

June 20th

July 4th

# THE ★ OMAHA ★ GUIDE'S ANNUAL

## "CLEAN UP - FIX UP CAMPAIGN"

*"Look at your house, everyone else does."*

FACTS BY GEORGE McDAVIS

Once again The Omaha Guide presents its Annual "Clean up - Fix up Campaign" and here are some of the facts which will vitally concern you: The Omaha Guide is the largest weekly west of Chicago and north of Kansas City. It is read by 85 per cent of the Negroes of this area and has a circulation of 30,000 readers. The leading Omaha Merchants whose Ads appear in this special edition and elsewhere in this paper are to be commended, for without their earnest cooperation this venture would not have been possible. But that is only half the story: To assure the permanency of this venture, we must have the active help and cooperation of the whole community. There is only one way you can help and that is by referring to this paper whenever you make your purchases. Patronize these Advertisers.

These merchants solicit and appreciate your trade: In cooperation with these merchants, The Omaha Guide proudly presents some of the homes beautiful. How many of us look at our homes? Everyone else does: Look at your neighbors house. Do you know that you can modernize your home from basement to the roof for a nominal cost, no down payment and three years to pay?

Join in this campaign to beautify the Community. This venture can be as successful as we care to make it; and we need the favorable public opinion and publicity and prestige that will come through it. The advantages, both temporary and permanent, to be derived from it, are such that it should appeal to every Negro.

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