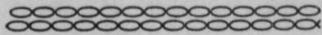


STARTLING FACTS

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

Omaha Guide

THE ACCREDITED FIGURES OF 16,500 NEGRO 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 Children, yearly the sum of \$500,787.30. In Omaha Alone, the 4,800 Families Spend Annually for Bread \$225,497.000. More than \$250,393.65 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.

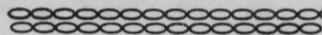
OF THE \$8,346,455.00

WHICH ALSO INCLUDES

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

THE REQUIREMENTS OF OUR LADIES FOR TOILET PREPARATIONS EXCEED \$100,000

These Include Many Kinds of Hair Beautifiers, Massage Creams, Powders, Rouge, Lip Stick, Eye-brow Beautifiers, Perfumes, Toilet Waters, Talcum and Body Sachets and Manicuring Preparations.



THESE 16,500 CONSUMERS ARE SERVED BEST BY
OMAHA'S ONE BIG WEEKLY NEWSPAPER
THE OMAHA GUIDE

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Mr. Advertiser

The Omaha Guide Covers This Metropolitan Area Like the Dew Covers the Morning.

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'REVEALING'

your
**PAST, PRESENT
and FUTURE**

BY **ABBE WALLACE**
Largest market on the American Stage

NOTE—Your question printed free in this column. For private reply send 25c and (self addressed stamped envelope for my New Astrological Reading and receive by return mail my advice on three questions free. Sign your full name, birthdate and correct address. Address Abbe' Wallace, P. O. Box—11, Atlanta, Georgia.

P. S. C.—I would like to know if you think I will get the job I have in mind and what other steps should I take to get this job?

Ans: No.....I don't feel that you will get the job. In the first place the man in question has misrepresented things to you and he can't help you in any way. You will go to work in a STORE within the next few weeks.

R. S. C.—I am planning on making a trip for Easter and I wonder which of the two places that I have in mind would be the best for me to go and will I enjoy myself?

Ans: You had better go to your OWN HOME for these holidays instead of going to the home of your BOY FRIEND'S FAMILY without an invitation. If you went there without them asking you, naturally they would feel that you were imposing on them.

L. S.—My boy friend tells me that I am the only woman that he ever loved. But still he always has some place to go. Tell me what you think about him loving me.

Ans: He loves you dearly when he is WITH YOU.....and the same thing holds true when he is with other girls. This young man loves variety and he will never be contented to have only one girl friend. Give him something to worry about instead of always being glad to see him.

H. L. M.—Please answer in your column what you think that I should do about my house. I am thinking of selling.

Ans: You could easily get what money you have in the home if you were to decide to sell.....however, if you get a LOAN and make some improvements on the place and add another room or two, it won't be necessary for you to get a larger place.

U. T. The girl in my home town which I love her only, will we ever be together again?

Ans: You will see her again and I believe this event will take place during the summer of this year..... however, she is not going with AN OTHER BOY whom she is very much in love with and I fear she will marry the man also. Let her know just how you feel about her.

M. L. H.—What are my prospects for a successful school year this term and what should I expect?

Ans: Expect just exactly what you put into this year's work..... unless you begin at once putting

For Backache, Kidney And Bladder Trouble

Stop Getting Up Nights

Here's one good way to flush harmful waste from kidneys and stop bladder irritation that often causes scanty, burning, and smarting passage. Ask your druggist for a 35-cent box of Gold Medal Harlem Oil Capsules—a splendid safe and harmless diuretic and stimulant for weak kidneys and irritated bladder. Besides getting up nights, some symptoms of kidney trouble are backache, puffy eyes, leg cramps and moist palms, but be sure to get GOLD MEDAL—it's the genuine medicine for weak kidneys—right from Harlem in Holland.

P. C. M. Should I depend on my brother or what should I do about myself and the children? ?

Ans: Of course your brother will strain and help you again this spring but you seem to forget that he has CHILDREN of his own to provide for. Why don't you make the children's father help provide for them.....after all it is his place and not your brothers.

D. T.—Will I succeed in getting to college and will I be able to stay after I get there?

Ans: It seems to me that you will get the chance to go to COLLEGE this coming fall. You must make up your mind what you are going to prepare yourself for..... this is most important.

NAACP Head Asks For Contributions To Red Cross

New York, Feb. 6—An appeal was issued here this week by J. E. Spingarn, president of the NAACP, urging members of the association and colored people generally to contribute to the American Red Cross for the relief of flood sufferers.

"Colored people are the most generous of all the groups in our country in proportion to their wealth," the appeal said. "They have shown themselves always ready to lend a hand regardless of race, color or creed. They ask no favors, only justice, and they are relying on the Red Cross to see that no racial discrimination is permitted in the use of funds raised for flood victims."

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Alamito

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Beware Coughs from common colds That Hang On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious 'coughs' may be blowing and you can not afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm loosens and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

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SHE LOST 20 POUNDS OF FAT

Feel full of pep and possess the slender form you crave—you can't if you listen to gossipers. To take off excess fat go light on fatty meats, butter, cream and sugary sweets—eat more fruit and vegetables and take a half teaspoonful of Kruschen Salts in a glass of hot water every morning to stimulate your bowels.

Miss Elma Verille of Havana 26 Grace, Md., writes: "I took off 20 lbs.—my clothes fit me fine now."

No drastic cathartics—no constipation—eat delicious daily bowel motion when you take your little daily dose of Kruschen.

CAN YOU KEEP A SECRET?

I HAVE GOOD NEWS FOR YOU
Regardless of what your trouble may be you can look the world in the face. Solve all problems, get what you want and fear no man's circumstances. Your Happiness and Success demand that you print your name clearly and send to:
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