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THERE WAS A TIME
 when they couldn't
 prevent
eyestrain!





Yes, it's hard to believe, but there was a day when folks had to squint to see after dark. But squinting in this day and age is out of date. And more than that, it means gambling with your family's precious eyesight!

Light-conditioning costs so little! And it means so much in eliminating eyestrain that can cause permanent damage. Give your family good glare-free light with modern adaptors for old fixtures. It pays . . . try it!

Good electric service and good citizenship are the constant goals of the Nebraska Power Company's 830 employees.

LIGHT-CONDITION YOUR HOME - Today!
 LIVE *Even Better* . . .
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MAD

When a cough, due to a cold, drives you mad, Smith Brothers Cough Drops usually give soothing, pleasant relief. Black or Menthol—5¢.
Smith Bros. Cough Drops are the only drops containing VITAMIN A
 Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.

DARK HUMOR
 by Ray Wills



"Gotta get me some 'spees mad', Eulace—ah been seein' double lately."

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.

If you have never seen a peacock with its gay plumage and amazingly ugly feet, I am sure you have seen its counterpart every day upon the sidewalks of your own city. Maybe you have been emulating this beautiful-non-beautiful bird—in fact, I am afraid too many of us have been dressing ourselves, arraying our bodies with but little attention to the appearance of our feet. Colorful effects in dress and hats, flattering makeup and artistic manicure—all are to no avail if the whole effect is spoiled by poorly shod feet.

It is not necessary to affect expensive shoes, nor is it even wise to adopt too extreme styles in shoes. However, in order to make the most of your costume whether it be for morning wear, or sports wear, or for formal evening wear, it is always best to don shoes whose style fits into your general scheme.

Strive for unity in your costume—by that I mean brogues or the popular saddle oxfords (spectator ties, included) are proper for use with sweaters and skirts. Gaily colored sports attire is now in vogue but open-toed slippers are very unsuitable except for evening wear. Likewise, you wouldn't attend a formal dance wearing walking shoes with a lovely evening dress.

The poor peacock, unfortunately, cannot change his shoes as we can. Moreover, every day is Sunday for him because he wears his very best every day—and with it the same old ugly feet. He cannot hide his ugliness, nor can he make over his defects. How lucky are we to be able to change our costumes, to cover up blemishes, to be beautiful as well as comfortable.

Keep harmony in your dressing; remember color blending and contrast; attire yourself suitably for the occasion; and above all look at your feet and see to it that they, too, are an attractive part of your ensemble. Don't let their unbecoming appearance detract from your well-planned costume. Let them be complimentary to you, as well as serviceable.

Speaking of comfort and serviceability, did you know that most foot troubles come from wearing too small shoes? It seems to be a custom to squeeze the feet into shoes an inch or two too short. What good is the appearance of little feet, if the possessor must suffer agonies in order to maintain it?

Modern shoe manufacturers have the interest of the wearer at heart and are, therefore, striving to make all shoes, whatever their size, attractive—as well as comfortable. Let your feet have room in their shoes to relax. Pinching is the first warning signal that all is not well underneath. Heed it and, if your shoes are too short or too narrow, remember to fit yourself properly the next time.

Most women endeavor to alternate the height of their heels in order to make use of the various muscles in their legs. This is an excellent practice because it helps to keep the legs and thighs sharply and supple, and wards off dangers such as broken arches and flat feet.

You'll never be sorry if you make care of your feet an important factor in your beauty routine—they'll repay you a thousand-fold.

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.

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 717 N. 16th ST. 16th & BURT

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We Have A Good Line of Xmas Trees Popularly Priced
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BLACK WALNUTS, Large Size
 4 pounds 15c • Market Basket 35c

THE LOW DOWN FROM HICKORY GROVE
 Old Nero fiddled around, and let his town burn down—and got his name in our history books. But the Romans paid for Nero's fiddlin'. Nero had the fun and the Romans paid the bill. I guess it was in Rome where the old slogan got started about if you dance and cavort you got to pay the fiddler.

But anyway, we are not so many jumps behind the Romans. We been leavin' the running of everything to our Boys down there on the luxuriant Potomac. And brother, we sure are gonna get some fillin' bill.

But I see faint signs of coming out of our coma. When the bossess down in Wash. says to the Boys there, "here, you fellers, you better all go home"—and the fellers don't go, that is news. That is grounds for optimism.

But even if Washington was to burn, like Rome, we would keep on running, I reckon. My neighbor Henry, he says, "Jo, we would be better off if half the town did burn down." Henry's quite a card.

Yours with the low down
 —JO SERRA.

WOMEN'S WAGES AND HOURS IN NEBRASKA STUDIED BY THE U. S. WOMEN'S BUREAU
 Nebraska's highest paid women wage earners, judging by their hourly earnings are employed in meat, packing plants. Lowest paid women wage earners are found in creameries and plants handling eggs and poultry. Women's earnings in the city of Omaha are higher than in other places in the State. These are some of the findings regarding the State's important woman-employing occupations presented in the Women's Bureau, U. S. Department of Labor, Bulletin 17,8 "Women's Wages and Hours in Nebraska," made public today by the Bureau Director, Miss Mary Anderson. The report was written by Arthur T. Sutherland.

The survey was made in 1938 at the request of the State Commissioner of Labor and the Nebraska League if Women Voters. Although the survey does not include every establishment in which women are employed, data were obtained in retail stores, laundries, dry cleaning plants, beauty shops, hotels, restaurants, insurance and wholesale distributing offices and the manufacturing industries and is representative of women's employment in the State. In all 232 establishments were studied employing a total of 7,336 women. Of this number, 2,536 were in retail trade, 2,108 in manufacturing, 1,027 in hotels and restaurants, 600 in laundries, 125 in beauty parlors and 940 in offices (other than those in the foregoing establishments).

The study revealed that average week's earnings in the meat packing industry were \$19.30 and the average for creameries and plants handling eggs and poultry was \$8.20. The average for manufacturing as a whole was \$14.90. Earnings in laundries and in hotels and store restaurants averaged considerably less than this amount, although the report cautions that in restaurants cash wages are often supplemented by meals and lodging and in some occupations by tips. For none of the three types of stores included is the average as much as \$15, while the average for beauty shops is \$15.45.

Hourly earnings, the report points out, follow somewhat the same trends, with highest rates in manufacturing. In each instance comparative figures show earnings of women workers in Omaha to be at least several cents higher than those in other places.

The bulletin also includes an analysis of earnings during the year 1937 of 7,201 women in 104 establishments. The amount of short time employment was great, over one-fifth of all women having been with the firm less than four weeks. Office workers had the highest earnings, their average being \$792. Meat packing paid an average year's wage of \$747. The year's earnings were very low in plants handling food products other than meat, the average being only \$128. The average for stores was very low although this figure, the bulletin says, is influenced greatly by part-time employment.

Most of the women included in the study worked 40 or more hours in the week scheduled. Shorter hours were reported for large proportions of the women, in meat-packing, eggs and poultry, laundries and dry cleaning establishments. Hours were longest in beauty parlors, miscellaneous food manufacture, and limited-priced and ready-to-wear stores.

Nebraska, the Women's Bureau points out, has lagged in the

GETS CAMBRIDGE CENTER APPOINTMENT



Nelson Carter Woodfork, recent graduate of the Atlanta University School of Social Work, has been appointed Boys' Worker of the Cambridge (Mass.) Community Center. Before this he was employed as a Tenant Investigator for the Boston Housing Authority. Mr. Woodfork is also a graduate of Lincoln University, Chester, Pennsylvania, a native of Boston, and a member of the Omega Psi Phi Fraternity.

legislative restrictions it has imposed on working schedules for women. Twenty-one States and the District of Columbia impose a limit of 48 hours or less in certain manufacturing industries while Nebraska still retains its law passed in 1913 permitting a workweek of 54 hours. Even this has been seriously weakened by amendments and court decisions, and the bulletin calls attention to the following statement by the Nebraska Workmen's Compensation Court:

As the law now stands, it applies only to cities of more than 5,000 population** if it is harmful for a woman to work long hours at a certain occupation in a city,

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it is just as harmful for her to work the same hours at the same occupation in a small place.

Minimum wage legislation is also lacking in Nebraska, and Miss Anderson in commenting upon the study urged that the situation be corrected. "The Nebraska legislature meets this year", said Miss Anderson, "and with the findings of the Women's Bureau before them it is to be hoped that the legislators of Nebraska will take steps to guarantee to every woman worker within State boundaries a living wage."

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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.

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