

# LET'S PUT IT OVER

The Indispensable Weekly  
The Voice of the Awakened Negro

# THE Negro World

Reaching the Mass of Negroes  
The Best Advertising Medium

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# THE INTELLIGENCE THE RACE NEEDS IS THE ENABLING SPIRIT TO UNDERSTAND RESPONSIBILITY TO SELF AND CREATION

Fellow Men of the Negro Race, Greeting:

We have reached a stage of human development when intelligence rules. Savages and backward peoples are discounted in the race of life. On every hand you will observe that the various groups are lining themselves up intelligently for the prosecution of their needs and the accomplishment of their ideals. If you were to survey the world minutely and carefully you will find every group of people with any amount of intelligence making effort toward securing themselves as a part of God's permanent creation, and advancing their respective causes for the good of their respective peoples. Life itself has developed into a conflict that seemingly is eternal. There is a sharp and keen demonstration everywhere of that selfish social interest that we cannot mistake and cannot misunderstand.

### The Spirit of Self-Interest

In communities where different races live, where different peoples move, you will see this spirit of self-interest marked and demonstrated. We haven't to go across the seas, we have not to extend our imaginations to another continent to realize what we are talking about, but in our communities where we have different races we see each and every one of them exerting every native racial effort to protect its own native racial rights. Whether the race be Jew or Irish or another race you will find this demonstrative clannishness.

### The White Man's Intelligence

Why is it so? It is so because man realizes everywhere that it is his exclusive duty, the duty of race and of nation, to pilot his way through the many barriers and conflicts and oppositions that confront him in the life that he may exist. The white man represents in every respect the most intelligent organized group. In his keen and sober intelligence he has decided that it is to his interest to rule and dominate the world and wheresoever in it he goes. This spirit has taken him from place to place and made of him the master of all situations. In his contact with other peoples, in his contact with other races he has adopted measures and methods by which he rules, gov-

**THOSE WHO KNOW THEMSELVES RULE AND  
EXPLOIT THOSE WHO DO NOT**

**NEITHER GOD NOR MAN WILL DO FOR  
YOU WHAT YOU SHOULD DO  
FOR YOURSELF**

**GET THE HIGHER INTELLIGENCE AND RE-  
DEEM THE MOTHERLAND BEFORE  
IT IS TOO LATE**

erns and controls them so as to perpetuate his mastery.

### Must Measure Up in Intelligence

We must come everywhere in contact with this great ideal. It is that ideal that we have to fight; it is that ideal on the part of the white race that we have to overcome. It therefore calls for not ignorance, not primitiveness, but it calls for a similar intelligence. It is that intelligence that we as a mass lack at this time. The great body of Negroes, four hundred million of us, are reputed to represent the most backward and ignorant group of people in the world. Because of our gross mass ignorance and backwardness not only the white race but all the other races have stolen a march, and this march has placed them in the forefront in the organism of the great world in which we live. It is for the purpose of emancipating the race out of this backwardness that the Universal Negro Improvement Association came into existence.

### The Intelligence That We Need

The intelligence that I speak of is not the intelligence of great learning; it is not the intelligence of a college or university training, because that is not the sum and substance of the intelligence of man. The Universal Negro Improvement Association is endeavoring to awaken in the ignorant, backward Negro the intelligence of his responsibility to himself, to his God and to creation. That intelligence that will make you realize and know that you are master of your own fate and architect of your own destiny. That intelligence that will make you realize that no one will do more for you than you will do for yourself. That intelligence that will not place the responsibility for your exist-

ence in the physical on a god, but will place that responsibility upon yourselves. That is the intelligence that the Universal Negro Improvement Association is concerned with. That is the intelligence that the white man and the other progressive races of the world possess at this time.

### "Do for Yourselves with Help of God"

The white man's intelligence, the white man's ability to rule, to govern and to master and to succeed is based, not upon his belief that God Almighty will do all for him that he wants, but upon the theory that man can do for himself as much as is possible of a physical being created by God who makes him master of his own destiny and lord of his creation. It is that intelligence that makes man conscious of himself. And we of the Universal Negro Improvement Association appeal to the four hundred million Negroes of the world for the husbanding of such an intelligence. It is not the great white man to do for you; it is not the great Saviour, Jesus of Nazareth, to do for you; it is not the great God, omnipotent and almighty, who created all things, to do for you, but it is for you to do for yourselves with the help of that God and the help of that Blessed Saviour who died for the spiritual salvation of all mankind.

### Become Missionaries

And so I ask that you take hold of that new intelligence. As we make converts to this new intelligence, so much stronger becomes the Universal Negro Improvement Association, and we expect of you that you will go out as missionaries and carry the cause to our benighted brothers; because, indeed, we are benighted. We have not to go to Africa to find benighted Negroes. They are around the corner. We have not to go outside the United States of America to find benighted Negroes. We have many here, and among the benighted are the graduates of colleges and universities, still in darkness, still blind to the truth, still ignorant of their sense of responsibility and a knowledge of self.

Aye, men, this is an age of proselyting, this is an age of missionary work for the association. But you are not working fast enough. You are not working fast enough, if by our efforts we are to build up, before all is lost, a national existence on the continent of Africa.

### Meet Strategy with Strategy

You have practically to destroy and recreate some of the things that are going on now. In the world Africa we are being dissipated; in the world Africa we are being disturbed; in the world Africa we are being torn asunder and sent in many directions. The whole world seems to be out in one great organized plot to disrupt, to destroy and disintegrate the Negro. And it is for us to meet propaganda with propaganda, to match strategy with strategy. Each and every one of you should be living and walking propaganda for the work, the principles and ideals of the Universal Negro Improvement Association, which are nothing more than the emancipation of four hundred million Negroes and the redemption of a country.

I have the honor to be,

Your obedient servant,  
MARCUS GARVEY,  
Founder and President-General,  
Universal Negro Improvement Association.









