

Lincoln Department

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V. B. YOUNG

THE BEST AND MOST REASONABLE PLACE IN THE CITY
219 North 9th Street. Lincoln, Neb.

HIGH SCHOOL NOTES

It is a pleasure to know that we are represented in the February graduating class. The Misses Cordella Johnson and Venus Cropp, both of Central High, are the two Colored graduates. There are only forty in the class and therefore our percentage is above the average.

A new organization has been formed at the Central called the Shakespeare Club, the object being to meet at convenient times to read and become better acquainted with Shakespeare's works. It is hoped that our Colored students will take an active interest in the organization.

It is to be regretted that we see no Colored boys in the pictures of the victorious Central High football team. There seems to be a lack of that fighting and race pride spirit among the Colored boys, that in former years always secured places of prominence for them in athletic and cadet activities.

The Civic and Economic classes are visiting the different industries of the city. During the past two weeks they visited the telephone exchange and weather bureau and the Union Pacific shops. We wish we were represented more generally than we are in these classes.

POLLARD GREATEST HALFBACK

Brown University Player Has Wonderful Record on Gridiron This Season.

When the 1916 football season has drifted into the easily dimmed and more easily forgotten past of sporting events; when things that are still unread from Time's unturned pages and football heroes of the past have had the nebulous haze of glory which encircles them dimmed a little more; even after managers of the various football teams shall have been terribly mangled in the terrible crush to claim championships the present year will not be devoid of its gridiron stars.

But from among the vast horde of men who have chased the pigskin on gridirons from the Atlantic to the Pacific coast and from the gulf of Mexico to the great lakes there is one young athlete who must be hailed as the peer of any of the men who now occupy niches in the football hall of fame.

Fred D. Pollard, a dusky skinned young American, halfback on the Brown team and particularly bright luminary of the Brunonian eleven, is the man. Practically single handed the young colored boy has beaten Yale and Harvard on successive afternoons on their own fields. He has been the

backbone of the hammering attack which has brought Brown through a tough season with an unbroken string of victories. He plays football because he likes it, and his quiet deportment, grit and stamina, coupled with his remarkable ability, have forced crowds at both New Haven and Cambridge, sorrowful in defeat, to stand up and acclaim him as he left the field.

Pollard is now in his second year at Brown, having matriculated there last year from Lane Technical high school, Chicago. It is said that before entering Brown Pollard went up and looked around Dartmouth, where his brother had played football some years ago. His mind was not made up on what school he would attend, although he had decided that it would be either Dartmouth or Brown. He finally decided on Brown, much to the sorrow of Yale and Harvard men, not to mention the sons of various other colleges.

There is no hint that Pollard came to Brown through any persuasion because of his athletic ability, and this is said because sometimes there have been hints of proselytizing in the case of other star athletes. Sure enough he played scholastic football, and played well, for three years while a student in Lane Tech, but he was not an outstanding star. He came to Brown unknown and made no talk of even trying for the football team.

As a matter of fact, none of the coaches or men interested in football up at the Providence university knew that the quiet young colored boy knew anything about football. They did know that in his spare time he used to come out and watch the practice; but, then, pretty nearly every other student does the same thing.

The first inkling the coaches had that he knew anything about the game was last year, a month after the practice season had started. One day Pollard came out to the field and asked the head coach if he might don a uniform and come out for practice. The coach asked Pollard if he had ever played the game, and Pollard told of his high school experience. As a result Pollard came out that day and every day thereafter and finished the season as one of the stars of the team.

It is not all football and hurrah for Pollard. With him it is a case of dropping the flatiron to be dropped on the gridiron. You see, Pollard is working his way through college and earns the money for his expenses by running a little tailor shop. The work keeps him pretty busy, and now he has another colored student helping him. Of course it may be that his business has grown through his prowess as a football player, for who would not have his trousers pressed by a man who in a week's time can press both Yale and Harvard into the flatness of defeat?

Subscribe for The Monitor.

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.