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**Chadrad Communications, Inc.**  
226 Bordeaux St - Chadron, NE 69337  
308-432-5545 fax 308-432-5601  
E-mail: [kcsr@chadrad.com](mailto:kcsr@chadrad.com)

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(Neb.)- 'The Beef State' Slogan May Go On Some Neb. Plates



By: Jeremy Anderson Posted at: 06/28/2013 09:59 AM

NORTH PLATTE, Neb. (AP) - The Nebraska Cattlemen want to return the slogan "The Beef State" to some state license plates.

The group says all state plates carried the slogan from 1956 to 1965.

The Nebraska Cattlemen's communications director, Ashley Nunnenkamp, says 2013 is the organization's 125th anniversary year. So, she says, officials thought "it was a great time to release specialty plates to promote our state and our industry."

State rules say at least 500 applications for "The Beef State" plates must be submitted to the Nebraska Motor Vehicles Department before the new plates will be produced. Organization officials say that number shouldn't be a problem, given the organization's membership of 3,000 and the slogan's history.