

# Announcing Our SPECIAL EMANCIPATION EDITION

## Wednesday, September 22, 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 Bea utifiers, 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  
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