



NEW FIRST NATIONAL BANK BUILDING.
Now Nearly Ready for Occupancy.

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.

SOUTH SIDE.

(Mrs. Lulu Thornton, Correspondent)

Over four hundred visitors attended the dedication of the Bethel Baptist Church Sunday, at which Rev. Thomas Taggart officiated. Many new names were added to the church roll.

Mrs. Mary Fulgrum and Mr. Walter Denman were quietly married Tuesday evening.

Rev. Thomas Taggart will preach the annual sermon of the Daughters of Jerusalem Sunday afternoon at 3 o'clock.

The Toussaint Dramatic Club will

present "The Way of the World" soon. Andrew Reed and Miss Stella Jefferson will take the stellar roles.

Mrs. J. Lee, who has been quite ill, is able to be out again.

Mrs. Alyce Tapps of 5628 South 33d St., entertained at dinner for Undertaker and Mrs. Jones and Mrs. Jones' mother Sunday afternoon at 3 P. M. at her home.

Little Milton McGawgf of 29th and T St., was killed by being horridly crushed by a heavy truck belonging to the Nicholas Oil Co. The little boy 6 years of age was on his way from school when the accident occurred. His funeral was held Thursday afternoon.

Mr. Elmer Washington was called to Kansas City by the severe illness and death of his brother Homer Washington, who was one of Kansas City's professional ball players. Mr. Washington's former home was Omaha, at 6704 South 26th St., South Side. He leaves a grandmother and one brother to mourn his demise. He was buried Sunday.

Mrs. Marie Gray who underwent a serious operation some time ago was removed from the hospital to her home 4422 South 24th St. and is doing nicely.

Rev. J. H. Nichols who attended A. M. E. Conference which convened in Wichita, Kansas, last week, has been sent back to the Allen Chapel A. M. E. church. During the last conference year the church under the leadership of Rev. Mr. Nichols had the best report in the history of the church. A move is on foot to rebuild the church. We are more than glad that he was sent back to us so that he might perfect this plan and we heartily welcome him back.

Phone your news to The Monitor, Webster 4243.

MT. MORIAH BAPTIST CHURCH INCREASES PASTOR'S SALARY.

The people of Mt. Moriah Baptist have not been sleeping at the gate, so that they see work and worth. As a guarantee of this fact, in the regular business last Friday night, on the strength of a recommendation made by joint session of Deacon and Trustee Board there was a substantial raise on the pastor's salary. The meeting was one of the best in all its nature held in the church. Members taken in for the quarter ending Sept. 30, 1916, twenty; and money \$447.53.

LITERARY NOTES

The Revell Publishing Co. has just issued The Life and Times of Booker T. Washington, by B. F. Riley. It bears with emphasis upon the fact that Mr. Washington's labors were as much service to the white man as to the Negro.

Funk & Wagnalls, New York, have just published a volume upon the Life of Coleridge Taylor.

Phone your news to The Monitor. We are always glad to talk to you. Webster 4243.

Reliable South Side Merchants

STANEK'S PHARMACY
Henry Stanek, Prop.
PRESCRIPTION EXPERT
Cor. 24th and L Sts. Tel. So. 878

THE BEST IS NOT TOO GOOD FOR YOU
You'll find it at
FLYNN'S
Priced Right in Your Favor

MELCHOR--Druggist
The Old Reliable
Tel. South 807 4826 So. 24th St.

Wall Paper, Paints and Glass, Picture Framing
FRED PARKS
Painting and Paper Hanging
Tel. South 101 4622 So. 24th St.

Forrest & Meany Drug Co.
PRESCRIPTION DRUGGISTS
N. E. Corner 24th and N Sts., South Omaha.
Phones, South 501-502

Millinery
at
Neidl's, 24th and K Sts.
Telephone South 1495.

HORSE SHOEING
Wagon Repairing, General Blacksmithing.
J. W. STAPLETON
5825 So. 23d St. Tel. South 2571

Gunsmith Locksmith
The Novelty Repair Co.
High Grade Cutlery and Barber Supplies
Grinding and Repairs of All Kinds
Bicycle Repairing a Specialty.
4809 South 24th St. Tel South 1404

EAT DINNER SUNDAY
—at—
Little King Hotel
Prices, 15c and Up
Mrs. E. Embree, Prop.
4832 South 26th Street.

Petersen & Michelsen Hardware Co.
GOOD HARDWARE
2408 N St. Tel. South 162

Send your Cleaning, Dyeing, Pressing, Tailoring and Repairing to
THE PEKIN
Shoes made and repaired
Work Called for and Delivered
2813 Q St. 5206 S. 30th St.
Phone S. 2058, Frank Pierson, Prop.

Complete Line of Watches, Clocks and Jewelry.
Repair Work My Specialty
CHAS. BELOHLAVEK
Jeweler and Watchmaker
2412 N Street

"THE OLD RELIABLE"

Metz Beer

WM. J. SWOBODA RETAIL DEALER
PHONE DOUGLAS 222. OMAHA, NEB.