

Announcing Our SPECIAL EMANCIPATION EDITION

Saturday, September 18th, 1937

STARTLING FACTS

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

Omaha Guide

THE ACCREDITED FIGURES OF 16,500 NEGROES ARE 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 totals of \$500,787.30
In Omaha Alone, the 4,800 Families Spend Annually for Bread \$225,497.00
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.

WHICH ALSO INCLUDES-

Automobiles
Automobile Accessories
Bakeries
Candy and Soft Drinks
Cigars and Tobacco
Confections
Construction and Building Material
Drugs Wholesale and Retail
Dry Goods
Electrical Appliances

Groceries, Meats, Foods,
Wholesale and Retail
Hardware Appliances
Jewelry
Men's Apparel
Musical Instruments
Notions
Novelties and Toys
Radios
Shoes
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

WHAT DOES IT MEAN TO YOU

Mr. Advertiser

The Omaha Guide Covers This Metropolitan Area Like the Dew Covers the Morning. ADVERTISERS WHO USE THIS PAPER DO SO BECAUSE THEY ARE SURE OF REACHING OUR PEOPLE AND GETTING RESULTS THIS ATTESTS THE OMAHA GUIDE'S WEEKLY NEWSPAPER PULLING POWER PHONE OR WRITE OUR REPRESENTATIVE TO CALL

The Omaha Guide Publishing Company

THE Omaha Guide Goes Home, Is Read and Preserved and Referred to Constantly
PHONE Webster 1517-1518 2418-20 GRANT STREET