

The Indispensable Weekly

The Voice of the Awakened Negro

THE Negro World

Registered United States Patent Office

A Newspaper Devoted Solely to the Interests of the Negro Race

Reaching The Mass of Negroes

The Best Advertising Medium

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FIGHT TO MAKE OUR TOMORROW SAFE

If We Don't Do Our Part to Save Ourselves We Will Be Lost

Fellow-Men of the Negro Race, Greeting:

The world in which we live today requires of every man and woman an acute sense of the fitness of things, a keen perspective and unsparing sacrifice if we are to survive and make ourselves respected.

Don't Just Talk

It is no use talking about settling this human question with prayers and words. It cannot be done. We must employ the only argument that the races and nations of the world understand in the twentieth century.

It's Only Pounds and Francs

England wants money, France wants money, Italy wants money, Belgium wants money, Portugal and Spain want money, and the only place that they can grind it from today is Africa; hence, they are making one mad determination to exploit and ravish that country, the land of our fathers, without any consideration for humanity or Christian fellowship.

Let white imperialists rave; their voices will be lost in the wilderness of African hope, because surely we will not hear them. We heard Chamberlain before, we heard Gladstone, we heard Chamberlain, Sr., and out of their profession of "human love and brotherly consideration" we find that Africa has paid the price in blood and in wealth for the expansion of the British Empire to the loss of millions of native Africans and Negroes everywhere.

Let's Look to Ourselves

Indeed, we have come to the turning and the parting of the ways. The black race needs look no longer to any other race for succor, for advice or for political help. We must naturally look to ourselves. Most and more we become disappointed in all our hopes; disappointed in all our ambitions, depending as we have been upon others.

The Weak Will Be Slaves

The days of slavery are not gone forever. Slavery is threatened for every race and nation that remains weak and refuses to organize its strength for its own protection. Slavery has no day and no time. It is present when the strong race desires to oppress the weaker race. Negroes, be careful of what you do today! No one can tell what our condition will be tomorrow, whether it be slavery or not, if we do not strive toward the goal of racial strength, of racial power, political and national independence.

With the very best wishes, I have the honor to be Your Obedient Servant,

Marcus Garvey

President-General, Universal Negro Improvement Association, August, 1929, of the World.

P. S.—From reports to me it is clear that The Negro World cannot continue to be published for longer than a few weeks at the most without PROMPT and REGULAR FINANCIAL SUPPORT from all our Divisions, Chapters and Garvey Clubs and members. I STRONGLY URGE upon them all to determine to SAVE The Negro World. Without it we will be lost. All agents must pay their bills promptly in their own self-interest. Send all contributions directly to The Negro World, 355 Lenox Avenue, New York City.—M. G.

Sweeps Winner Holds on to \$

KINGSTON, Jamaica.—With but a dollar in his pocket, Joseph Kennedy, a young Jamaican who has been living several years in Boston, one day in June last year suddenly found himself in the possession of a fortune of \$150,000—he held a winning ticket in the Irish Sweepstake on the English Grand National.

Uncle Sam demanded \$30,000 income on Kennedy's prize money, but the Jamaica boy hadn't collected yet, and ere the Boston excise men could get their hands on the coin, Kennedy had slipped out of the city and sailed to Jamaica.

On arrival in Jamaica, Kennedy went to a bank and got his draft for \$150,000 cashed. Promptly he became the "target" for all kinds of requests for pecuniary aid, ranging from a couple of dollars to an amount sufficient to set up the letter-writer in a motor car business.

But Kennedy wasn't parting with his money—in this way at least. In fact, since his advent in his native land he has shown great ingenuity in holding onto that \$150,000, and it would not be surprising if he is worth a little more now than he was when he arrived here some months ago.

When Kennedy would not give away his cash, the story was spread right and left that he was gambling away his money at the rate of from one to five thousand dollars a night, and that he would soon be as broke as "a church-mouse."

Kennedy's name was linked up with one or two Chinese gambling resorts, but the truth is that Kennedy hasn't gambled away one cent. When the reports reached him that he was gambling and living a reckless life, the \$150,000 prize money only sailed, if anything, froze on harder to his cash.

That Kennedy is keeping his head is shown by the fact that Kennedy within a few days of his reaching Jamaica turned his check over to one of the city's leading lawyers, with instructions to invest in real estate. This has been done, and last reports are that he has an income of between \$1,000 and \$1,200 a month from such investments.

He has built himself a fine home in one of the residential suburban areas of Kingston, has a big motor car and is engaged in the automobile business as a salesman.

Pets From Abyssinia Due at White House

WASHINGTON.—A few new pets are expected at the White House within the next several weeks.

A special diplomatic mission is coming from Abyssinia to call on President Hoover with the respects of Emperor Haile Selassie. The Emperor and his royal predecessors have sent such gifts as lions, giraffes, zebras along with the missions. One shipment of giraffes to the President of France had to be tied down on flat cars to get through the railway tunnels.

Lately the White House doesn't have to keep the pets in the backyard—the national zoo always has room for a few more.

Buy American Bill Passes

WASHINGTON.—A Senate bill, directing the Secretary of War to give preference to American goods in purchasing supplies, even though the cost may be greater, was passed today by the House and sent to the President. The measure is in line with a recent recommendation by President Hoover.

Defeated Alderman to Make Attempt Again

EVANSTON, Ill.—Edwin B. Jourdain, who was recently unseated as Alderman of the Fifth Ward here, was successful in being the first candidate to file for the special Aldermanic election contest to fill the vacancy to be held in April. Jourdain, who was the first Negro ever to take a seat on the Evanston Board of Aldermen, had the support of a number of students and members of the faculty of Northwestern University located here. He was denied the right to retain his seat because of charges that his election was illegally secured. Jourdain's name will top the list of candidates on the ballot, as result of a ruling by the elections clerk that his election petition was the first received.

Chinese Girl Cuts Off Finger to Join Army

SHANGHAI.—Extraordinary individual evidences of Chinese patriotism are being widely featured in the Chinese press.

One instance is that of Miss Han Chung-liang, an 18-year-old Shanghai girl, who was determined to enlist in the army. Her parents objected, so she cut off the little finger of her left hand, declaring she would bleed to death if not permitted to fight for her country. This brought the consent of the parents.

Negro Votes Worry Whites

FRANKFORT, Ky.—The State Legislature, which is convened here, was in an uproar last week over proposed amendments to bills providing for the election of county superintendents of education. The proposed amendment causing most controversy was one calling for the elimination of counties containing first, second, third and fourth class cities, from the provisions of the bill.

Proponents of the amendment insisted on its necessity on the ground that unless the superintendents in these counties were appointed and not elected, the Negro vote would predominate. Ferdinand A. Gnau, representative from Louisville, contended that in Jefferson county the Negro votes would represent a balance of power in such an election. There are 51,068 colored persons in that county. Both Republican and Democratic representatives from Jefferson county supported the amendment, but it was defeated.

Japanese Force Chinese Retreat

SHANGHAI.—After attempting to rally on its third fortified line, about ten miles west of Shanghai, the Chinese Nineteenth Route Army was in full retreat this morning toward Quinsan, thirty miles from this city on the Shanghai-Nanking railroad.

The Japanese were following up the army closely and also were endeavoring to envelop it with a swift advance from the north by the division which landed at Liuchu, on the Yangtze, Monday. This force, which had been fighting toward Shanghai before the Chinese retreat, has changed its direction and is now striking toward Quinsan.

Japan has now presented new terms for a cessation of hostilities, but it is declared they are of such a nature that China cannot accept them and will continue her resistance despite the retirement of her army.

Chinese Oppose Plan

The terms merely provide for the mutual cessation of hostilities for a limited period, with the two armies continuing their respective positions. It is stipulated that the round-table must devise measures for the withdrawal of the Japanese and Chinese forces, which China interprets as meaning she must yield permanently the military control of the Shanghai area, a provision which is unacceptable.

Resourceful in Retreat

It is learned that secret orders for the retreat were issued at 4 o'clock Tuesday afternoon and an expeditious withdrawal began at dark that night. Even the foreign military observers did not obtain a hint of the wide scope of the general movement until nearly noon today. General Tsai Ting-chai (Continued on Page Six)

Negro Politicians in Chicago Are Busier Than Most Bees

CHICAGO.—The bustle of political activity and the booming of campaign oratory is on in Chicago. With primary election day, April 12, less than two months away a host of candidates are in the midst of red hot campaigning for the favor of the great "peepul."

Potentiality of Negro Market Shown by Study

Julian Is Still Rarin' to Go

LOS ANGELES, Calif.—Two colored aviators are soon to hop off from the local airport on a transcontinental flight, according to an announcement by their manager here Friday. The daring pair, who will be the first members of the race to ever undertake such a venture, are the well known flyers, Col. Hubert Julian of New York City and Lieut. William Powell of this city.

Special Plane Delivered Every effort is being made to attain success in the pretentious flying undertaking through which its sponsors hope to boost aviation among the members of the race. In preparation of the 3500-mile flight from Los Angeles to New York and a similar return journey, a new plane designed especially for the trip by the Lockheed Aircraft Corporation of Burbank, has been delivered to the Dyer Airport at 9401 South Western avenue. Test flights started Sunday and have been held at the flying field each day, attracting many spectators.

The exact date for the hop-off of Col. Julian and Lieut. Powell has not yet been announced, although their manager hinted that it would be at an early date. They are expected to take the same route that Col. Lindbergh and Capt. Hawks took on their epoch-making flights. It is said that the flyers will attempt a trans-Atlantic flight if their present venture is successful.

Both Are Veteran Flyers

Col. Julian, who began flying nearly twenty years ago, is the demer of colored aviators. He is widely known for his courageous flying feats. He was made colonel while head of the royal flying squad of the Emperor of Ethiopia.

Coin Collectors Boost Wooden Money's Value

TENINO, Wash.—Tenino's wooden money soared above par today, doubling in value. The Chamber of Commerce issued scrip printed on thin wood, such as is used for strawberry boxes, in denominations of 25 and 50 cents and \$1 when the only bank of Tenino failed several weeks ago. The wooden money was accepted in Tenino at its face value. But today Tenino residents were asking \$1 in silver or currency for their wooden 50-cent pieces and getting it because of the great demand for the money from coin collectors.

To Restore Malta Power

LONDON.—The government has decided, on recommendation of a royal commission, to restore the Constitution of Malta. It has also agreed with the recommendation of the commission that English should be the only language taught in elementary schools in addition to Maltese.

Studies Negro Market



PAUL R. EDWARDS

Honor Work of Woman Pioneer

By GEORGE A. KUYPER HAMPTON INSTITUTE, Va.—Feeling the great significance of the work of a woman who graduated from Hampton Institute fifty years ago and has since served her people faithfully and devotedly, the Armstrong League of Hampton Institute, composed of all teachers and workers of the school, has just presented to Miss Georgia Washington, a graduate in the class of 1882, a purse of one hundred dollars in honor of the fiftieth anniversary of her graduation and because of her excellent work as a teacher. For ten years after her graduation she was a teacher of Indian students at Hampton Institute.

When in 1893 Miss Washington went to Mt. Meigs, Montgomery County Alabama, to found the People's Village School at the urgent request of the local colored people speaking through Booker T. Washington, she found no house to teach in, no money to buy a house or land, and no place where a teacher might live. But she opened school in a cabin with one window and two doors.

Only four little boys came the first month, but when, in the second month, the number increased to forty boys and girls, the teacher accepted the offer of the church as a schoolhouse. In two years it had absorbed the free public school and outgrown even the local church which had served as its second home. So profound was the impression made by this far-seeing teacher that the Negroes for miles around gave tithes of their crops to pay for the material and with their own hands erected the present school building.

Fla. Citizens Resent Outrage

JACKSONVILLE, Fla.—(C.N.S.)—Negro citizens here, outraged by the spectacle on George Washington's birthday of four Negro women convicted in stripes being forced to load lumber on a truck in the streets of Jacksonville while a white guard and a Negro convict stood lazily by, made a stern protest to the board of county commissioners last week.

According to eye witnesses to the incident the women prisoners were brought into the city limits from the county prison in a truck clad in prison stripes. They were forced to unload heavy timber in the plain view of passersby for most of the morning. The Negro Welfare Council here through its executive secretary, Joe H. James Jr., in a letter to the county commissioners termed the incident "the greatest act toward the demoralization as well as the humiliation of the womanhood of our group." Going further the letter stated: "To work men and drive them under the fear of the lash at eventide, while guarded under heavy firearms, is within itself bad enough, but to place women, regardless of race, as common beasts of burden in this civilized age, what shall we call it?"

Fisk Leads in This Research

NASHVILLE, Tenn., Feb. 25, 1932.—A practical book for advertisers and merchants in the South, written by Paul K. Edwards of Fisk University, has just come off the press. It is "The Southern Urban Negro as a Consumer," one of the important studies done by Fisk under the direction of Dr. Charles S. Johnson whose work is making Fisk a depository of information on the American scene as affected by and affecting Negroes. Professor Edwards is well fitted for this study with a good theoretical background at Earlham and Harvard and practical experience in advertising and marketing, particularly as research man for the Simmons Bed Company of New York.

This study was undertaken by Fisk because the Negro as consumer has been quite generally ignored, the assumption being, in the opinion of the social science department, that he buys but the bare necessities of life and consequently makes up too negligible a part of the national domestic market to warrant any special advertising and sales effort.

The findings of Professor Edwards and the social science staff in seventeen of the largest Southern cities have demonstrated how far from truth such an attitude is. They show that the 42,000 Negroes of Nashville alone have a total annual income of \$14,353,000. The 890,000 Negroes in these 17 cities had in 1929 a purchasing power of \$308,000,000, larger than the American export trade to Mexico, to the West Indies and Bermuda, almost as large as to South America, all foreign markets that are carefully studied by government and business experts.

The book has valuable information for the national advertiser, for the Negro or white merchant who wants Negro trade. The portion of the study devoted to bank, installment, credit bureau ratings shows that equitable comparisons in business risks can be made only between occupational classes, not between whites and Negroes. Negroes are as good risks and, at certain times and in certain classes, as bad risks as whites. Interesting incidents are given to show how unaware some large business are of the character of their own Negro trade. Actual advertisements are reproduced of Cream of Wheat, Rinsol soap flakes, Gold Dust, Squibb products, with hundreds of opinions of Negro consumers on the misuse of Negro types in national advertising.

There is also a good analysis of the special difficulties of the Negro merchant in attempting to meet the challenge of the Negro consumer in these cities. He must start his business in the Negro section while the white merchant may locate anywhere; he has little opportunity to secure training in his chosen line of business so that the farmer may turn grocer, the teacher start a drug store; the Negro colleges have only begun to offer practical courses in business training; and the necessary capital can seldom be obtained. Statistics are told, however, of Negroes who have successfully handled these obstacles and are on their way to capturing Negro business.

The introduction to the book is written by Dr. Daniel Starch who is at the head of his own advertising business in New York and who is Director of Research for the American Association of Advertising Agencies. Professor Edwards was formerly associated with him in New York and was a student of his at Harvard.

Gandhi Aid Freed, Exiled

BOMBAY.—Vithalbai J. Patel, nationalist leader who formerly was president of the Indian Legislative Assembly, was released from prison today and ordered to depart from India. He entered a hospital to be treated for an illness. Patel was arrested on January 6 for aiding Mahatma Gandhi's campaign. He is a brother of Vallabhai Patel, former president of the All-India Congress, the nationalist organization, who is in prison.

LOCAL NEWS

To Give Prompt Aid for Needy

Food and clothing will be promptly given without any red tape if it is in dire need...

Garvey Club, New York

On Sunday night, February 21, a very lively and interesting meeting was held at the Garvey Club...

BO JO SAYS: HE KNOWS ALL THAT IS BEHIND IN NUMBERS

BO JO SAYS: HE KNOWS ALL THAT IS BEHIND IN NUMBERS. He is interested in the numbers game...

STUDY SECRETARY AT THE COOPER SCHOOL

STUDY SECRETARY AT THE COOPER SCHOOL. Specializing in adult education...

Funeral Director

Funeral Director. 157 West 132nd Street, New York City.

FURNITURE BARGAINS

FURNITURE BARGAINS. At less than auction prices. 315 West 132nd Street, New York City.

WEST INDIAN

WEST INDIAN. 300 West 116th St., New York City.

Furnished Rooms

Furnished Rooms. Large, neatly furnished private rooms. 335 Lenox Avenue, New York City.

FOR BUSINESS

FOR BUSINESS. Office space 16x60 at 353 Lenox Avenue, New York City.

Red Letter Day in Newark

Red Letter Day in Newark. Congressman Oscar DePriest will speak to the citizens of Newark...

H. ADOLPH HOWELL

H. ADOLPH HOWELL. Funeral Director, 2231 SEVENTH AVENUE, New York City.

Division News

UNIA Veteran Passes Away

The South Philadelphia Division No. 337 of the U. N. I. A. lost a loyal and faithful member in the person of Mr. James J. Prussell...

U. N. I. A. Carries Message to Whites of Bailey, Inc. to Defy Stool-Pigeons

U. N. I. A. Carries Message to Whites of Bailey, Inc. to Defy Stool-Pigeons. (Continued from last week)...

Hermanville Div.

Hermanville Div. The Hermanville Div. of the U. N. I. A. held its regular Sunday afternoon Mass Meeting in Scotland, Md....

More Good News

More Good News. With 6,407 deaths registered in New York City during February, the Department of Health reports that the last few months have achieved a record in the number of deaths...

Excelsior, Tenn., Div. 247

Excelsior, Tenn., Div. 247. On Sunday afternoon, February 7, the Excelsior Division No. 247, met in regular session...

Moin Junction, C. R., Div. 260

Moin Junction, C. R., Div. 260. On Sunday, February 14, the Moin Junction Division No. 260 met in regular session...

Aid to Continuation Fund

Aid to Continuation Fund. Editor, The Negro World: Dear Sir: Yesterday last at the celebration of our first anniversary...

Walnut Hill, O., Div. 223

Walnut Hill, O., Div. 223. On Sunday, February 14, the Walnut Hill Division No. 223 met at the usual hour...

The Negro World

The Negro World. Editor: I am glad to see that you are taking the opportunity to publish the names of Divisions that graciously donated towards the Continuation Fund...

NOTICE

NOTICE. To Military Departments U. N. I. A. All units of the Military Department of the U. N. I. A. are hereby notified...

The People's Forum

The People's Forum. Editor, The Negro World: The Afro-American, a newspaper published at Baltimore, Md. is conducting a contest...

American Vows Allegiance To True Garveyism

American Vows Allegiance To True Garveyism. Editor, The Negro World: Please allow me a little space in your valuable paper to say that we Negroes here in the South are more anxious to become stronger Garveyites and we are putting forth every effort to mend the broken link in our chain of Garveyites...

THE NEGRO WORLD PLATFORM

THE NEGRO WORLD PLATFORM. Champion a Negro Nationhood by Redemption of the Race. Advocate Racial Self-Determination. Make the Negro World-Conscious. Print All the News That Will Be Interesting and Inspiring to the Negro.

THE NEGRO WORLD PLATFORM

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ECHOES OF OTHER EDITORS

ECHOES OF OTHER EDITORS. ZIFF'S STRANGLE HOLD. W. B. Ziff, Publisher, represents the Negro newspaper publishers, who have been practically destroyed by the Negro advertising field...

NOTICE

NOTICE. The New York World will stage their Sunday night meeting at the Hotel Hamilton, 151 West 138th Street, N. Y. C....

Gifts Given Away

Gifts Given Away. Here is What We Will Give You With a Year's SUBSCRIPTION To THE NEGRO WORLD

THE NEGRO WORLD

THE NEGRO WORLD. One Complete Horoscope, four pages of worky while information, giving your lucky days and number, full data on dreams, etc. Just send birth date.

9 Nations' Business Men

9 Nations' Business Men. SHANGHAI—Chambers of Commerce representing business men of nine nations jointly protested today to American Consul General Edwin P. Cunningham...

THE NEGRO WORLD

THE NEGRO WORLD. 355 LENOX AVENUE, N. Y. C. Birth Date, Name, Street.

A LOOK AT LIFE

A LOOK AT LIFE. GIVE A HELPING HAND. I have written this column for some time now...

OPINIONS

OPINIONS. One of the most difficult things in the world to do is to please everyone. No one is better able to attest this fact than a columnist...

ALL MEN ARE LIARS

ALL MEN ARE LIARS. Why Negroes Don't Cooperate. In the solution of the problem of enterprise to lift colored people to the higher economic level of cooperation...

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