



Your 1924 Business Budget

The plans you are making for the coming year—do they include enough advertising in The Omaha Bee?

Your business progress a year from today will depend a lot on the publicity you have given your business during the year.

Make definite plans right now for a fixed amount or percentage to be invested in Omaha Bee advertising space. Wise advertisers consider such advertising as important in the year's plan as any other item on the budget.

You are quick to protect your property against fire loss by purchasing fire insurance. Likewise you should protect and insure your business growth by making definite investments in Omaha Bee advertising space.

Advertising space in The Omaha Bee is most profitable because this is the newspaper preferred by more than 75,000 substantial homes. Think of the buying power of a group of homes like that. You can gain their good will and attract their trade by the right kind of an advertising campaign.

Our advertising department will gladly co-operate in planning such a campaign. No obligation whatsoever in talking it over. Facts about the Omaha market, the Omaha newspaper situation and the possibilities of increasing your sales volume cheerfully given by men who know.

Just Phone Atlantic 1000—It Will Bring an Expert in a Hurry

The Omaha Bee

75,000 Daily Readers

80,000 on Sundays

Leadership in those things that mean happiness and prosperity to the people of the great middle west, is the purpose and program of The Omaha Bee.

Have The Omaha Bee delivered to your home. There you will enjoy playing a part in the upbuilding of our great central empire.