given to education. There is much that we may do for national defense through adequate training. Emphasis has been placed upon education for democracy and intelligent citizenship. The best guarantee for preserving our ideals of government is to have citizens who know what democracy is and how it works. During this week you are invited to visit your children's school and see what is being done to train the coming generation. Our weakest point in education is the frequent omission of putting "first things" first. Trained heads may increase crime and destruction. A trained heart should always accompany a trained head. Education's general purpose is to enable one to know how to live and work with others. Many boys and girls are not receiving any religious instruction whatsoever. It is the duty of each one of us to endeavor to get these

WANTED
 BURNT, WRECKED & DELAPIDATED CARS & TRUCKS
 Parts For All Cars
CONSOLIDATED AUTO PARTS CO.
 —2501 Cuming St.—
 AT. 5656

children as well as adults, into some Sunday school or daily Bible School. Education of heart, head and hands is our best defense.

LEWIS
 Grocery & Liquor Market
 Free Delivery
 —WE. 2478—
 WE DELIVER ANY SIZE ORDERS

GET JOYFUL RELIEF FROM BACKACHE
 Caused By Sluggish Kidneys
 STOP GETTING UP NIGHTS AND FEEL HEALTHIER

Here's one good way to flush excess waste from the kidneys and relieve bladder irritation that often causes scanty, burning and smarting passage. Ask your druggist for a 35 cent box of Gold Medal Haarlem Oil Capsules—a splendid safe and harmless diuretic and stimulant for weak kidneys and irritated bladder. Besides getting up nights, some symptoms of kidney trouble may be backaches, puffy eyes, and leg cramps. But be sure to get GOLD MEDAL—it's a genuine medicine for weak kidneys. Don't accept a substitute.

SPECIAL OFFER TO CHOIR AND CHORAL DIRECTORS:
 The famous series dedicated to famous ace Celebrities, Editor by W. C. Handy "Unsung Americans Sung" The Temple of Music (Robt. T. Mott) Remembered (Florence Mills) Finis (Richard B. Harrison) Black Patti (Ciseretta Jones)
 With this ad and 50c you may have all four—Reg. price 15c each—
HANDY BROS. MUSIC CO., Inc., 1587 Broadway, NYC.

ROTHERY CLEANING SPECIAL

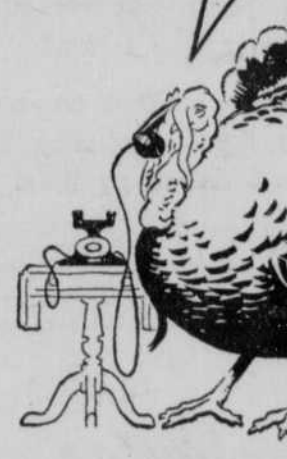
2 ONE-PIECE PLAIN DRESSES
 MEN'S SUITS
 LADIES' PLAIN JACKET SUITS
 LIGHT TOPCOATS
 LADIES PLAIN SPRING COATS
 Except White or Fur Trimmed **\$1**

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

LONG DISTANCE RATES REDUCED ALL DAY THANKSGIVING




If you can't be home Thanksgiving—why not Telephone! The same low rates that apply every night after 7 o'clock and all day on Sunday will be in effect all day Thanksgiving.

NORTHWESTERN BELL TELEPHONE COMPANY

Free—Thanksgiving Turkey—
 with each Coal Purchase of 4 Ton or more. A 6 to 8 pound Turkey. Budget Plan Payments as low as \$4.50 monthly. Offer Expires December 1, 1940
American Coal Co.
 17th & IZARD STS. AT. 3670

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 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.