NEW delight in Cheese flavor

Still another Kraft-Phenix triumph! New digestibility, health qualities and delicious new flavor added to cheese.

In Velveeta all the valuable properties of rich milk are retained. Milk sugar, calcium and minerals. Good for *everyone*, including the children.

Velveeta spreads, slices, or melts and toasts instantly. Try a half pound package today.

KRAFT Velveeta
The Delicious New Cheese Food

—o—

MURINE FOR YOUR EYES
Night and Morning to keep them Clean, Clear and Healthy
Write for Free "Eye Care" or "Eye Beauty" Book
Murine Co., Dept. H. S., 9 E. Ohio St., Chicago

DAYS OF SUFFERING NOW QUICKLY ENDED

The next time you start one of these days, *see the instant relief you get with Dillard's Aspergum.* Almost before you know it the pain disappears, your nerves suddenly relax.

With Aspergum you chew the pain away. For it is the finest aspirin obtainable put up in chewing gum form. Now you can take aspirin any time, any place. No water. No bitter taste. No choking sensation. Because you chew Dillard's Aspergum the aspirin mixes thoroughly with the saliva so that all its soothing qualities are effective quickly, continuously.

It brings quick relief from aching heads, toothache, the pains of neuritis, neuralgia, even rheumatism. If your druggist does not have Dillard's Aspergum, send for a free sample to Health Products Corporation, Dept. A, 113 North 13th Street, Newark, N. J.

Join the . . .
PRUDENTIAL HOSPITAL ASSOCIATION
. . . and Keep Well!
See
L. A. ASHFORD
328 Wheeler Street — EAst 4408

Notice to the public

SUPPOSE you are today paying 50c a tube for your tooth paste (and there are many very good dentifrices selling today at that price).

Suppose, like most people, you buy about twelve tubes during a year. Now if you knew that you could buy as good a dentifrice as can be made and still save each year the price of 25 loaves of bread or 60 bars of soap or 40 pounds of sugar or a box of fine cigars—could you conscientiously fail to take advantage of such an opportunity?

That is exactly what you do when you buy Listerine Tooth Paste at 25c for a large tube. Figure it out for yourself.

LISTERINE TOOTH PASTE
Large Tube
25¢

PROBAK BLADES make your DOUBLE-EDGE RAZOR (old or new model) a BETTER RAZOR
-or your money back
1¢ FOR TEH 50¢ FOR FIVE
Guaranteed by PROBAK CORPORATION
Autolamp Safety Razor Co., Inc., N. Y. C.

LOCAL BRIEFS

A letter from Mrs. Homer Johnson (Hazel Hadnot) to The Advocate, dated at San Jose, California, Dept. 3, asks to be remembered to all inquiring friends.

Sam Ellis, 380 East First street pleaded not guilty to possession of liquor and was fined $200 in municipal court recently.

Messrs. Albert Lewis and John Burke of Oakland, California spent several days in Portland this week. They stopped at the home of Mrs. Blanche Brown, 126 Graham Avenue.

Ray O'Niel was sentenced to six months in jail in municipal court, September 2. He was found guilty of larceny of $50 and a railroad ticket from James E. Brunyan, white.

Mrs. Arneta Douglas was a pleasant caller at The Advocate office last Saturday and paid for a year's subscription to The Advocate. Call again, Mrs. Douglass.

Rooms for Rent—Nicely furnished, heated by furnace. One person to a room, $3 per week; two persons to a room, $4 to $5 per week. Walking distance from town. 311 Ross Street. Phone EAst 7272.

Mrs. E. L. Jamison is very happy this week over the receipt of a lovely novelty table scarf sent to her by Dr. and Mrs. Dickerson of New Port News, Va., who recently visited Portland.

The National Elks Convention selected Philadelphia for the 1931 conclave.

James Trotman a senior at Wilberforce, has returned to school after working in railroad service on the coast during the summer.

David Robinson has returned to the hospitality and home of Mrs. Etta Ritter, 288 East 1st street N. Mr. Robinson roomed with Mrs. Ritter for several years, previously.

Harrison Densmore has returned to his work after several weeks of illness.

Mr. and Mrs. Ira Hart, 291 Cherry street are having a new Montag furnace installed and much interior renovating done.

Mrs. W. R. Peck has been confined to her bed for a few days suffering with heart troubles.

William Jones, a brilliant young man who resides in Irvington, has perfected an invention to cut butter or lard by accurate measurements into spoonfuls, cupfuls, etc. This invention does away with melting the fats in order to be able to measure them. It is hoped that his invention, which he has already had patented, will soon appear on the market.

Please Pay Your Subscription

Miss Anna Chatters, who has been visiting at the home of Mr. and Mrs. H. C. Baker, has returned to her home in Seattle, Friday, to enter school.

Messrs. H. C. Baker and George Mullen, popular railroad men, went to Goldendale, Wednesday, with their employer, in a special car. They will attend the county fair there, in which their employer will enter several horses.

Mrs. Beatrice Cannady and her sons motored to Steliacoom last Saturday and visited at McNeil Island Prison, on business. Returning late in the afternoon, they stopped off for a brief visit with Mr. and Mrs. Lynch Brown in Longview.

DIGESTING THE -NEWS-

By Clifford C. Mitchell

Negroes, everywhere in America, are protesting, pleading and praying for more and better opportunities in the employment field. Hard times have, however, shown them the fallacy of expecting any material gain by merely protesting and pleading, especially when the whites, who control the jobs, have so many of their own numbers clamoring for work. Our prayers, then, are about to be answered but only through increased faith in our economic and commercial leaders.

—o—

Our leaders are pointing out our economic weaknesses and directing our efforts to overcome them but it is our students of today who now have the opportunity of becoming our successful merchants, bankers, financiers and industrial magnates of tomorrow.

—o—

In our peculiar racial predicament it is not a question of opening up new avenues of endeavor but one of providing trained and experienced men and women in a field already in existence but sadly neglected. The opportunity is there but it takes the trained student to grasp it.

—o—

We are well represented in the professions, arts, sciences, religious, cultural and social spheres and the student who is now entering into them would do well to consider the advantages and opportunities for the skilled business administrator. In this latter field, from a racial viewpoint, the expert will meet with less competition and enjoy greater opportunities, than in any other.

—o—

No longer must we believe that just being a Negro with a sufficient capital to open a commercial enterprise that our success is assured, not even in a Negro district. It takes a keen, trained and experienced business administrator. We want to patronize our own color, certainly, but we also want and should receive, the same courteous and efficient service, the same quality of merchandise and at an equally as low, if not lower, price than the successful white merchant offers. On no other basis will the Negro succeed as a merchant and this applies equally as well to the other allied forms of commercial and industrial enterprises.

—o—

The cynical student, after noting the absence of racial commercial enterprises in his own community, might question the wisdom of embarking on a concentrated study of business administration and economics but there are ample assurances for the success of our students who thoroughly master this subject, realizing that their academic knowledge gives them only the basic principles and an understanding upon which to building for ultimate success through continued studies and application in the school of actual experience.

—o—

As a race we will progress commercially when we combine the services of trained and experienced business administrators and economists with our

—o—

surplus dollars now possessed by those who are already convinced that Negro enterprises manned by skilled administrators is the answer to our prayer, protests and pleadings, for more and better jobs.

—o—

From this digest it should therefore be apparent that the Negro student of today is really blessed with opportunities if he will studiously prepare himself for them. He must remember that this is the age of specialization and keen competition. A knowledge of his neighbor's present condition is just as essential as the knowledge of ancient history. To speak on terms of financial, industrial and commercial fluency is far more useful than to know the dead languages. To be able to prepare and read an intelligent and comprehensive finanical report is more practical than to be able to prepare or read an essay on Hermoclides. And above all, the knowledge that the student is well trained in business administration is a more powerful claim on which to expect the whites to employ us in their own business than is a mere plea on the basis of race representation.

—o—

FOR SALE—Cozy 4-Room plastered House with fruit trees; 6450 70th St. S.E. Reasonable—for full par- at her home, 8105 39th Avenue S.E.

Mrs. Ella Smith is steadily improving

CLASSIFIED ADVERTISING

6-ROOM House for Sale Cheap. Call TAbor 7733. adv.

FOR RENT—Furnished Rooms. 358 Interstate near Broadway. Mrs. J. C. Logan—TRinity 9898.

FOR RENT—Two-story unfurnished house, $16.60. 738 Tillamook St. Phone Atwater 9840.—Ad.

FOR RENT—6-room flat; 714-716 E. Ankeny Street. Mrs. J. C. LOGAN, Trinity 9898—Adv.

JOIN COSMO FRIENDSHIP CLUB Entirely Different From Any Other MEMBERSHIP - - - 50 CENTS Write Box 1111, Bethlehem —Adv.

—o—

FOR RENT—Seven room Rennovated Resonable to Responsible People. Apply 325 Schuyler Street.—Adv.

Sgt. Charles Eberhard is expectd to return Monday to Portland from Seattle where he has been on business.

—o—

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Obtained. Send model or sketch and we will promptly send you a report. Our book on Patents and Trade-marks will be sent to you on request.
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Leaves your hair lustrous, healthy, and not too dry!
At your dealer's—or send 50c for full-size bottle to Pinaud, Dept. M., 220 E. 21 St., New York. [Sample bottle free]

A Delicious Food

A food for protein; a food for mineral salts; for calcium and phosphorus; all the essential elements for health and strength are found in good cheese. And all the essential elements of good cheese are found in Kraft Cheese.

KRAFT K CHEESE
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$20.00 for your old range
on the purchase of a modern gas range, priced from $100 up, or $10 for it if you purchase a range priced from $50 up.
Portland Gas Coke Co

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Published Every Saturday for the Past Twenty-Six Years!
Publishers of *"The Advocate"*—A 16-Page Newspaper
In Two Sections!
Mrs. E. D. Cannady, *Manager*
The Oldest Negro Business In Portland Is . . . .

SONG OF THE NEGRO BOATMAN

(By Albert Hart)

Ol' Black Julie had a shack 'cross de water—
Over yonder on de river bottom;
Where de Cajuns—up from de inland bayous—
An' de roustabouts—de scum of de river—
Used to congregate an' drink corn likker,
An' trade an' traffick wid river women,
An' wid Ol' Black Julie's Creole daughter—
A likely hussy, but a river woman.
De water is muddy—if you tried to wade it,
De crocodiles would take you under.
If you wanted to go, you stood at de landing,
An' give de sign, an' I'd row you over.
Row your over—
Yes, row you over.

Ol' Black Julie took down wid de fever
In de little ol' shack on de river bottom;
An' de preacher come wid his congregation,
An' prayed an' sang. An' de sisters shouted,
An' dey laid dere hands on Ol' Black Julie
Till de power come an' cast out de debbil.
Now Ol' Black Julie done got religion.
All day long she sings "Hallelujah!
Praise de Lord, case I done got over!"
On Sunday nights dey holds prayer meetin'
An' shouts an' sings till it sound lak thunder;
"Glory to God! He save sister Julie!"
If you want to go, come down to de landing,
Down to de landing—
Yes, down to de landing.
If you want to go, come down to de landing—
An' give de sign. An' I'll row you over.

HIGH-BROWN HAIR GROWER
WITHOUT AN EQUAL.

Without a doubt, the best article of its kind—a combination Hair Grower and Hair Straightener. Gives the hair a natural soft and silky appearance. stimulating hair growth in the most hopeless case.

Our **High Brown Hair Grower stands as one** of our highest achievements—it is a preparation we look upon with pride.
—Distributor
Mrs. E. D. Cannady,
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INDUSTRIAL PROGRESS AND PAYROLLS . . . .

Unemployment is not merely the misfortune of the few. It is an economic affliction from which all suffer.

It has been written about, talked about, and fought about. But that does not help the situation.

We have a direct interest in community development. The growth and progress of a utility depend on the growth and industrial progress of the towns or cities it serves.

An electrified business is an efficient business, reducing its costs, increasing its market—a guarantee against unemployment.

It is not a cure-all, but it is a step in the right direction.

PICK YOUR BUSINESS UP BY THE BOOT-STRAPS ELECTRIFY!

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(PEPCO)
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Division Offices at Salem, Oregon City, Hillsboro, Gresham, St. Helens and St. Johns, Oregon, and Vancouver, Washington

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Bonded and Licensed Under Oregon Laws

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