

Lincoln Department

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

William Jenquenz has purchased a new seven-passenger, 1917, Jeffrey's car.

Miss Mary Green entertained a number of friends Wednesday evening at her home.

Mrs. Major Moore entertained the Gideon band, Wednesday afternoon, at her home, 2226 J street.

Fred Dickson was an Omaha visitor last week.

Professor Carlson, of the State University, spoke last evening at the Zion Baptist church, under the auspices of the Capitol City Forum, on "The Significance of the Exodus of the Negro Northward." A large audience was present.

Miss Opal Ashford was awarded first prize and Miss Ilee Parker sec-

ond, in a spelling contest held last Thursday evening at the Zion Baptist church.

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

NOTICE!

Permission of all the local pastors has been granted for the placing of barrels in all of the churches to receive donations Sunday, November 26, for the benefit of the N. W. C. A. home. Each person is asked to give an apple, potato or onion. The following ladies will have charge of the donations:

Zion Baptist Church—Mrs. J. H. Smith, Mrs. A. Bowler.

St. John's A. M. E. Church—Mrs. James G. Jewell, Mrs. R. Wallace.

Grove M. E. Church—Mrs. Alphonso Wilson, Miss E. Smith.

Mt. Moriah Baptist Church—Mrs. C. H. Hicks, Mrs. N. Hunter.

St. Philip's Church—Mrs. H. R. Roberts, Mrs. Irvine Gray.

Allen Chapel A. M. E. Church, (South Side.)—Mrs. R. W. Freeman, Mrs. John Perry.

Bethel Baptist Church, (South Side.)—Mrs. John McCorkle.

Since the N. W. C. A. Home receives its support from the public, a financial report of all funds will be published quarterly.

Financial report of N. W. C. A. from August 1 to November 1, 1916:

Amount received from all sources	\$239.51
Amount paid out, telephone, water, gas	4.34
Groceries	24.52
Advertising	3.29
Matron's service	67.50
Plumbing	5.00
Coal	3.00
Labor	1.00
Ice cream for entertainments..	3.80
Incidentals	5.50

Total

Total amount received.....\$239.51

Total amount paid out117.95

Balance to Nov. 1.\$121.56

Respectfully submitted,
Mrs. James G. Jewell, President...
Mrs. Louise Grey, Chairman
financial committee.

FORMER OMAHAN RENEW- ING OLD ACQUAINTANCES

Mr. Chester A. Franklin and Mr. W. C. Hueston, of Kansas City, Mo., have been spending the week in Oma-

ha as the guests of Mr. and Mrs. M. F. Singleton, 1428 North 22nd street. Mr. Franklin being an enthusiastic Nebraska university man, and Mr. Hueston an equally enthusiastic Kansas university man they journeyed first to Lincoln to see the Nebraska-Kansas football game Saturday and then came to Omaha. Mr. Franklin, who has a well established printing business in Kansas, is an old Omaha boy. He graduated from the high school here in 1898 and attended the university for two years, until the failing health of his father, G. F. Franklin, editor and publisher of The Enterprise, necessitated the family's removal to Denver. He has been kept quite busy renewing old acquaintances and meeting old friends. It has been eight years since he visited Omaha last and he is delighted with the growth of the city.

Mr. Hueston is a prominent and successful attorney. This is his second visit to Omaha, his first having been made two years ago when he was a delegate to the Grand lodge of the U. B. F. and S. M. T.'s. He was so well pleased then that he was anxious to come again.

NEWS OF ST. PHILIP'S CHURCH

Thanksgiving Day there will be a celebration of the Holy Communion at the Church of St. Philip at half past seven o'clock in the morning. At 11 the congregation will unite with the other Episcopal churches in the union service in Trinity Cathedral at which the Rev. Fr. Holsapple will preach the sermon.

Tuesday evening the Altar Guild of St. Philip's church gave a social at the residence of Mrs. T. S. Riggs, 3112 Corby street. It was a delightful affair. An advertising guessing game and charades furnished a great deal of pleasure and amusement. Mrs. Cunnigan Wilson was given the prize for answering correctly the largest number of puzzling advertisements and the Rev. John Albert Williams was awarded the prize for correct answers to the charades. Refreshments were served and a silver offering was taken.

Rooms for rent in a beautiful modern home. 2883 Miami—near Dodge car line. Wester 5519.—Adv.

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.