

BERG SUITS ME

Overcoat Values

The Greatest in Omaha

Go where you may, look where you will, nowhere will you find such genuine bargains as here---

Beavers }
Oxfords } \$7.50, \$10, \$12.50
Kerseys }

Meltons }
Chinchillas } \$15, \$20, \$25
English Mixtures }
Scotch Worsteds }

Mackinaw Coats \$4.50 up

The Berg Clothing Co.
15TH & DOUGLAS

Trade at the Washington Market

THE MOST SANITARY AND UP-TO-DATE GROCERY AND MEAT MARKET IN THE WEST.

Tyler 470 Connects All Departments. 1407 Douglas Street

Lincoln Department

Joseph B. LaCour, Editor and Business Manager.
821 S Street
Mrs. Wyatt Williams Reporter.

The Chitterling supper given by the Gideon Band at the Mt. Zion Baptist Church Thursday night was well attended. A splendid program was given.

Mr. Robert Hammond, who has been ill with tonsillitis, is much better.

Mrs. D. Collin underwent a serious operation at St. Elizabeth's Hospital last Saturday. She is much better.

Mrs. Bessie Washington returned home last week from St. Elizabeth's hospital where she underwent an operation.

Miss Ilee Parker, niece of the Rev. B. B. Hillman, has been quite ill.

Mr. Edward Foster sustained a severe injury when he ruptured a blood vessel during track practice last week at the University.

Many Colored students from Lawrence, Kansas, are expected to attend the Kansas-Lawrence game Saturday.

The Thanksgiving pageant given last night at the Masonic Hall by the Busy Bee Club, was well attended.

IMPORTANT NOTICE!

It has been rumored that Banks & Wilks' have sold out their undertaking business. We do not know who started this report; but it is false. We are conducting business at our old stand and are ready to give courteous treatment and prompt attention to any who may need our services.

Adv. BANKS & WILKS.

Miss Goldie Kelley entertained a number of school friends last Friday evening.

Mrs. Richard Young entertained a number of friends Sunday at dinner complimentary to Mrs. Thos. Morris, of St. Joseph, Mo. Mrs. Morris left Thursday for a visit with her daughters Mrs. A. Williams.

Heffley's Tailors

For Nifty Up-to-Date
CLOTHING

Oliver Theatre Bldg. 149 N. 13th

V. B. YOUNG

LINCOLN. - - - NEBRASKA

Exclusive Dealer for

H. M. MARKS & CO.

Quality Tailors

The CHAPMAN Drug Store

934 P St., Lincoln

Opposite Main Door Post Office
Cameras and Films, Magazines,
Cigars, Candies and a full line
of Druggist Sundries

Mr. Ellis Austin, aged 55, died at his residence, 2730 R street, South Side, November 11. The funeral was held from the A. M. E. Church, November 13. The ritualistic services were conducted by the Sons and Daughters of Jerusalem. The Rev. J. H. Nichols officiated. Interment at Graceland cemetery. Jones and Chiles were the undertakers.

The Value of Colored Advertising

Have you ever thought before of the monetary value of advertising among Colored people as a class? If not, permit us to open your eyes to a fertile field of advertising that you have too long neglected.

Thousands of Colored men in this city and country are waiters and every waiter is a salesman. In hotels and on dining cars 99 per cent of guests are open to suggestions as to what they shall eat and drink. Some of us have been waiters and we know. Whenever the Domino Sugar man gets on a dining car he slips each waiter a dollar and whispers, "Heavy on the sugar, boy; heavy on the sugar." Why? Because he knows that the waiter is a business maker. We can say it without one word of exaggeration that the Colored waiters of the United States sell more of certain lines of foodstuffs than any single method of advertising extant.

The Colored caterer is also a most important factor. His trade is followed among the wealthy and he has all to say as to what his guests shall eat. The Colored paper means more to him than any other publication outside of his cook books and trade periodicals. Isn't he a very important man to reach?

The Colored club steward is another man to consider. In nearly every city of size the Colored steward is a fixture. The stewards of commercial and social clubs with their thousands of members are of value to the merchant. A steward would sooner patronize a firm who is willing to advertise with his people than go elsewhere when prices are the same. Isn't it logical?

Then there is the Colored cook who does practically all the choosing for the family table. The mistress may not care whether Bing's Beans or Pape's Pickles are bought, but the Colored cook is going to ask for the brand advertised in the race paper which he or she reads.

Another class to be reckoned with is the servant class. In the matter of buying and favoring one brand of goods to another, or one dealer to another, their power of suggestion is a value to be reckoned with. They, too, are reached by the Colored weekly.

And lastly, but not least, come the Colored people themselves. Whatever may be their faults and their virtues, three things are certain: Colored people will eat, dress and furnish their homes. The ten thousand readers of The Monitor spend millions of dollars annually for merchandise of all kinds and they are fast realizing that the firm that advertises in their race paper is more courteous, more obliging and more anxious for their business than the firm that doesn't.

THAT IS WHY WE SAY THAT COLORED ADVERTISING PAYS—

Think it over.

Colored advertising pays better than any kind of class advertising on earth because there are more of that class and because they are placed in a position to be of value to the advertiser.

See Here Mr. Advertiser

Do you realize that The Monitor occupies an exclusive and unique field and is therefore one of the

Best Advertising Mediums

you can find to reach a class of people who are proverbially GOOD CUSTOMERS and relatively HEAVIER BUYERS THAN ANY OTHER SEPARATE GROUP in the community?

Well, It's a Fact

The Monitor is the Only Newspaper in Nebraska Published in the Interests of the Colored People. They are pleased with it and proud of it. Its circulation is already large and rapidly growing. Ultimately it will be read in the home of every Colored American in Nebraska.

To reach the Colored People of Nebraska

Use The Monitor

PHONE

Webster 4243

AND A REPRESENTATIVE WILL CALL.