

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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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.

WHY SHOULD YOU TAKE COLLIERS?

We have on file on our office the letter written March 25, 1916, from the New York office of P. F. Collier & Son, to Mr. George W. Parker, of 925 North Twenty-seventh street, Omaha, and the card of instructions to agents which was inclosed.

In this letter appears the following paragraph:

"The attached card gives you a list of occupations we do not care to do business with; while hundreds of the people engaged in said occupations are honest, however, our records show doing business with people engaged in said occupations is at a loss, etc."

The list of occupations enumerated as undesirable from Collier's viewpoint of patrons is a long one and includes printers, cigarmakers, tailors and barbers, not proprietors of place or living at home; waiters, hotel or restaurant; dishwashers, laundry help, bell boys, porters, elevator boys, hack and cab drivers, bartenders, telegraph operators, brakemen, laborers, etc. Indeed, the list is so long that one marvels how, if the instructions to agents are rigidly carried out, this magazine can reasonably expect to extend its circulation.

We pass on down the list until we come to class 11. Here we quote:

"11. Transients: Contracts will not be accepted from people stopping at boarding houses or hotels unless we are satisfied that they are permanently located and entirely responsible.

This refers particularly to soldiers, sailors, Negroes, etc."

Opposite this last section is a cross-mark, made presumably by F. H. Royce, whose signature appears on the letter to Mr. Parker.

Why was attention particularly called to this last paragraph? Why should Negroes be classed among transients with soldiers and sailors?

We have been asked by several readers of The Monitor, who subscribed for Collier's through Mr. Parker what we knew about the facts in the case. Local collectors for Collier's have stated that Mr. Parker misrepresented the facts. A letter from Collier's states that "Mr. Parker is evidently seeking notoriety."

We have given the facts. Has Mr. Parker misrepresented them? Do you take Collier's Weekly? Why should you?

CONGRATULATIONS, WORLD-HERALD

The World-Herald has moved into one of the handsomest and best-equipped newspaper buildings in the country. The new home of this liberal-minded newspaper is a building of which growing Omaha may justly

feel proud. In the former building which was its home for more than twenty-five years, one always felt welcome. We believe that the cordiality and courtesy extended to even the humblest who entered its doors by all the employes of this great newspaper from the head down has counted as much in the success of the World-Herald as the marked ability and high literary standard with which it has been edited. We congratulate the World-Herald upon the acquisition of its beautiful new home and wish it the continued success which it so richly deserves.

Dr. Charles Woodward, of the Illinois State Eclectic Medical society, has made the discovery that white men are too salty for cannibals to eat. We are quite sure that this will be gratifying news to this virile group of humanity. If the learned doctor had said that they were too tough for cannibals to eat, he doubtless would have come nearer the truth. It remains now for some other scientist to discover that they are too green to burn and then they who stray from the narrow path may face the future without fear. Salt makes them cannibal proof; asbestos, it is said, is fireproof.

A gentleman has taken great pains in making an estimate of what our people spend yearly in Omaha with the public service corporations, for rents and taxes and living expenses. We believe his estimate is conservative. In order to verify his figures we are going to ask our women who do most of the shopping to save their sale slips which they receive from the various dry goods stores for one month and send them to us. It will help us in approximating what we spend in this line.

We saw five Colored customers in the boys' clothing department of the Brandeis Stores one Saturday afternoon between 5:30 and 6 o'clock. Besides ourselves there were Mrs. Alfred Jones, Mrs. William Jackson and two whose names we did not know. The purchases of two of these customers totaled something over \$22.00. Do not Omaha merchants owe it to themselves and to us to advertise in our race newspapers?

It is wonderful what a little paint will do towards brightening up your home. Paint your places, not your faces.

Contributions From Nebraska for The
Booker T. Washington
Memorial Fund:

The Monitor.....\$1.00

SUBSCRIBE FOR THE MONITOR.

MATRIMONIAL CONSIDERATION.

"Why do you object to my marrying your daughter?"

"Because you can't support her in

the style to which she has been accustomed all her life."

"How do you know I can't? I can start her on bread and milk, same as you did."—Chicago News.

DON'T MISS IT

DRAMA

"Above the Clouds"

Next Thursday, May 11

Zion Baptist Church, 23rd and Grant

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.

Good Plumbing Necessary To Good Health

YOU WANT BOTH—THEN SEE

E. C. BRADY

PLUMBING AND HEATING CONTRACTOR

Phones: Shop—Webster 2526. Residence—Florence 527.

1916 North 24th Street

We Carry a Full Line of Plumbing Repairs. Prompt Attention.
Pleased to Serve You.

Courtesy—Good Merchandise— Moderate Prices

Thompson-Belden's

HOWARD AND SIXTEENTH STREETS

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.