

National Negro Newspaper Week

The Omaha Guide Shopper's Page

Leading Omaha Merchants
 Solicit Your Business!!!

"A Weekly Feature" Sponsored by Leading Omaha Merchants
 Who Solicit Your Trade

READ BY 85% OF NEBRASKA'S COLORED CITIZENS,
 AND MANY OTHERS, WHO ARE INTERESTED IN THE
 ACTIVITIES OF THE NEGRO.

"To Our Reader!" FACTS

(By George H. McDavis, Advertising Manager)

Here are some of the things which will vitally concern you!

THE OMAHA GUIDE is the LARGEST Negro Weekly west of Chicago and North of Kansas City. It is read by 85% of the Negroes of this area and has a circulation of 30,000 readers.

This Issue of March 2nd, marks the beginning of a New Feature, which we are incorporating in an effort to keep abreast of the times. The War has been won, and recon-

Orchard & Wilhelm Co.
 —Since '93—

Nursery Department
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Smart All Weather Carriage
 Protects Baby from Wind and Rain

It has a modern all-steel chassis with knee-action cradle gear... jumbo tires... safety non-tip device and positive brakes... insulated padded hood with ultra violet shield. In grey or blue fabricoid. **39.00**
 Other Carriages from 11.50 to 35.00

DAVIDSON'S

—415 SOUTH 16th in OMAHA—

Announce the Opening of Their
 New and Modern
 Downstair Store
 & Appliance Dept.

Place Your Order Now at
DAVIDSON'S

version has begun; merchandise and utilities are beginning to appear on the scene after a lapse of 4 or 5 years. You the Readers of this paper are potential purchasers, and statistics reveal that the Negroes of this area, spend approximately \$24,687.00 a day or \$8,600,000.00 annually.

With the advent of this Shopper's Page; this YOUR

PAPER, marks a milestone in endeavor. A vowed purpose to make it the BEST Paper!

It is fitting and proper that we inaugurate this page in conjunction with the celebration of "National Negro Press Week", which is being observed nationally on its 119th birthday! This paper is part of your community and serves as an outlet for your Social and Civic news, and has a

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 • Won't Leak
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Corner

Larry Flinn, Manager.

NEW NAACP HEAD

Mr. E. A. Loftis recently succeeded to the presidency of the NAACP, an office formerly held by C. C. Adams. He has served for many years in the capacity of insurance agent for Universal Life and Western Life of Dallas, Texas, and The Peoples Life Insurance of Louisiana. He also has a great deal of experience as writer for the Woodman of the World.

Mr. Loftis first act as president was to preside at a banquet held by the NAACP (Omaha branch), at St. Johns AME Church Friday, February 22, at which there were about 200 persons, present. Mr. Loftis' aim is to build the Omaha Branch of the NAACP to one of the largest in the country.

and cooperation of the whole community. There is only one way you can help, and that is by referring to this paper whenever you make your PURCHASES.

These merchants Solicit and Appreciate your patronage. We do not advocate that you boycott a merchant because he doesn't use this paper as a medium of advertising: Merely ask him WHY he doesn't; perhaps reasons beyond his control, for the present, prohibits such. This venture can be just as

"DON'T LET THIS NICE WEATHER FOOL YOU—
 There is Still Plenty of Cold Weather Coming.

Fresh Supply of Semi-Anthracite and Bituminous
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They're Here Again! 5-Piece Metal
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You Haven't Seen These in Years! Quantity Limited Exactly as Illustrated



FOLDING TABLE
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 In pretty brown finish.

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 All Sizes in Stock
 We service and repair all makes of furnaces.
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- We Have One of the Most Complete SHEET METAL SHOPS IN THE MIDWEST**

We Vacuum Clean Furnaces,
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 of Stokers

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successful as we make it, and we need the publicity and favorable public opinion, and prestige that will come to us through it. It seems safe to predict that the needed community-wide assistance will be definite part in the life of forthcoming. The advantages, both temporary and permanent, to be derived from it, are such that it should appeal to EVERY NEGRO.
 Let this be Your GUIDE!

SEARS ROEBUCK AND CO.
COTTON TEE SHIRT
SHORT SLEEVES
 Tight Interlock Stitch
89¢
 Soft cotton knit tee shirt. Fits comfortably, keeps its shape. Neat, trim round neck. Short sleeves. Just the right weight and style for outdoor sports or casual wear. Easily laundered. Blue, light tan. Small, medium, large.
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 Nationally advertised, exclusive in Omaha at Micklin, certified to save up to 40% on your fuel bill. Will add comfort and value to your home.

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