

The Indispensable Weekly
The Voice of the Awakened Negro

THE Negro World

Reaching the Mass of Negroes
The Best Advertising Medium

A Newspaper Devoted Solely to the Interests of the Negro Race

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THE SCHEME TO DIVIDE AND RULE THE NEGRO RACE

Fellow Men of the Negro Race, Greeting:

It is well that we realize the war that is being waged and the conflict existing between certain elements of our race. This is unfortunate because, God knows, if there is a race that should be united in itself it is the Negro race. But there are certain people who so hate the blood of their mothers that there is no reason or appeal that will satisfy them in having enough pride as to fight for the perpetuation of their African stock, but to do everything that will obliterate it and to cause them to lose themselves among other races. Among the individuals and organizations subtly working for the destruction of the Negro race is W. E. B. Du Bois and his National Association for the Advancement of Colored People. Some people may think that it is a personal spite that we have against this man and a hatred of his organization that causes us to make the statement. I desire to state to the contrary. I am not interested in the man more than that he forms himself a stumbling block in the progress of the Negro race, and his organization continues as a mischievous movement that seeks to undermine the existence of a strong and virile race for the immediate advantage to be derived therefrom by the few people who are seeking to escape the blood Africa.

Discussing a Man and His Policy

This leads me to a discussion of the intention of this man and his organization. From my study of Du Bois and his organization I have come to the conclusion that they are endeavoring in a subtle and underhand manner to import into American society a new order of prejudice, not so much between the white man and the Negro as between certain elements and the majority members of our race. The effort has been for them to approach the white race and to clandestinely represent to them that what is superior in our race is reflected through them, and if the whites will socially and economically recognize them as such, that they would constitute themselves as the middle element between whites and Negroes and that their moral, physical, and other strength would be used in conjunction with the white race to suppress the undignified bulk of Negroes. In other words, Du Bois and the National Association for the Advancement of Colored People are endeavoring to get the whites in America to give them the same kind of recognition that the British Colonial Governments give to the middle element between Negroes and whites in the Colonies. This is Du Bois's supreme intention as well as the intention of the National Association for the Advancement of Colored People, yet they are not honest enough to openly tell us, the fifteen million Negroes of America, of their purpose, fearing that they would be defeated in their designs. But Du Bois has gone far enough for us to expose him and to warn the race against this terrible danger that confronts us, not only in America but in the entire world, through the restless effort of this man of Dutch-French-Negro origin.

The Reason for Hostilities

The hostilities between Du Bois and the National Association for the Advancement of Colored People and the Universal Negro Improvement Association are caused through the exposure of the intention of these people in their effort to destroy our race.

Some people would regard it as strange that the National Association for the Advancement of Colored People could seek to do such a thing when they are endeavoring to stop lynching and other forms of injustice to Negroes, but this must be regarded as only a ruse to deceive the public of the Negro race so as to gain headway in fostering the program of racial destruction.

Divide and Rule

The Negroes in America are not acquainted with the British Colonial system of ruling darker people, but Du Bois and the National Association for the Advancement of Colored People have made a study of it, and are using their knowledge for the fostering of a similar program in America without arousing the suspicion of the great bulk of the race here domiciled. The British colonial system as well as the new French colonial system is as follows:

Wherever the Negro forms a majority of the population and there are not enough members of the white race successfully to rule and guarantee their existence they create a buffer between themselves and the native Negroes, consisting of the very lightest element of the colored race and such Negroes as are exceptionally educated and prosperous. They use them to keep down the mass of Negroes and allow them certain personal privileges, such as intermarrying now and again within the white race and admitting them into social clubs and orders of the white race, this being done as an inspiration to others to seek the same privilege, which privilege can be enjoyed only when they completely lend their moral, financial, physical and general strength to the ruling faction of the white race in helping to establish the permanence of their administration over the great bulk of the Negro native population. By such a policy England is able to control the colonies of the West Indies and her colonies in Africa, and France is also able to control her overseas Negro dominions.

In countries where the whites form the bulk of the population and the Negroes form a strong minority and where any danger is feared by the interference of a foreign enemy and where it will be necessary to use the combined strength of the white and black elements to protect the particular country, the majority whites

FAILURE OF PAN-AFRICAN CONGRESS

AMERICAN NEGROES SHOULD BE CAREFUL AND GUARD THEMSELVES AGAINST PLOT TO DESTROY AND OPPRESS RACE BY ITS OWN

THE UNIVERSAL NEGRO IMPROVEMENT ASSOCIATION DETERMINED TO SAVE THE RACE

WATCH DuBOIS OF AMERICA, DE LISSER OF THE WEST INDIES, AND THEIR AGENTS

TRYING TO MAKE EUROPE OUT OF AFRICA

would also encourage the lighter class in the enjoyment of certain economic advantages as well as to deliver over to them as a common whole Negroes with whom they might be associated. It is such a program that the National Association for the Advancement of Colored People, along with W. E. B. Du Bois, is seeking to foster in America and all over the world, with the intention of securing for this element a similar privilege as that enjoyed by the colonials, to the detriment of the great mass of the people. That is why Du Bois is regarded as a dangerous man and the National Association for the Advancement of Colored People as a mischievous movement to the Negro race in America. Sir Sydney Olivier, former British Colonial Governor, is an ardent advocate of the above stated British policy. He advises his government to encourage certain elements of the colored race to intermarry into the white race, so as to strengthen the control of the white race over its native population.

The Purpose of Pan-African Congress

Herbert George De Lisser, the Jew-Spanish-Negro-Anglo Saxon of Jamaica, ardently supports Sir Sydney Olivier in this policy; therefore there is no wonder that we find W. E. B. Du Bois, in his efforts to promote a Pan-African Congress seeking the companionship of Sir Sydney Olivier in London, making him one of the principal speakers at and supporters in his so-called Pan-African movement.

The Pan-African idea of Du Bois is but an international plan to foster the above-mentioned policy, and that is why we are glad that the third session has been a failure. How could it be otherwise? Any man who seeks to destroy the Negro race today is not only an enemy of man, but of God; and not only will man shun such a character, but even Providence will not overlook the design to hinder and destroy it.

Du Bois tells us that he has been trying to make his Pan-African Congress for six years and that the third session was to be held in November. What do we find? Authentic reports from London state that only eleven persons attended the so-called congress, the majority of them white, notwithstanding the false statement published in the "Crisis" about the congress being a success.

False Report

The "Crisis" for December carries a news item purporting to be a cable from London, which is undated, saying:

"Successful Congress. Sir Sydney Olivier, Harold Lasky, H. G. Wells, Ida Gibbs Hunt, Kamba Simango, Bishop Vernon, African Chief, Present. Thirteen Countries, Six American States, Represented."

Du Bois

The information received from our representative in London, who was on the spot to watch the affairs of the congress, stated that only eleven persons were at the session, yet Du Bois has the effrontery to cable that thirteen countries were represented and six American States. The congress was supposed to be held for two days, and during the two days thirteen persons from different countries and domiciled in London but were not elected representatives of those countries to attend the Pan-African Congress may have looked in, but it is to be discovered whether the thirteen countries did not include America twice, with its six States, as stated in the cable of Du Bois. This is the kind of deception that our so-called leaders are endeavoring to foist upon the people. But how can they fool all the people all of the time?

From Du Bois' cable itself we find that the principal speakers were white persons having peculiar ideas about the Negro, especially Sir Sydney Olivier and H. G. Wells. Why a Pan-African Congress in such company? The thing is unholly and is bound to die the death of the unrighteous.

The following is supposed to be a call circular for the holding of the third session of this congress:

THE PAN-AFRICAN CONGRESS

GRATIEN CANDACE, France, President.
ISAAC BETON, France, Secretary.

Mrs. IDA GIBBS HUNT, U. S. A.,
W. E. B. DU BOIS, U. S. A.,
Members Executive Committee,
in charge of London Meeting.

Third Biennial Sessions

The Pan-African Congress is an attempt to unite in periodical conference representatives of the main groups of peoples of African descent for purposes

of information and co-operation. It aims to be an open forum of opinion, and it has no connection expressed or implied with other organizations beyond its general object.

The Pan-African Congress held its first meeting in Paris in 1919; its second meeting, in 1921, held sessions in London, Brussels and Paris. The present sessions will take place Wednesday and Thursday, November 7 and 8, at 10 a. m. and 7 p. m., at Denison House, London, W. 1.

A second session will be held in Lisbon, Portugal, the week beginning November 25.

The Programme in London is as follows:
Wednesday, 10 A. M.—"History of the Pan-African Movement." Dr. Du Bois. Remarks by Sir Sydney Olivier. Discussions and questions.

Wednesday, 7 P. M.—"The Black World at Present." Dr. Du Bois. Remarks by Mr. Ramsay MacDonald, M.P. "The Colored Race and the League of Nations." Mrs. Ida Gibbs Hunt. Discussion and questions.

Thursday, 10 A. M.—"The American Negro." Dr. Du Bois. "Portuguese Angola." Mr. Kamba Simango. Discussions and questions.

Thursday, 7 P. M.—"The Future of Pan-Africa." Dr. Du Bois. "Uganda." Dr. John Atkinson. Discussions and questions.

Official Statement of the Programme of the Congress.

During the sessions, remarks are expected by Mr. H. G. Wells, Mr. Harold Lasky, Mr. J. H. Tawny, and others.

It shows in how loose a manner the congress was called and how unrepresentative it was. The most of the talking was done by Du Bois himself, as the program indicates. A splendid showing for the Pan-African Congress.

French Negroes Turn Down Program

Messrs. Candace and M. Isaac Beton of France, whose names were published as president and secretary, respectively, had absolutely nothing to do with the congress in London. They happened to have discovered the intention of Du Bois, and withdrew from the association.

Our representative in France stated to us long ago that Du Bois knew beforehand that there would be no congress and that the French wing had lost confidence in him, yet he insisted on advertising a Pan-African Congress, as if Pan-Africa is made up of eleven or thirteen people.

All Negroes Should Unite

The time has come for all elements of the Negro race to fight a common battle for their liberation and not longer to allow selfish individuals of the race to cunningly plot against us for the purpose of securing advantages for themselves, to the detriment of the entire race. The colonial system in the West Indies and Africa must be destroyed and it must not be permitted in America, hence this warning is sounded to the 15,000,000 Negroes in America and the millions in Africa and the West Indies to look out for and guard themselves against the machinations of such men as W. E. B. Du Bois and such organizations as the National Association for the Advancement of Colored People. We do not want any new colored race. We want a healthy Negro, African or Ethiopian race, a race that will be able to hold up its head in another fifty years or another century, and then for eternity, and say to the world, "We are a proud race of men," even as the Anglo-Saxon holds up his head throughout his history and tradition as being proud of his ancestors and of his present generation.

Fight for Good of Race

Negroes as we are, we shall fight for a stronger race, a healthy race, a race that will be morally and courageously able to hold its own against all the other races of the world and not to have ourselves kicked about and trampled upon. Those Negroes who want to be assimilated into other races are welcome to go about it in their own way without tampering with the dignity of the entire race.

Not one per cent. of the Negroes of America want to be assimilated or destroyed. Not one per cent. of the Negroes of Africa or of the West Indies want to be destroyed, then why should we allow Du Bois and the National Association for the Advancement of Colored People to carry on their subtle escapade to the destruction of healthy and proud Ethiopia?

Can't Make Europe Out of Africa

Du Bois will understand that it does not take everybody to go to Harvard to have a lineup of what the world is doing, what the world is thinking and the tricks that certain people are up to. The average Negro is on the lookout; he is ever on the qui vive, and he is going to crush everything and anything that is unholly and improper. The fight must be made for the existence of this race of ours, and all well-thinking white men will coincide with the Negro that the time is now for both races to protect themselves as independent racial entities in the great panorama of races. We can't make Europe out of Africa and we can't make Africa out of Europe. We can't make Asia out of America and we can't make America out of Asia. Asia and the Asiatics must stand by themselves; America and Anglo-America must stand by themselves; Europe and Europeans must stand by themselves and Africa and Africans must stand by themselves, notwithstanding the machinations of Du Bois and the National Association for the Advancement of Colored People to the contrary.

We are going to look up and forward, holding our heads high, with as lofty an ambition to reach the highest rung in the ladder of human progress as any other race. We are going to register our presence in the world and leave it on the pages of history for all time.

I trust no one will regard this in any other light than a desire to see a united race of Negroes made up of all shades, and not a race divided against itself, one element on top keeping the other element down. This cannot be; it must not be. If we must climb, we shall climb together. If we fall, we fall together.

With very best wishes for your success, I have the honor to be,
Your obedient servant,
MARCUS GARVEY,
President-General, Universal Negro Improvement Association,
117 South 10th Street, New York, N. Y., November 27, 1923.

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"THE PHILOSOPHY AND OPINIONS OF MARCUS GARVEY"

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Prices: Cloth Bound, \$1.75. Paper Cover, \$1.25

Address Book Dept., U. N. I. A., 56 West 135th St., or Mrs. Marcus Garvey, 133 West 129th Street, New York

THE NEGRO WORLD WHO TOOK TO KEEP ITS COURAGE UP BOOSTED WHITE SUPREMACY TOTTERING AND DOODERING GROUP EGOTISM, NOW OHERISHED AS PATRIOTISM, A VICE THAT MUST PASS AWAY

Noted White Professor of Sociology Scores White Arrogance and Egotism

NURSING A FANTASY Reminds His Race That Their Superiority Claims Are a Vicious Myth

From the New York World (Specialized and by sociology) (Overland Colloquy, October 10, 1923) The World has been deceived by the idea that the Negro race is an inferior race...

Two present-day ideas that have secured great and ominous prominence are 100 per cent. patriotism and the inherent superiority of Nordic stock...

Individual egotism is disappearing and held in check. The much longed-for one's family is often boasting one's community is humorous and tolerant...

What are the facts? What is the state that claims absolute sovereignty and that the race that arrogates to itself such superiority to itself?

The origin and accident of states and conquest with their area in the case of Europe, according to H. G. Wells, determined by the struggle for the heroic alliance which justified the demands for them.

What are the facts? What is the state that claims absolute sovereignty and that the race that arrogates to itself such superiority to itself?

THANKSGIVING TIME NEGROES RETURN THANKS FOR A NOBLE IDEAL

Commercial and Industrial Progress Must Follow Mental Liberty—A New Experience

By HUBERT J. COX The season is at hand in which it has been our long remembered custom...

When kingship became hereditary it was necessary to invoke the principle of divine right to create an illusion and prevent revolt.

That Myth Explored That myth has been exploited, but a much more ingenious one has been adopted to justify the domination of one race by another.

Liberty We are then, in the definite expression of liberty as promulgated by the Universal Negro Improvement Association...

Preparing the Negro Race for Death; 'Oh, the Follies of Life!'—Singing of 'Mother Mary, Come Take Me Home' Replaces Sciences in School Curriculum

By ISABELLA LAWRENCE New Orleans, Nov. 18.—How long, my dear friends, how long...

Professional Business Men and Women! Extend Christmas Greetings to my good friends through the Christmas issue of The Negro World...

GARVEY DEFINES VIEWS OF THE U. N. I. A. QUEST OF ARISTOCRACY OF THE RACE AND FLAYS NEGROES WHO ASSUKE TO BE ARISTOCRATS WITHOUT RIGHT

NEGROES, HE SAYS, MUST REPUDIATE THOSE WHOSE CLAIMS FOR ARISTOCRACY ARE BASED ONLY ON WEALTH—HONORABLE SERVICE TO THE RACE OF NATION IS MEASURED—RIDICULES RECENT DISPLAY IN THE NAME OF ARISTOCRACY AS DEGRADING TO THE RACE

Dr. Maloney of Wilberforce University Thrills Large Audience With Eloquent Speech—Says U. N. I. A. Has Made a Distinct Line of Cleavage in Thought Life of Negroes—Its Membership Represents the Thinking Element of the Race—The U. N. I. A. Does Not Intend to Take All Africa Cities of Refuge for the Negro

That just simply played into their hands trying to gain respectability. Unfulfilled promises...

Liberty Hall, New York, Sunday Night, Nov. 25.—The members of one of the most important organizations in the world...

Dr. Maloney's speech was full of the fire of one whose soul is enraptured in the destiny of the Negro race...

Anti-Ku Klux Organization Perfects 'Drive' Plans Washington, Nov. 24.—With the avowed purpose of curbing the Ku Klux Klan...

Removing Her Tonsils Did Not Help PE-RU-NA Began Doing Its Good Work at Once No-Ake Also Works Like Magic

NOTICE Professional Business Men and Women! Extend Christmas Greetings to my good friends through the Christmas issue of The Negro World...

ARE YOU SICK?

Advertisement for Dr. M. W. Skason's Red Tonic, claiming to cure various ailments and improve health.

Advertisement for Skirt & Sweater Bargain, offering clothing at reduced prices.

Advertisement for Braithwaite Shorthand and Business School, offering education and training.

Advertisement for Harlem's Greatest Bargain House, offering overcoats and suits at low prices.

Advertisement for Danon Record Co. Inc., offering 35c Rekordo Records.

Advertisement for Cascaro Quinine, offering a cure for malaria and other ailments.

Published every Saturday in the interest of the Negro race and the Universal Negro Improvement Association by the African Committee...

Subscription rates: One Year \$2.00, Six Months \$1.25, Three Months \$0.75.

The Negro World does not knowingly accept questionable or fraudulent advertising. Readers of the Negro World are earnestly requested to invite our attention to any failure of the part of an advertiser to adhere to any representation contained in a Negro World advertisement.

THE ASSASSIN WHO LIES IS ALWAYS A COWARD. Since upon a time Negro journalism possessed no accredited news service organizations...

When has Mr. Garvey advocated the forcible moving out of Negro people from their homes or their country? When has he justified mob law and advised Negroes to accept without protest...

THE NATION'S "LOGICAL DEFENSE". We publish on this page of The Negro World today a communication from the Extension Secretary of The Nation...

Those who send us prose articles should write only on one side of the paper. They should write legibly, typewritten copy being preferred, with open spacing. They should have one subject and to say all they want to say in three hundred words...

THE NEGRO WORLD. NO reader of a newspaper can judge by what gets into its columns what is left out. An editor's mail bag is much like a mill into which all sorts of manuscripts come and are ground out, the grist being a very small percentage of the whole...

THE NEGRO WORLD. The activities of the Harlem Tuberculosis Committee. The Harlem Tuberculosis Committee has been organized in the city of New York...

NEWS NOTES OF INTEREST. (By the Lincoln Service) - Howard Carter in back of Luxor to resume work on King Tut's tomb. - The Fabrenheit system of Celsius shows a strong disposition to disagree.

THE NORDICS GROWING FRANTIC AT LOSS OF RACE SUPREMACY

It requires no prophet to tell us that the Universal Negro Improvement Association has done more than any other modern agency to arouse the sleeping consciousness of the Negro...

Israel Zangwill, the outstanding Jewish author of the world, has been telling the American people some truths they do not wish to hear...

Professor Herbert A. Miller, of Oberlin College, writing in the New York World, sticks a two-edged knife clean through the Nordic and 100 per cent. American business, and the whole scheme of white supremacy and supremacy. He says:

It was a fatal day for the Christian nations when they denied, in the Peace Conference of the Allies, the demand for racial equality made by the Japanese delegates. It has reacted as a declaration of war by the white race on the black and off-color people of the world...

THOSE WHO WRITE PROSE AND VERSE FOR THE NEGRO WORLD

NO reader of a newspaper can judge by what gets into its columns what is left out. An editor's mail bag is much like a mill into which all sorts of manuscripts come and are ground out...

FIGHTING THE WHITE PLAGUE

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THE RIGHT TO VOTE AND THE RIGHT TO DRINK

The "Nation" Replies to Washington Tribune Article, Copied in Negro World. Says It is Logical to Enforce One Amendment at a Time

Just a day before I was ordered by my physician to go to the hospital I received the following letter from a gentleman who is a reader of The Negro World. I have not the honor of his personal acquaintance, and I am flattered to learn that a reader of The Negro World has found a solution of the problem which many of us still believe is unsolvable as it was when we were first organized...

CONSTITUTION MUST BE CONSTRUED AS A WHOLE. The Nation, 20 Vesey Street, New York, November 28, 1923. Editor The Negro World, 12 West 138th St., New York City.

Dear Sir: You will be interested in the enclosed letter which I have written to the Washington Tribune in connection with their editorial, which you reported in your edition of Saturday. As a matter of courtesy and fair play, I hope you will give it space in your issue.

It is not the business of the Negro to resist to Mr. Lattimer's plan and become "non-citizens." That of course is exactly what Mr. Lattimer's plan would do. It would be found to be somewhat difficult of accomplishment.

OPINIONS OF THE NEGRO PRESS

We have done some stepping stone "Uncle Abe" made us, we certainly have, and no telling what our speed New York City if all of us had just stepped together. - Tampa (Fla.) Bulletin.

Whatever might be the feeling on Mr. Underwood's position respecting secret orders, his is the one to be followed by every statesman and certainly the one which the administration of the United States should follow.

135TH ST. LIBRARY NOTES. Dr. Harrison's lecture under the auspices of the Bureau of Education, Dec. 5, 1923, at 8:15 p. m. Grandeur That Was Rome.

Mr. Garvey Captured. Critical Louisvilleans. (From the Louisville Leader) - Marcus Garvey, the much-talked-about man, has been here and gone.

THE PASSING SHOW

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TUSKEGEE AND ITS FOUNDER

By Amy Jacques-Garvey. Many Tuskegee signers only a general school, where young Negro men and women are taught manual labor. To the young men who are acquainted with the work of Tuskegee it means an educational center where the youth of the race are taught to use their hands as well as their heads...

The Five New Trades Building for boys, in which trades are prosecuted by the Industrial Arts group, comprising printing, photography, mechanical drawing and architectural drawing. Letter trades group, comprising shoemaking and repair, harness making and repair, etc.

BOOKER T. WASHINGTON. "He lifted the veil of ignorance from his people and pointed the way to progress, through education and industry."

Such are the noble thoughts of a noble soul who, by the light of day on a slave plantation in West Virginia, through shackles in body, yet was unshackled in soul. He served to lead not beaten path to follow; he was the pioneer; he blazed the trail for others.

CHRISTMAS SALE. The Chapel with monument in the foreground. The Chapel with monument in the foreground. The Chapel with monument in the foreground.

NEGRO DOLLS. The Negro doll is a new and interesting feature of the Christmas season. It is a doll that is made of wood and is painted to resemble a Negro child.

What is This Worth? The value of education and industry is being demonstrated by the success of Tuskegee University.

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ADVERTISING EXPOSITION A GREAT SUCCESS

Attention Is Arrested by Colors and Exhibit of Merchandise That Sells Easy

Newspapers Hold a Distinct Place

By HUBERT J. COX The visitor will see starting from the center of the roof of the 71st Regiment Armory, Thirty-fourth street and Park avenue, long streamers in colors that blend—yellow, red, blue and black—the decorative plan for the first Advertising Exposition held in America directed by the Advertising Club of New York.

Over 100 Exhibitors There is no limit to the scope of advertising. This is seen, as each booth represents some feature in education, travel, industry, commerce, agriculture, science and invention.

The exhibit of the Underwood Typewriter Company, under the direction of Wm. P. Oswald, is impressive. The typewriter has changed the physiological control of writing from the wrist to the finger point. This company specializes in giving their new and improved models of machines for office work and general writing every possible advantage to overcome handicaps that in the past held against good penmanship.

The fundamental basis of advertising is grouped in six classes, all of which must co-ordinate to receive maximum results. The advertiser, whether he be the producer, manufacturer, distributor or retailer, must understand and then cater to sides of the allied branches. A short summary will show the relation between the buying public and the goods offered for sale.

Product The merchandise you sell or the services you render must meet a reasonable acceptance before you can create a selling plan that eliminates overhead expenses, giving to the consumer more goods or better service at corresponding cost.

Market The field or place must contain purchasers, or there will be no opportunity to make sales, because no need exists for the goods produced.

Prices The cost should take in the money at the disposal of buyers. This calls for efficient manufacture without waste and easy and equitable transportation. The quality must not be low, the prices

NICE SURPRISE for LARGER WOMEN PAY NO MORE FANCY PRICES

Advertisement for a clothing store featuring a woman in a dress. Text includes: 'By Miss Annette', 'No Extra Charge for Stouts Sizes Now 32 to 54 Bust', 'CAN YOU BELIEVE THIS?', 'Send No Money', '239 1/2'.

"CAPITALIST, ATTENTION!"

Wanted, the following pioneering adventurers to associate themselves with a company going abroad: (1) Mechanical Engineer, (2) Electrical Engineer, (3) Civil Engineer, (4) Architect, (5) Chemist, (6) Agriculturist, (7) Scientist, (8) Medical Doctor, (9) Surveyor, (10) Lawyer.

should meet the approval of seller and buyer.

Miscellaneous Advertising has been reduced to an exact science. It is safe and economical to have a planned campaign and proper selling ideas. The channels through which the goods reach the public must create confidence and influence action.

The Press Printing and the allied branches is a historic development, registering the advance of civilization; also its setback. In addition to magazines, booklets, periodicals, trade journals, posters, show cards, etc., the leading factor is the one that reaches the public every day most conveniently.

Newspapers Wide-awake, alert, intelligent, understanding, newspapers chronicle events and contemporary history each day, fresh and unadorned. As epics of life, they carry us through weal and woe, laughter and tears, love and tragedy, progress and advancement. Guided by lofty ideals and that enlightened self-interest that worships at the altar of service, they have become reliable guides through the bold initiative and broad humanity of the men who control and manage them.

The Negro World A big local circulation and an international outlook gives to the advertising columns of this paper a news and financial value hard to duplicate. It brings to its readers new educational advantages and at the same time introduces the advertiser and his goods to the best advantage.

Among the slogans in use, such as "It Pays to Advertise," "Impersonal Salesmanship," "Send Your Message Every Day"—the Negro World adds, "Tell It to the World."

The Editor Should Have An Open Mind Always

(From the Baltimore Afro-American) Newspaper men don't try to punish people through the columns of the paper half as often as the public thinks.

There are newspaper men who have their enemies. In fact, it is the rule they do have their enemies, for it's hard to keep from making them if you work around a newspaper, but there are but few newspapers that use their organ to settle a private grudge.

THANKSGIVING TIME

(Continued from page 2) In themselves and now lead the way to a brighter future.

Commerce and Industry In spite of obstacles, the commercial and industrial progress bids fair to a stronger growth; this is an event that holds the keynote to world attention; then, too, we are thankful that business careers and study find in our ranks an increasing amount of students each year; it is not very far to that turning point, which will see constructive plans and more efficient methods take the place of speculation.

Ideals Thanksgiving is the expression of an ideal deep in the souls of people who acknowledge the sovereignty of man and his relation to nature. The harvest season in the old world corresponds to our festive time. Finally, we gather by home ties and immediate fellowship all members of the family who can find it possible to be present into communal praise, adding and partaking of a sumptuous dinner. To our friends and acquaintances we send gifts and greetings appropriate to the season.

Africa Once again it is part of the ceremonies, or perhaps in our chambers, like David, "we commune in stillness of heart, sacrifice of righteousness and trust in God," that a greater family reunion and a Thanksgiving worthy of a people who came to the aid of Christ will so pre-empt our being that every difficulty will be only a greater urge towards our birthright and the satisfaction of the deeds of our noble but heroic dead. To my comrades in arms who did not pass on to glory and those who sleep in the poppy fields of France, for democracy, for justice, for liberty, I again dedicate my life, I WILL NOT BREAK THE FAITH that carried us there and all who enjoy the fruits for which other men have labored and died must give that greater THANKS in making the world a better place for having been in it.

MR. GARVEY IN OAKLAND

(Continued from page 2)

us that he counted the cost when he set out to lead his people, and when he spoke of his incarceration as calmly as one would speak of a pleasure trip, we said, surely this man of the hour, this greatest of all Negro leaders, is possessed with the indomitable spirit thus spoken of in the language of the poet:

Out of the night that covers me, Black as the pit from pole to pole, I look whatever gods may be For my unconquerable soul.

In the full clutch of circumstance I have not winged nor cried aloud, Under the bludgeoning of chance My head is bloody but unbowed.

Beyond this place of wrath, of tears, Looms but the horror of the shade And yet the menace of the years Finds and shall find me unafraid.

It matters not how strait the gate, How charged with punishment the scroll, I am the master of my fate; I am the captain of my soul.

New Era of Endeavor

Just as after Christmas comes the New Year, with its regrets, with its hopes, its resolutions, so our President General's coming has meant a Christmas season for us. If we do not carry out the season, beginning now a glad and earnest and lavish of gifts would start for naught. Not resolutions made to break, but sincere resolutions to keep; having always in mind the Redemption of Africa, and realizing that the promise of the goal is in the attitude of the soul.

Those of us who have tried in our weak way to carry on after receiving such new inspiration should resolve to do more and greater things for this great cause. Those of us who have fallen out of line (as we are sure you, too, received your share of gifts) should pick up where we left off and come stepping back in line. Those who have never linked up with the Universal Negro Improvement Association, we hope, now realize that this cause is yours as well as those whom you watch from day to day struggling with the burden. The task would be easier if each one would come and take his rightful place.

Our greatest aim, the redemption of Africa, would sooner be accomplished, it is useful that we keep up the spirit; so let this great inspiration which our leader gave to us be ever kept as a sincere New Year's resolution, resolving from now on to do, to dare, to sacrifice, to suffer, if need be, to help our leader, the Hon. Marcus Garvey, to carry on the work of the Universal Negro Improvement Association and African Communities League.

Time to Be Serious Let us change that old saying of the white man that "The Negro is always happy but never serious." Let us show him that we can be serious as well as happy; and being confronted with the biggest job Negroes ever tackled, it is time to be serious. Let us show him that we are capable of doing great things as well as he; and we will be happy indeed if we but realize the strength there is in unity, which is so necessary to put over the program of the Universal Negro Improvement Association.

REACHING THE MASSES

Socialists Seek \$100,000 to Start Daily Paper The State executive committee of the Socialist party on Nov. 18 at No. 7 East Fifteenth street took up the matter of the publication of a Socialist daily newspaper.

Plans for a Socialist weekly paper to take the place of the New York Call and the Leader, dailies recently suspended, are also under consideration. Joshua Lieberman, executive secretary of the party, has announced that money considered sufficient to cover a year's possible deficit in publication had been subscribed and that it was expected the new paper would appear within a few weeks.

Fortune Telling

by cards or grounds in dull pastime compared with the gripping mystery and fascination of Crystal Gazing. If you are the least bit psychic (and who isn't), if you can "sense" things that you can neither see nor hear—if you would like to know hidden things, recall forgotten places, absent friends, or important facts—if you worry about your future, your troubled friends—then read my special Crystal Gazing Guide without delay! For only \$5 I will send you the most popular person in town, entertaining others in a new and dramatic manner and adding to your income by special visits. Your troubled friends—then read my special Crystal Gazing Guide without delay! For only \$5 I will send you the most popular person in town, entertaining others in a new and dramatic manner and adding to your income by special visits. Your troubled friends—then read my special Crystal Gazing Guide without delay! For only \$5 I will send you the most popular person in town, entertaining others in a new and dramatic manner and adding to your income by special visits.

MR. GARVEY DEFINES VIEWS ON ARISTOCRACY

(Continued from page 3)

make any mistake about aristocracy, for the simple reason that if you get the idea that any fellow who gets a little money, whether morally good or morally bad, legally bad or good, and accumulates it and uses it, is an aristocrat, then you may get the idea that you can knock somebody down on the street and get some money—as much as you want, and next day use that money and be an aristocrat. We do not want to make that mistake. We want you to have in your mind this: that aristocracy is a distinction conferred upon the individual for service rendered to his race or to his nation.

As, for instance, within the German empire, within the French empire, within the old British empire and the present British empire, and within our own American commonwealth. In Great Britain it is not every fellow who makes his millions out of pork or tea or herring that is regarded as an aristocrat of the British empire. In Germany it is not every fellow that makes his money out of beer or whiskey that is regarded as an aristocrat of the German empire. In America, in the highest society of the country, it is not every fellow who robs the other fellow down in Wall Street or the bootlegger is an aristocrat; but when we speak of aristocracy in the British empire we speak of men like Arthur, Duke of Wellington; we speak of men like Horatio Nelson, and we speak of men like William, Earl of Chatham; we speak of men like Gladstone and Chamberlain—men who laid down their lives for the good of their race and for the good of their country.

Horatio Nelson, who, at the battle of Trafalgar, said: "Today England expects every man to do his duty," and fought his way to victory for the glory of England; and Arthur Wellesley, who, on the battle plains of Waterloo, met Napoleon and defeated him signally for the glory of his empire, and when he returned to his country he was singled out from the common people and made an aristocrat because on the fields of Waterloo he had rendered a signal service to his race and to his nation. You speak of Bismarck as an aristocrat out of the German empire, not because Bismarck made a million from some hair-straightening stuff for the German people, but because Bismarck, known as the Iron Chancellor, planned the solution of the problem of uniting the scattered Prussian states and made a paperized Germany and a paperized Prussia a great industrial and political nation in Europe and held her so until his death, and because of that he was singled out from the common people of Germany and made Prince von Bismarck, one of the leaders of German aristocracy.

Not Something Assumed

Aristocracy, I say, is not something assumed by the individual; aristocracy is a distinction conferred for service rendered. And in our great American nation we revere the name of George Washington; we honor the name of Abraham Lincoln. They were numbered among the aristocrats of this country, and coming down the line their children will also be numbered among the aristocrats of this country for the service George Washington rendered to his country and for the service Lincoln rendered to a race.

We speak of Woodrow Wilson as an aristocrat, not because Wilson is the head of some system by which he robs and exploits the people, but because Wilson has made his valuable contribution to American civilization and American democracy through education and statesmanship. We refer to Roosevelt as an aristocrat among the white people of America, not because Roosevelt had money, but because Roosevelt in his time made his contribution in statesmanship, in art and letters to the American people and to the American nation. And that distinguishes Roosevelt from the common lot of all white men in the Bowery; that distinguishes Roosevelt from the common lot of men who walk on Broadway, because of the service he rendered to his country inside of the country and outside of the country; because of the service he rendered to his country as a statesman and as President and as a soldier in the Spanish-American War.

Those things that distinguish Roosevelt from the common herd of white men in America are made him an aristocrat in American society. If we are to have aristocrats therefore we must measure them and appreciate them in the same way other races measure their aristocrats and confer an honor upon them and not allow any irresponsible Negro to say "I am an aristocrat" and let the world take it at that and let it remain at that. The new aristocracy of the Negro race must be aristocracy based upon service. (Applause.) Any thing can get money; any thing can go and knock down somebody; any thing can commit highway robbery and get half a million dollars, and because he has half a million dollars to spend and make some big bread would you call him an aristocrat? (Cries of No!)

Opportunity for All So I want you to be directed in the proper way about aristocracy and this show that some people are making of the race talking about they are aristocrats and leaders of the race. They have to stop that stuff because they

must realize that they have a new race and an intelligent race to deal with, and we appreciate aristocracy only from service and not from assumption. (Applause.) We have within us the making of the best and the greatest people of the twentieth and twenty-first centuries. There is a chance and opportunity for every man who wants to distinguish himself just at this time. We are presenting the opportunity for every man who really wants to be an aristocrat to be an aristocrat. You can become so through service; you can become honorably distinctive, not notoriously distinctive. I can go out and make a big noise and a big show and become distinctive by notoriety, but that would not give me the kind of respect that is desired to make a man an aristocrat within the race. We say the opportunity is given to every one now who wants to do something, to go out and do something distinctive—honorably distinctive—and this race of ours will be too willing and be too glad to reward you with whatever honor that is due you as men of distinction among us.

Degrading the Race

As I said, races and nations do not elevate individuals among them to the highest order in society for doing something that degrades that race or degrades that nation. That is why I say that whatsoever distinction we create it must be honorably done and not notoriously done. England and Germany and France and America do not honor men for anything that they do that degrades a nation or degrades a race. They pass such people up. England, America, Germany and France honor their men and their people for things done in honor of their race and for the good of the nation. If some person in America were to discover something here that would reduce the self-respect of the American people in the eyes of the world and make ten billion dollars out of that thing, the American Government would not look upon that individual as a good citizen and a person to be honored and respected even though that person had a billion dollars because that person has his or her billion dollars by doing something derogatory to the race or to the American people or to the American nation; but the American nation would honor some one who discovered something that is of great benefit and upholds the self-respect and honor of the American people and the American nation. Such a person would be mentioned for a place in the Hall of Fame.

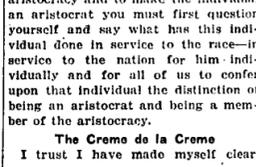
In Columbia or some of the universities of this country would rival each other to confer upon that person the title of Doctor of Law or Doctor of Philosophy or some honorary degree, because of the distinctive contribution that that person has made to the American race or to the American nation. Thus in appreciation of the service that individual has rendered that individual will be elevated from the common people and be made an aristocrat among the race and within the nation.

That is the understanding and interpretation of society. Aristocracy, to repeat myself, is earned by singular distinction of service—service to the race, service to one's people or service to one's nation, and when you are to elevate your men or your women and to confer upon them the honor of aristocracy and to make the individual an aristocrat you must first question yourself and say what has this individual done in service to the race—in service to the nation for him individually and for all of us to confer upon that individual the distinction of being an aristocrat and being a member of the aristocracy.

The Crema de la Crema I trust I have made myself clear.

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because if we are to become a great people and a great race we must have no misunderstanding and we must make no mistake. Every mistake you make adds one more stumbling block in the way of achievement you desire for yourselves, and especially in the singling out of people and elevating them to the aristocracy. I trust you know what that means. I have explained it so that you can understand what it means. When a man is an aristocrat and is referred to as an aristocrat it means that he represents the crema de la crema of the nation and race; he represents the highest, the best, the worthiest and the loftiest in that race and nation. That is what aristocracy means. Therefore it is a thing that cannot be assumed by the individual, it must be conferred upon the individual by the people of that community or the people of that race or the people of that nation. So don't make the mistake of having any other interpretation of aristocracy. Therefore when one asserts that "I am an aristocrat" he has taken upon himself to herself a great responsibility and the world watches a race and a nation through such persons, and that is why I am jealous of my reputation as a Negro, that is why every Negro in New York and every Negro in the world must be jealous of what is his or her reputation. When a Negro goes out and says "I am an aristocrat, I am the elite of my race," the question must be asked "who made you so?" you cannot make yourself so; you must be made by the common approval of the people.

False Notions

And we of the Universal Negro Improvement Association do not approve of any kind of aristocracy that is as-

summed by debasing this race of ours and degrading the ideals to rise to a higher and loftier place among the other races and nations of the world. You will understand, therefore, that a stand must be taken, and I am speaking not only for Liberty Hall but for the entire nation. I am speaking for the world of Negroes, because some Negroes are making the mistake that by getting a little money from hair straightening they can become better than anybody else within the race. It is a false idea; it is a false notion. The aristocrat of the Negro race individually in the future is going to be the fellow who can single out himself in service and deeds like George Washington in America; like Patrick Henry in America; like Abraham Lincoln in America; like Bismarck of Germany; like Lord Chatham of England; like Nelson of England, or Lenin and Trotsky of Russia. When they can so single out themselves if they are men, and when as women they can single out themselves like Joan of Arc of France, or like Florence Nightingale, then all of us will take our hats off to such Negro men and women and say: "Indeed, you are true aristocrats of our race; you are true patriots of our race." But any man who thinks he is going to assume aristocracy and be an elite among the people without the approval of the common lot of us makes a tremendous mistake, because we are not going to pay any attention to you.

Therefore, we want the white press of America, and especially the Negro, to understand that the Negroes of this country do not give their approval to any aristocracy that bases itself upon the accumulation of wealth and not upon service rendered to the race and to the nation. (Applause.)

Every Man Who Has Lost the Vital Force of Youth May Be Restored

Scientist Makes Wonderful Discovery—Says No Man Under 100 Years Should Feel Old

A new discovery is said to have been made by a scientific study of Serbian mountain people, who scientists say live longer than any other people. It is said this discovery should add many years to lives of people in all parts of the world and quickly restores manly strength, youthful vigor, grace and beauty lost by neglect or abuse. Scientists agree that the secret of health and vigor lies in the internal glands and if these glands are stimulated and kept in normal activity, man might live forever and ailments such as tired, worn-out feeling, weakness, nervous debility, slow completion, loss of weight, poor memory, premature senility, scrawny neck, run-down at night, spots, headache, melancholy, despondency, etc., should disappear.

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