

GIGANTIC - EDUCATIONAL SUBSCRIPTION CAMPAIGN

Open to All Subscribers to The Omaha Guide

21 VALUABLE PRIZES 21

5 Grand Prizes and 16 Weekly prizes

First Prize--1937 Ford V-8 Sedan

Now on Display at Hinneman Garage--24th and Lake Sts.

How to Enter

Thousands of citizens have subscribed for The Omaha Guide in the years gone by and discovered that they made a worthwhile investment: They have found that they get more news of their friends and events in which they are interested printed in the manner they would like to have it, the Omaha Guide than in any other like publication:

In order to create a greater interest and better understanding of the purpose and advantages offered to communities support their group publications, the Omaha Guide is sponsoring an educational contest intended to bring out all of the hundreds of real reasons WHY COLORED CITIZENS SHOULD SUPPORT THEIR NEWSPAPER. As an additional incentive toward having subscribers send in their ideas about "Why the Colored Citizens Should Subscribe for The Omaha Guide," The Omaha Guide will give the new 1937 V-8 60 Ford now on display in the front window of Hinneman's Garage, 2417 No. 24th street.

**The OMAHA GUIDE
6,000 New Subscribers Campaign
Word Sentence Contest**

For the best reason given to—

WHY:

The Colored Citizen Should Subscribe to the Omaha Guide.

OR

WHY:

I Read the Omaha Guide. To be eligible simply follow these easy rules:

1. Finish the contest sentence about the Omaha Guide, writing 25 additional words or less on a sheet of paper.

2. Be sure to print your name and address plainly on the certificate to be found at top of front page.

REMEMBER — Complete sentences should not be more than 25 words: There is no limit to the number of entries you may submit but each entry must be accompanied by one year's subscription to The Omaha Guide: If your present subscription has not expired, you may pay up your next year in advance:

3. Attach to your entry \$2.00 preferably in money order form, which will entitle you to a year's subscription to the Omaha Guide.

4. Mail your entry or turn over to a Guide representative on or before the evening of September 17, 1937. If you choose to mail, send same to Contest Editor, Circulation Dept., 2418 Grant St., Omaha, Nebr.

5. Sentences will be judged from sincerity and interest.

6. Your name will be recorded in the contest ledger opposite the number found on your receipt and your contest sentence sheet bearing same number will be turned over to contest judges, who will not be allowed to see the name of contestant. Their only identification will be your number.

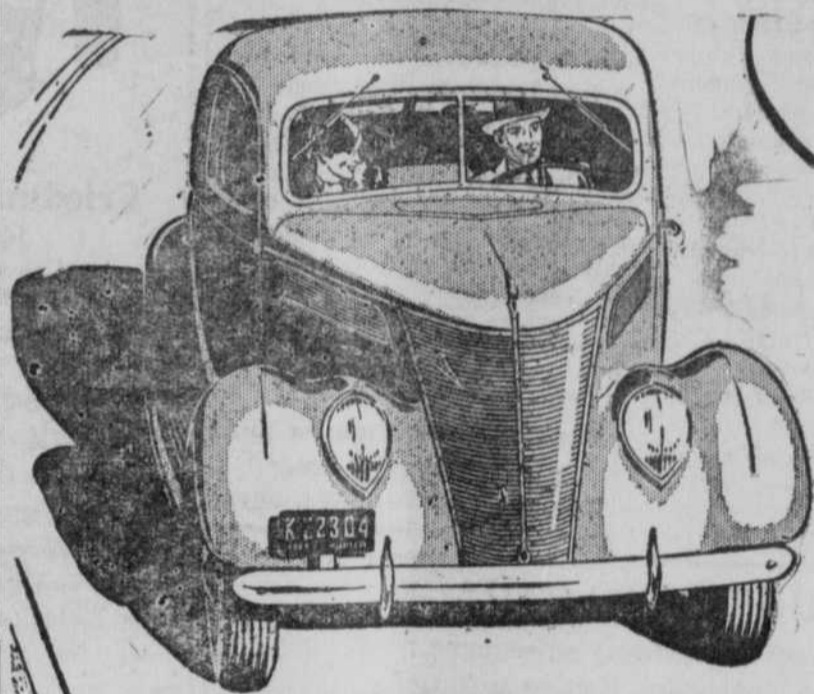
7. The contest will be subject to all provisions of federal, state and local laws and regulations, Omaha Guide employers and employees and their relatives are not eligible to enter the contest.

8. All entries and contents thereof become the property of the Omaha Guide.

Example

"The colored citizens should subscribe to the Omaha Guide, because it carries all church, social, fraternal, home and much national news; it also aids in bringing about economical freedom.

First Prize



Purchased from J. V. Thorndike Motor Company

Some Facts About The Guide To Assist You In Writing Contest Sentences

Established ten years.

Eight pages weekly: published every week for ten years.

Employs an average of ten or more race citizens the year round.

Printed and published completely in Nebraska's first and only Negro publishing house.

Carries news releases, illustrations, and special feature items from America's foremost writers and artists.

Has led several successful fights for community betterment.

An independent newspaper. Prints all news matter free of charge

Caters to all classes of readers.

It's Easy

Contest sentences will be judged on their simplicity—no fancy writing or answers are necessary to win this contest. Everyone has an equal chance to win. A sentence as simple as this may win you the first prize!

Colored citizens should subscribe to The Omaha Guide because it carries more news about colored Omaha than any other newspaper."

OR THIS

"I read The Omaha Guide because it has always printed my club and church news.

OR THIS

"I read The Omaha Guide because it is the only dependable Negro newspaper published in Omaha during the past ten years."

OR THIS

"Colored citizens should subscribe to The Omaha Guide as a civic duty."

Entry Blank Top of Front Page

Cut out, complete signature, and mail or bring in with subscription fee and contest sentence.

A Year's Subscription to The Guide Is A Worthwhile Investment