

Lincoln Department

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

The lunch car run by Mr. Wm. Jenquenz, near 11th and N streets, was given the highest rating by the city inspector of restaurants in sanitation.

The Alpha Kapi Si gave a dance Saturday evening at the residence of Mr. J. Kelley.

The Rev. Mr. Burkhardt, who was injured several weeks ago when thrown from his wheel, is able to be out again.

Mrs. Abraham Corneal entertained a number of friends at a four course luncheon Thursday of last week complimentary to Mrs. Thos. Morris, of St. Joseph, Mo., who is visiting her daughter, Mrs. A. S. Williams.

The Busy Bee Club will hold a Thanksgiving pageant November 17 at the Masonic Hall. Mrs. Chas. Haynes, chairman.

The Zion Baptist Church and the A. M. E. Methodist will hold Thanksgiving day dinners. The M. E. Church will also hold a fair during Thanksgiving week.

"THE TROOPER OF COMPANY K"

In last week's issue we were compelled through lack of space to omit our dramatic critic's comment on the photoplay, "The Trooper of Company K," which was as follows:

The moving picture, "The Trooper of Company K," was most excellent in its wealth of action, but rather disappointing otherwise. We do not believe that it is nearly as good as the first of Noble Johnson's efforts, "The Realization of a Negro's Ambition." There was absolutely no semblance of plot. If it was intended to be merely perpetual record of the fight at Carrizal, then it is a most excellent record and will always be. But if the intention was to weave a story, the attempt failed. Another thing which deserves some criticism in our opinion is the language put into the mouth of the hero. The heroine was apparently a highly cultured young Colored woman, but the same could not be said of her hero from the words depicted upon the screen. The "dis" and "dat" language is a thing of the past among the Colored people in the portion of the country where the scene is laid, and we would suggest that in the future dialect of that kind be not put into the mouth of leading characters.

This criticism of the picture may seem a bit severe, but The Monitor believes that sincere criticism can never do injury. As Milton has said, "When I praise that which has been nobly done, and fear not with equal freedom to speak of that which may be done better, I give you the best proof of my sincerity."

The Lincoln Film Company is a company that deserves much acclaim for the work it is doing. That it has a bright future no one will doubt. The staff and personality of the actors are able and brilliant, and capable of putting over the most exacting requirements of moviedom. The fault with the pictures was not with them, but with the scenario. We know that Noble Johnson has done better and can do better, and shall look forward with the same eagerness to his next work.

Mr. Cyrus Corneal has returned from St. Paul.

Prof. John Hamilton, of Chicago, Ill., was a visitor in Lincoln last week. He was the guest of Mrs. Abe Cornel.

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

SHOP NOTES FROM BURGESS-NASH

Miss Sturgeon.

Satins have come to stay and many a new afternoon and evening gown made of satin is seen on Fashion's promenade. Almost every color in the book of colorings is shown.

Smartly dressed women are calling for coats lined with fancy silks and satins.

Gayly colored crepe de chene handkerchiefs saucily peek out of Milady's pockets, cuffs or gloves this season. Checked borders are something new in the handkerchief line.

White broadcloth collars and collar and cuff sets are numbered among the favored new conceits in neckwear.

From Spain comes exquisite lace scarfs, doilies, center pieces and table covers. A tip—They make ideal and acceptable Xmas gifts.

"No more deliveries of inserted hose" is the latest word from hosiery manufacturers. Some of those now shown are polka dots, embroidered designs and beaded effects worked in the very best quality silk hose.

A few drops of the famous Raccarma perfume of toilet water in any odor desired, will give just enough of that fragrant lingering scent as not to be offensive to the most fastidious.

The latest evening frocks gleam and glitter with all kinds of metal and jewels. Some seem a bit gorgeous and barbaric, but they are beautiful.

Much black is to be worn in the evenings this winter.

Black and gold and black and silver are worked out lovely in some of the new model gowns.

When you need a good clean shave, see P. H. Jenkins, 1313 Dodge street.—Adv.

Mr. Edward Nicholson and Miss Mildred Palmer were quietly married Wednesday. The young couple have the best wishes of The Monitor for a blissful married life.

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