

# THE MONITOR

A Weekly Newspaper devoted to the civic, social and religious interests of the Colored People of Omaha and vicinity, with the desire to contribute something to the general good and upbuilding of the community.

Published Every Saturday.

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THE REV. JOHN ALBERT WILLIAMS, Editor and Publisher.  
Lucille Skaggs Edwards, William Garnett Haynes and Ellsworth W. Pryor, Associate Editors.

Joseph LaCour, Jr., Advertising and Circulation Manager.

SUBSCRIPTION RATES, \$1.50 PER YEAR

Advertising rates, 50 cents an inch per issue.

Address, The Monitor, 1119 North Twenty-first street, Omaha.  
Telephone Webster 4243.

## OUR TICKET.

Have you noticed how many on "Our Ticket" which was published in last week's issue were successful in securing the nomination at the primaries? Just take that ticket, read it over and compare it with the returns and you will be surprised at the number of our candidates who were successful.

As stated in our issue that ticket had the endorsement of the Douglas Republican League, and in many cases that of the North End Colored Republican Club, also. That meant that our vote was practically united on certain men. The result shows the wisdom and effectiveness of that concentration. With only one or two exceptions, the men upon whom the Colored vote was practically united were the successful candidates. This is an eloquently suggestive fact.

There is another thing worth noting also, and that is that the candidates who kept the names before our voters in The Monitor, our one race publication, ran well. This is also a suggestive fact.

## "WE'LL THINK ABOUT THAT."

The other day we had the pleasure of meeting Mr. Holdrege, general manager of the Omaha Electric Light and Power Company. We had gone in to see Mr. Zimman about giving us an advertisement, as he had informed us some months ago that his company would probably be doing some advertising about the middle of April. While talking advertising with Mr. Zimman, Mr. Holdrege came in, and we had the pleasure of meeting him and found him to be a courteous and pleasant gentleman. In the course of our conversation we pointed out the fact that so far as we had been able to learn that while the Electric Light and Power Company has a relatively large patronage from our people, there is not a single member of our race given any employment whatsoever by that company.

Mr. Holdrege said that fact had never been brought to his attention before. He said that it was a point worth considering and in leaving us he said, "We'll think about that."

We believe he will. And if we can only get a few more of our public service corporations to think about this question, we believe that they will see the justice of giving employment to our people who are large patrons of their concerns, and are contributing to the upbuilding of the community.

Gentlemen, think about this pressing economic question of fair and remunerative and diversified employment for our people.

SUBSCRIBE FOR THE MONITOR.

## HAVE YOU CLEANED UP?

Not your person, for most of us are particular about that, but your premises? Our people own and are buying a good many neat and attractive homes. This class of our citizens take special pride in having their property look nice. They need no special urging to clean up their premises. There are, however, very many of our people who are renters, and the property they are able to rent is not always the most desirable. There may be a disposition on the part of some of these to be careless about the condition of their premises, because they are merely renters; but if there be any such among our readers may we not respectfully call their attention to the fact that they owe it not only to themselves but to all the rest of us to see to it that their homes are kept as cleanly and neat as possible? Cleanliness is essential to good health. Clean up, then, and see to it that your surroundings are sightly and sanitary.

We have been told by many well-meaning people that the race protests too much against misrepresentation and discrimination, and that we ought to follow the example of the Jews and other proscribed classes in treating such things with dignified silence. We respectfully call attention to a news item published elsewhere in this issue which tells of the meeting of a Jewish society in this city to protest against misrepresentation of the Jews. Evidently our Jewish friends have also come to the conclusion that "dignified silence" is not effective.

"From Fair Nebraska to Sunny Tennessee," the series of articles which the editor has been writing on his first trip to the Southland, will be resumed in next week's issue. "How Greeks and Italians Cater to Negro Trade" will be the subject of the next article.

The Chicago Defender presents a sorry figure in its special pleading for Collier's Weekly. We recommend to the attention of our contemporary the fable of the mountain which labored and brought forth a mouse.

The merchants and firms who advertise with us show that they want your trade. When patronizing them tell them that you saw their advertisement in The Monitor.

The Ladies' Aid Society of St. John's A. M. E. Church will give an Easter Luncheon Thursday, April 27, 1:30 p. m. to 10:30 p. m., at Mrs. C. E. Russell's residence, 4023 Seward street. Everybody invited. Mrs. W. T. Hangar, president; Mrs. Myrae Metcalf, secretary.—Adv.

## The Biggest Sales of Easter APPAREL

EVER ANNOUNCED anywhere are now in progress here. The offerings we are making will permit you to obtain complete outfits and save considerable money.

SHOP NOW IN THE STORE  
YOU ARE SURE OF

# Brandeis Stores

You NEVER Pay  
More  
at

## Thompson-Belden's

HOWARD AND SIXTEENTH STREETS

1512 Farnam Street **McQUILLIN** Heart of Omaha  
JOHN B. STETSON HATS  
Neckwear 50c to \$3.00. Lewis Underwear, Imperial Underwear and Vassar Underwear. Interwoven Hose.  
The House That Jack Built.

## A Word To Advertisers

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.