

BUILD Your Own COMMUNITY

by Patronizing - Your Naborhood Stores -

Introductory...

THIS PAGE IS RESERVED FOR NORTH OMAHA MERCHANTS

Build a bigger and better cooperative Community spirit by trading with the businesses whose names will appear in this "Men's" space next week. Watch for "The Merchants' Ads On This Page Next Week."

North Omaha merchants, through the Omaha Guide Boost Business Page will bring to you the Community's greatest market of quality merchandise at the lowest possible prices with service at your command. If you want your community paper to grow into a bigger and better paper, show your appreciation by patronizing these public-spirited merchants whose advertisement appear on this page and stand by and watch for results.

For eight years we have served you of this community faithfully in the publication of all of your civic religious, fraternal, personal, national and local news releases, free of charge. A record achievement by Negro publications in the city of Omaha. Not one news item sent in for publication before the dead-line has knowingly been left out of the current issue.

It is your turn now to show your appreciation by patronizing the merchants who have voluntarily agreed to fill this page with community advertisement to assist us in the burden of publishing expenses. Tell your merchant that you are patronizing his store because he is a supporter of your community paper. If he is not an advertiser, ask him why he is not. Let us help you convince him that it pays to advertise in YOUR paper. Remember, charity begins at home. Give your community merchant a bigger sale day, and he might give your boys or girls additional jobs. More money, more jobs. Bigger stores and a better and more prosperous community in which to live.

Patronize the community merchant who advertises in your community paper. The Omaha Guide is one of Nebraska's greatest weeklies. A paper which serves 14,000 colored Americans, who spend \$22,857.00 daily; and many other civic minded citizens. The Community Merchants are your merchants. It is strictly up to you what kind of service your merchants and your paper gives your community. They understand you and they have a sense of appreciation. They appreciate the fact that they prosper as you prosper and therefore experience the same feeling of prosperity or depression as conditions may bring about. In fact, your community newspaper and community merchant are part of your everyday life's activities. More business—better merchants. More advertising—better newspapers.

You need and must have a place to spend an average sum each day. Why not spend it with your neighborhood merchant, who advertises in your community paper such will help to make this publication the paper you would like it to be. The merchants who will advertise on this page will show their appreciation for your full cooperation in spirit by counter cooperation. If your favorite community merchant has not advertised on this page, again we say, find out why for the Omaha Guide is your paper today, we are just trusted with the stewardship. Tomorrow it must pass on to your sons and daughters. They must take your place in this world's activities. Therefore, it becomes your indispensable duty, today, to do your part to help build your community paper and community merchants. If this is done; when your road gets rough and your load gets heavy, your community paper and community business men may be in position to lend you a hand of assistance, for we understand you, and you understand us.

Remember, it is your best bet to feed the horse that pulls the plow. It is your best bet to put gasoline in the car you may have the opportunity to operate. Remember, it is your best bet to cooperate with those whose problems are something similar to your own.

Watch this page next week. The North Omaha Community merchants will extend to you a hand of welcome in the spirit of full cooperation through the columns of the Omaha Guide, Nebraska's Great Weekly.

Let us all put our shoulders to the wheel, one for all and all for one, in full cooperative community spirit.

Sponsored and Supported by Public Spirited Northside Business Men for the Purpose of Creating a Better Understanding between Merchants and Consumers and for the Purpose of Bringing Directly to You the Latest Price Quotations on Quality Merchandise.

Main Street

We are entering A New Year. What it has in store for us, nobody knows. It is our sincere hope that the New Year will bring us Happiness and Prosperity.

RESOLVED—That We Take a Greater Pride in Our Community. --- That this Paper shall be of Greater Service to Its Readers and the Merchants of Greater Service to their Customers.—That We All Do Our utmost to Fulfill Our Obligation to the People of this Community—and in return Win Their Patronage.