

# THE OMAHA GUIDE

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## Editorials

### The Newspaper Tops The List

Alfred G. Peterson, who is president of the National Savings and Loan League, has this to say about advertising: "I feel that advertising is a very profitable investment. But we should not buy advertising blindly. We should give careful consideration both to the appeals and the media we use.

"The medium which tops the list is the medium that reaches the greatest number of people at the lowest cost. It is my opinion the newspaper is that medium. I place the newspaper at the top of the list because it reaches the local market. All of us are really conducting local businesses. We may be bound together into a national industry, but our spheres of influence are entirely local.

"The newspaper reaches precisely the people we want to reach." Well spoken, Mr. Peterson!

### By-Products Are Important

Everyone has heard the old saying that the meat packers "save all of the pig but the squeal." That's just about literally true. All manner of non-edible by-products are processed and sold. The revenue they bring to the packers helps give producers a better price for their livestock, and consumers a lower price for their meat.

Any change in the by-product market situation, as a result, is an important matter. That has happened in the case of hides. Over recent years their value has sharply declined - and this has had a tremendous effect on the price packers could afford to pay for steers.

A spokesman for a packing company described what has happened. In 1910 the price of steer hides amounted to about 13 1/2 per cent of the steer. In 1954, the hide's value was down to about three per cent of the live cost. In addition, the handling costs have gone up - labor and salt has expanded without a corresponding increase in domestic demand for leather, and this too has resulted in downward pressure on prices. The only bright spot has been an increase in the sale of hides abroad.

The spokesman then urged a three-way approach to the problem. First, is research in all phases of the hide and leather industry, directed toward improving the quality of the product and finding new uses for it. Second, is increased advertising and promotion to acquaint consumers with the superior value of leather for many uses. Third, is to modernize the methods of handling hides. This, it is hoped, would materially change the picture for the better.

### Job For The States

The Chamber of Commerce of the United States finds that "states and local communities can better provide for their school needs than the federal government can."

The reason for that is that the Federal government has a back-breaking debt and is running in the red, while most of the states are well in the black. As of a comparatively recent date, the 48 states had \$15,250,000,000 in cash and security holdings against less than \$8,000,000,000 of outstanding debt.

It's high time that federal hand-outs to the states for schools or any other purpose were reduced - not increased. And it's beyond argument that federal fiscal problems will never be solved until there is a resurgence of the traditional American idea that local people and local government should take care of local needs.

### How It Happened

Dorothy Thompson recently listed the factors that have resulted in America's gigantic production and consumption in one king-sized sentence: "Great national resources, scientific ingenuity, managerial know-how that has concentrated on mass production at high wages and low profits per unit of production insuring a high level of mass purchasing power, an internal market of continental proportions, merchandising skills that constantly stimulate new demands and foster rapid turnover, high rewards for individuals possessing outstanding managerial capacities, and government policies aimed at keeping this dynamism operating in some sort of equilibrium between inflation and deflation."

The American factory, the American farm, and the American retail outlet have no superiors on earth.

**DOLLARS SENT AWAY FOR PRINTING Never Come Back Let Us Do Your Printing**

## NO MONTHLY CRAMPS... not even on the VERY FIRST DAY!

Doctors' tests show amazing preventive relief of pain, backaches, nervous feelings

Women and girls who suffer from the functionally-caused cramps, backaches and headaches due to menstruation—who feel upset and irritable on certain "particular days" every month—may be suffering quite needlessly!

Such is the conclusion from tests by doctors in which Lydia E. Pinkham's Vegetable Compound stopped or gave amazing relief of such distress in 3 out of 4 of the cases... even on the very first and worst day of the period!

Yes! Medical evidence proves Lydia Pinkham's Compound... it exerts a remarkably calming effect on the uterus—without the use of pain-deadening drugs!

The effectiveness of Lydia Pinkham's Compound is proved to the millions of women and girls whom it has benefited. But how about you? Do you know what it may do for you?

Take Lydia Pinkham's Compound... it's the only medicine that's been tested and proved to be safe and effective for the relief of menstrual distress.

Get either Lydia Pinkham's Compound, or new, improved Tablets, with added iron.

Lydia Pinkham's Compound is a wonder-drug for "hot flashes" and other functional distresses of the "change of life," too!

## News From Around Nebraska

Not much has been heard lately about the "Save the Trains" movement which has gone on out O'Neill and Valentine way. However, a meeting of the Trains organization was held at Ainsworth last week. It was revealed at that time that revenue for the trains had increased 43%. In addition to that, the operating expenses of the line had been reduced approximately \$30,000 per year by the passage of a new law by the State Legislature which permitted the elimination of part of the train crew. The extra men were termed "superfluous."

Whether these two improvements will be sufficient to hold the continued interest of the Chicago & Northwestern is not yet known but it, at least, proves that there is business for trains in that region if patronage is properly solicited.

The City of Ord is getting all worked up about junk yards within its city limits. It seems that the Union Pacific has rented parts of its right-of-way to several Ord men for use as a junk yard, auto wrecking yards etc. Recently the Grand Island Independent ran some pictures of the unsightly view which greeted train riders coming into the Ord community.

The Ord folks didn't like the publicity so the City has filed suit asking the men to cease operating the junk yards and asking the Union Pacific to cease renting them the ground.

Ord is but one of many communities which are beginning to look questionably at the presence of junk yards and auto graveyards within sight of general traffic.

The Fairbury Journal revealed last week that the community's utilities earned over \$100,000 profit in the past year. The city light department made a profit of \$102,000 and the water department added nearly \$12,000 to the profit column.

Earnings of the electric department increased \$18,000 over the previous year, but the water department made \$8,000 less this year than it did last.

Fairbury has on hand \$130,000 which can be used for purchasing new equipment when needed.

Crete is jubilant this week over the signing of a contract with the Formfit Company of Chicago which has indicated that it will establish one of its manufacturing plants there. The Formfit Company, makers of brassieres and other foundation garments, are nationally known and have eight other factories.

The finest of the company's machines arrived in Crete Tuesday and the plant will operate in temporary quarters for a time while the supply of labor is being analyzed and trained. Later, if everything goes well, a new, air-conditioned factory building will be erected. The plant will eventually hire 200 women and the annual payroll will amount to about \$400,000, the Crete News stated last week. Considering that "fresh" money turns over several times before it leaves town, the Crete Chamber of Commerce has figured out that the presence of the factory will mean \$2,000,000 of fresh-money business per year.

Firemen at Decatur are trying to raise money to purchase a new ambulance. They will hold a fish fry July 9th to raise money for the equipment.

Boone County farmers near Albion are harvesting an exceptionally good crop of grass seed this year, the Albion News has revealed. That area has experienced the right type of weather to make excellent seed, the newspaper has pointed out.

The Schuyler Sun announced last week that Colfax county now has 161 irrigation wells operating. 25 of these wells are new ones which have been put into use only this summer.

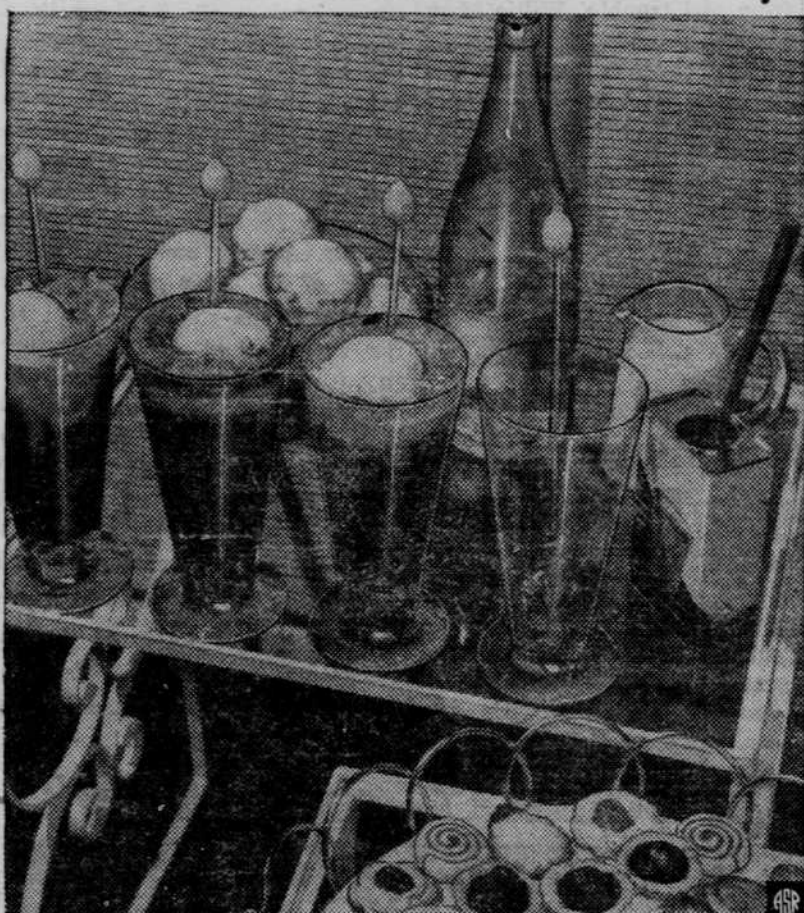
Pump irrigation is growing rapidly in use. Hamilton County, near Aurora, has over 550 wells operating. The most popular method of applying the water this year seems to be the sprinkler system.

Despite the increase in the number of cars being sold, a count of Highway 6, which crosses the southern part of the state, reveals that traffic there is falling behind the figures of a year ago, during the same month, the count showed 2222 cars traveled the road.

The Public Mirror, at Arapahoe, which revealed the figures, gave no reason for the decrease.

A new swimming pool is nearing completion at Lexington but was not ready for the Fourth, the Dawson County Herald revealed. The youngsters are going to get it, however, in plenty of time to get some good use out of it. The pool is being painted this week preparatory to putting in water for the first time.

### Quick Chocolate Soda Makes A Party



Summer's easiest Soda is quick to make at home. The set-up is simple. Quick cocoa powder that mixes instantly in milk with the mere stirring of a spoon. Some bottled sparkling water; or any favorite carbonated beverage. It takes but a twinkle to put these ingredients together, and then you're ready for a party. No heating of ingredients is necessary because quick cocoa powder is an instant product.

It's a happy "extra" that these Quick Chocolate Sodas are good for you. They are made with nourishing milk and ice cream, and even the quick cocoa powder makes an important nutritional addition to the drink. Each serving of this instant powder contains vitamin D equal to one-half the minimum daily requirements. The other contribution made by quick cocoa powder is a deliciously light, chocolate flavor that is particularly pleasant in hot weather.

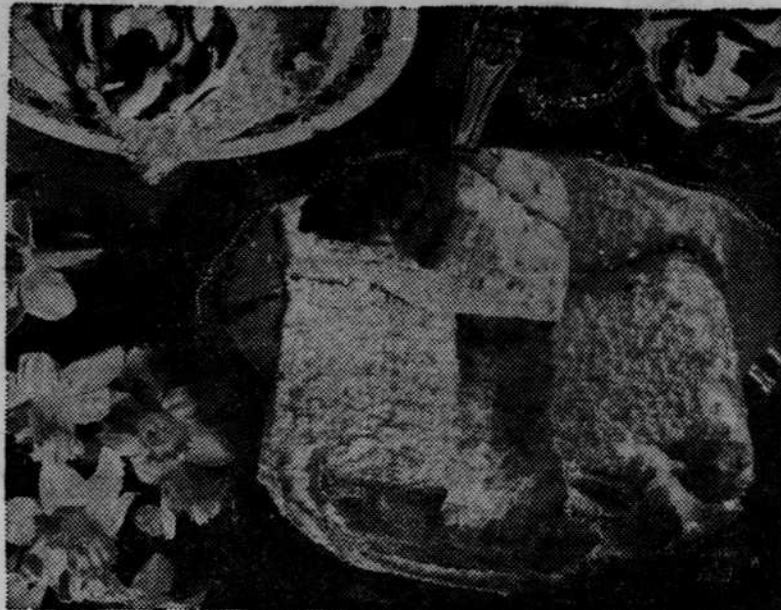
#### Quick Chocolate Soda

3 heaping teaspoons quick cocoa powder  
 Small amount of milk  
 1 scoop vanilla ice cream  
 Combine quick cocoa powder and milk in a tall glass. Add vanilla ice cream. Fill slowly with chilled sparkling water or other carbonated beverage.  
 YIELD: 1 soda.

Chilled sparkling water, or any favorite carbonated beverage such as cream soda, root beer, ginger ale or cola beverage.  
 Combine quick cocoa powder and milk in a tall glass. Add vanilla ice cream. Fill slowly with chilled sparkling water or other carbonated beverage.

**IT'S YOUR MOVE-- Here Are Money Savers**

## "Queen Of Cakes"



If you are looking for a time saving dessert, you will find this delicious Angel Food Cake the answer to your summer menu planning. The ready packaged mix is complete in itself to which you need only add water. It can be served with delectable Marble Whipped Cream, as shown here, or plain, for calorie counters. (ANP)

#### By Betty Cook For ANP "QUEEN OF CAKES"

Among the pleasantest of our childhood memories is the enjoyment we experienced when we bit into a moist tender slice of angel food cake. Of course, in those days it was served only on extra-special occasions for it was no simple recipe to prepare. Separating the eggs, measuring and sifting the dry ingredients, etc. were not only tedious tasks, but in addition you couldn't be sure that the finished cake would be light and fluffy.

Now, we can just take a package of angel food mix from our pantry shelf and turn out a glorious rendition of grandmother's very best angel food cake in only a few moments. For the fun of it, time yourself while preparing this mix for the oven, and then count your blessings in this modern age.

The mix is complete in itself—a perfect blend of a famous downy-textured cake flour, sugar and processed egg whites to which you need only add water. The result? A heavenly light and high dream of a cake!

Serve with a delectable Marbled Whipped Cream, or plain, for calorie counters.

**Angel Food Cake With Marbled Whipped Cream**  
 To make cake follow package directions on 17 oz. package of Angel Food mix. When cool cut into serving pieces and top with Marbled Whipped Cream.

**Marbled Whipped Cream**  
 Chill 1/2 cup whipping cream, small bowl and rotary egg beater, turn chilled cream into bowl, add 1 teaspoon granulated or confectioners' sugar and beat rapidly until cream begins to thicken. Then beat slowly until cream holds its shape (don't overbeat). Swirl one or 2 tablespoons thin chocolate sauce through sweetened whipped cream giving marbled effect.

The wise homemaker naturally includes milk or milk products in different dishes in a meal. Cottage cheese lends itself particularly well to salads, and I think you will find this Tomato-Aspic with Cottage Cheese both appealing and nutritious.

**Tomato Aspic With Cottage Cheese**  
 2 1/2 Tablespoons gelatin  
 1/4 Cup cold water  
 2 1/2 cups tomato juice  
 1 bay leaf  
 1/2 teaspoon salt  
 2 whole cloves  
 2 slices onion  
 1 tablespoon sugar  
 2 cups cottage cheese  
 Letuce  
 METHOD: Soak gelatin in cold water. Cook onion and spices in 1/2 cup tomato juice until well seasoned. Strain and add to gelatin, heating over hot water if necessary until gelatin is dissolved. Add to cold tomato juice. Pour into molds greased with a liquid fat. Congeal and serve. If desired, 3/4 cup finely cut celery and 3/4 cup shredded carrots may be added. Serve with mayonnaise on lettuce leaf with generous mound of cottage cheese.

Menu: Fried chicken, parsleyed new potatoes, buttered spinach, tomato aspic with cottage cheese, rolls, butter and, of course, Angel Food Cake with Marbled Whipped Cream.

Stretch 2 cups of chicken by (city) (zone) (state) PG-14

## Predict Chances On Farms In Future

"The World of Tomorrow—What Will It Be Like?" That's the title of a new publication by United States, but it's a fascinating question too.

Like the popular songwriter said, "There'll be some changes made."

One of these changes, perhaps the most important, will be in the size of the population. If recent trends continue, the Chamber predicts, our people may increase by 25 million during the next ten years, and possibly by 56 million in the next twenty.

Can we feed them all? Yes, but the job will bring more than a few changes to American farms with their dwindling labor supplies. Tomorrow's farmer, says the Chamber, will likely be a big business man with a highly mechanized "factory" turning out more food and fiber with less labor. Like today's manufacturing plant, tomorrow's farm will need larger and larger amounts of capital and equipment to increase productivity.

Behind the mechanized farm and city factory alike, the Chamber says, will be phenomenal new sources of power—the atom, new

uses of magnetic energies, and perhaps even new uses for the sun itself. Electric energy will thus be cheaper and much more widely used.

Electric robot machines to mow and rake our lawns by remote control from an air-conditioned, glassed-in porch are conceivable, says the Chamber.

And what about that great American institution, the weekend? Greater productivity, says the Chamber, may stretch it to three days.

## How About Immunization?

Diphtheria, Tetanus, Whooping Cough, and Smallpox? Parents should assume responsibility for the use of these protections which immunizations can give their families.

Multiple combined vaccines are now being used safely against diphtheria, tetanus and whooping cough starting at three months of age.

Diphtheria will not be conquered until all parents realize that their children must be safeguarded against this disease.

No specific rule can be given as to whether an injury constitutes a definite tetanus or lockjaw risk, but it is better to play safe.

every two minutes at Veterans Administration Offices.

Last year the American Red Cross provided blood for national defense at an average rate of two donations per minute.

Last year 69,600 Gray Ladies gave 4,121,600 volunteer hours of service in military, veteran, and civilian hospitals.

In 1954 the American people contributed approximately \$85,000,000 to make Red Cross services available to their neighbors at home, in the service, and overseas.

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