

STARTLING FACTS

30,000 OF THE CONSUMING PUBLIC IN THE METROPOLITAN AREA READ

Omaha Guide

THE ACCREDITED FIGURES OF 16,500 NEGROES ARE ABOUT CORRECT FOR THIS METROPOLITAN AREA, THAT IS, OMAHA PROPER

THESE FACTS HAVE BEEN CAREFULLY COMPUTED

The Average Expenditure Per Person, Daily is \$1.25. The Total Daily Expenditure Is About \$22,867.00. Making the Annual Expenditure of \$8,346,455.00. The Women and Misses of Our Group Require \$701,102.22. Clothing and shoes for the Childrer., yearly totals of \$500,787.30. In Omaha Alone, the 4,800 Families Spend Annually for Bread \$225,497,000. More than \$250,593.65 is Spent in Omaha for Furniture.

THE ABOVE ITEMS ARE A SELECTED FEW OF THE MANY NECESSITIES, COMMODITIES AND LUXURIES CONSUMED IN THIS VAST EXPENDITURE.

WHICH ALSO INCLUDES-

- | | |
|------------------------------------|--------------------------------|
| Automobiles | Groceries, Meats, Foods, |
| Automobile Accessories | Wholesale and Retail |
| Bakeries | Hardware Appliances |
| Candy and Soft Drinks | Jewelry |
| Cigars and Tobacco | Men's Apparel |
| Confections | Musical Instruments |
| Construction and Building Material | Notions |
| Drugs Wholesale and Retail | Novelties and Toys |
| Dry Goods | Radios |
| Electrical Appliances | Shoes |
| | Stationery and Office Supplies |

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OMAHA'S ONE BIG WEEKLY NEWSPAPER

THE OMAHA GUIDE

WHAT DOES IT MEAN TO YOU

Mr. Advertiser

The Omaha Guide Covers This Metropolitan Area Like the Dew Covers the Morning. ADVERTISERS WHO USE THIS PAPER DO SO BECAUSE THEY ARE SURE OF REACHING OUR PEOPLE AND GETTING RESULTS THIS ATTESTS THE OMAHA GUIDE'S WEEKLY NEWSPAPER PULLING POWER PHONE OR WRITE OUR REPRESENTATIVE TO CALL

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2418-20 GRANT STREET

310 POUNDS OF NIMBLENESS



Troy Brown, hefty screen newcomer, who has a featured comedy role in "Nothing Sacred," a David O. Selznick production, starring Fredric March and Carole Lombard, lets loose with a bit of "swing" on the set in Hollywood.

Oh Brother, "Don't you want to save a dime?" Get your 'ick-et on time to the season's great-est: Carnival Barn Dance, on or before Sat., July 24, 10 P. M.

Mrs. Ida Crews Monroe, who has been visiting her cousin, Ella Long, 2517 Lake street, was called home by a telegram she received. She left Wednesday, July 21st at 8:30 p. m.

Mrs. Alice Shaw who is the aunt of Mr. and Mrs. G. W. Althouse, 2224 N. 22nd st., was the house guest of Mr. and Mrs. S. Sanford of 954 N. 28th Ave., for several days.

The fourth annual convention will convene at the Church of God in Christ, 26th and Erskine streets, Friday, July 23, 1937. Many guests from all parts of Missouri and Nebraska are expected to be present. The chief apostle, Bishop C. H. Mason of Tenn., will also be here.

The Bacchanite Club's Carnival Dance tickets are on sale at the following places of business: Robbins Drug Store 24th and Grant St. Tuxedo Billiard Parlor 24th and Grant Sts. George Lewis Chicken Hut Council Bluffs General Admission 50c. Before, you can save a dime, if you buy a ticket on time.

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The Poro club held their monthly meeting at the home of Mrs. Brooks. The yearly picnic was discussed, which will be held July 26th, in Elmwood. The picnic is eagerly awaited because of it being a memorial event. The next meeting will be held at the home of the president. They will be entertained by Miss Anne Michael. Enjoys Picnic at Elmwood The Seventh Day Adventist church had their annual Sunday school picnic at Elmwood park, Sunday July 18th. The evening was spent playing ball and many other lively sports. The Boy Scouts band played while everyone marched around

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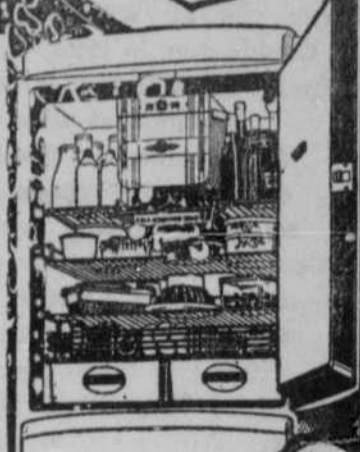
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