

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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NEGRO WRITERS FOR WHITE NEWSPAPERS AND MAGAZINES SELL OUT AND EXPOSE THEIR RACE

Fellow Men of the Negro Race, Greeting:

Recently a few Negroes who class themselves as "intellectuals," a distinction assumed without any other merit than vanity, have been writing articles for some of the white magazines and newspapers published in America and elsewhere very damaging to the race. Many of these writers sell these articles for a living, and they generally write just what the magazines or newspapers desire. An article is generally accepted, not for its truthfulness or fairness, but because of its propaganda value to the paper that purchases it. If a paper is advocating propaganda inimical to the interests of the Negro, it will not buy an article that is favorable to the Negro, but such articles that will show up the worse side of him and expose the nakedness of the race. Among such writers we have had recently W. E. B. Du Bois and Eric D. Waldron.

Harm That Negro Writers Do

As an indication of the harm such writers do to the race, unconsciously, no doubt, playing into the hands of keener and wiser men, I quote for your information extracts of an article written by Eric Waldron for the *New York World*, and published in that paper on Sunday, the 27th inst. The article is supposed to be a pen picture of the success of Herman E. Perry, president of the Standard Life Insurance Company of Atlanta, Ga., and also president of eleven other corporations and two banks, whom Waldron tries to make out as one of the most successful Negro business men in America. Waldron claims that Herman E. Perry started life as a poor man ten years ago, starting the Standard Life Insurance Company; that his salary at the present time is \$75,000 annually, but that he is worth in his own personal net \$8,000,000, while the aggregate assets of all his companies, including Standard Life Insurance Company of Atlanta, amounts to only \$13,500,000, not stating at the same time their liabilities. Now, Waldron, no doubt, believes that he has done a wonderful lot in writing such an article for the *New York World*, receiving for it probably \$12.00 or \$25.00; but he does not realize that he has held up Mr. Herman E. Perry before the thinking white world and thinking Negroes, not as a successful business man, but as a "poor" man who is worth \$8,000,000 after being identified with Negro companies for ten years, drawing a salary at the maximum of \$75,000 annually.

Fortune on Short Notice

Where did he get the \$8,000,000 from? That is the question that intelligent people will ask after reading the so-called tribute to Mr. Perry by Waldron. Waldron did not tell us that Mr. Perry made his money out of stock investments in Wall Street or investments in oil or profitable securities or bonds; but he tells in his article that Mr. Perry is president of these Negro concerns at a salary of \$75,000 per year, yet after ten years he is worth \$8,000,000 and his companies worth only \$13,500,000 assets, without stating their liabilities. Following are the introductory statements in Mr. Waldron's article:

"It is not often that a man, son of a race that was once enslaved, to be specific, a Negro born ten years after the abolition of slavery—rises to the eminence that lifts Herman E. Perry to the skies as a leader and financier of the first water.

"Of humble origin, the son of manumitted parents, Herman E. Perry, president of the Standard Life Insurance Company of Atlanta, Ga., chairman of the board of two banks and president of eleven corporations, all of whose assets aggregate \$13,500,000, earns \$75,000 annually, is insured for \$1,000,000 and is worth in the neighborhood of \$8,000,000.

Oldest of Kind in United States

"Last month I made a trip to Atlanta, where I had an opportunity to verify some of the things I had heard about Standard Life and its dynamic founder.

"Founded in 1913, with a capital of \$100,000, a surplus of \$17,598.72, Standard Life is the oldest old line legal reserve insurance company operated by Negroes in the United States. It is the strongest link in a chain of thirty-five Negro companies, with a total of \$50,000,000 worth of insurance in force on the lives of 1,100,000 Negroes."

Trouble With Negro Enterprises

The great trouble with Negro enterprises at the present time is that the people who head them and work for them generally desire to get rich

GREAT HARM BEING DONE BY SOME OF THESE PROFESSIONAL SCRIBBLERS

SELL TO MAGAZINES ANY KIND OF A STORY, CARING NOT HOW DAMAGING

WALDRON CLAIMS THAT HERMAN PERRY, OF STANDARD LIFE INSURANCE COMPANY OF ATLANTA, IS WORTH PERSONALLY \$8,000,000 AFTER ONLY TEN YEARS OF ACTIVITIES WITH COMPANIES

THE WHITE AND SENSIBLE PEOPLE CAN ONLY COME TO ONE CONCLUSION AFTER READING ARTICLE

over night and too quickly. That is the cause of so many failures among Negroes. The average Negro who leaves school and enters into business among his people thinks that his first duty is to enrich himself at the expense of his clients; hence, when stock is taken it is generally found that out of the accumulation of capital and profit only one or two persons are benefited, and Mr. Waldron's article has gone far in further creating suspicion in this direction. The class of men who have indulged in the promotion of Negro enterprises, who have enriched themselves at the expense of their patrons, were the most severe in criticising and condemning the efforts of Marcus Garvey in the Black Star Line, no doubt believing that Garvey had the same method as they of accumulating wealth for himself at the expense of the people, as is customary, apparently, among certain Negro promoters.

Failure of Black Star Line

Fortunately, however, the failure of the Black Star Line brought out the fact that its promoter never even got his salary that was voted him of \$5,000 a year, but, on the contrary, lost all of his investments in the operation of said company. This was hard for the average Negro promoter to believe, because he generally gets rich when his companies fail after proper investigation. Up to now, however, the only big Negro enterprise that has been rigidly examined, re-examined, investigated and re-investigated, is the Black Star Line, and that investigation began through prejudice, from the very first day it started to the day it was planned to be destroyed by the powers that be. Other Negro enterprises flourished without such investigation, and it is hoped that they will continue to so flourish, but not at the rate that the promoters will become millionaires while the companies are still struggling.

Hope Statement Is Not True

We hope that the statements that Mr. Waldron has made about Mr. Perry are not true, because it would not savor well for Mr. Perry, and we hope that Negroes who are endeavoring to enter into business will not take the statements made about Mr. Perry as an example of good business, because in so doing the Negro race will have more to suffer than gain by the further promotion of business enterprises among them, for all our enterprises would devolve into the success of one or two men who will make themselves millionaires at the expense of the people.

More Co-operative Enterprises

What we want now is co-operative enterprises where everybody will share in and be a part of the success and not one or two in ten or fifteen years making millions or billions, while the majority still starve. It is hard enough to find honesty in Negro business efforts today, because of the false notion of life that Negro employes have. Our experience teaches us that the average Negro employe in the Negro business believes that he is to get rich quick at the expense of his employer and other Negroes. This idea we are endeavoring to destroy; but Mr. Waldron's article does not help, because it encourages the Negro promoter to seek more of the desire to enrich him-

self and to get \$8,000,000 in ten years, as Mr. Perry is alleged to have done, rather than seeking to advance the interest of his race through business co-operation and honesty.

Mr. Perry Should Defend Himself Against Waldron

We hope that Mr. Perry for his own sake will write to the *New York World* and disavow the claims of Mr. Eric D. Waldron on his behalf, because if it stands as it is it will leave an immoral and shady impression. The Negro needs sympathetic business and industrial leaders, not men who will endeavor to promote business to enrich themselves, but who will foster industrial enterprises with the sole object of helping in the development of the race. Such men will not look for millions, but for satisfaction in knowing that they have served their race and their fellow men. This is the greatest of all success.

Service to Race and Humanity Best

It will be preferable to have it said of a man that he has built up great and large business and industrial institutions, finding employment for millions of his race, and is of ordinary financial circumstances, rather than have it said that he has in ten years promoted several business enterprises, starting as a poor man, and is worth \$8,000,000 or \$10,000,000, much more than all his combined enterprises are worth in assets. If one "poor" man out of a company can be worth \$8,000,000 or \$10,000,000, what of the other "poor" officers of the company? If all of them are worth in proportion what the first "poor" man is worth, what must we infer but that somebody has paid the price? Who can that somebody be but the ignorant, the ignorant and unfortunates? Let this not be, and let the Negro in the future, as it has been in the past, but let us as industrial leaders, as statesmen and as a people sympathetically work for the good of all, for the higher development of the race and not for our personal ends.

Writers Should Be Careful

Men like Du Bois and Waldron who write for white newspapers and magazines should be careful of what they state, because unwittingly they say things that play the race into the hands of the keen white critic, who is ever ready to condemn the Negro by his own performances. The *World* has got more satisfaction out of Waldron's article than the Negro will ever get. All deep-thinking white people will ask, "Why should we employ Negroes; why should we go out of our way to find employment for them, when there are such men as Herman Perry, with personal fortunes of \$8,000,000? Why shouldn't Negroes employ themselves?"

Use Fortune to Benefit Race

If Mr. Perry is worth \$8,000,000, as Mr. Waldron states, in his own right, we hope he will use it for the benefit of his race, because now more than ever the Negro wants an industrial opening wherein he can find permanent employment to insure his existence. Mr. Perry, according to Mr. Waldron, being himself once a poor man, can appreciate the condition of the poor Negro, so we hope he will build up in his headquarters, Atlanta, some large industry that will find employment, not for one thousand Negroes, but for one hundred thousand. Real race patriots and leaders who have \$8,000,000 should feel it a pleasure to be able to use that money for the industrial development of the race, so if Mr. Perry has this money, as Mr. Waldron states, it is hoped that he will use it wisely. At least the policy holders in the Standard Life Insurance Company of Atlanta should see to it that Mr. Perry uses his fortune wisely in their and their race's behalf.

With very best wishes for your success, I have the honor to be

Your obedient servant,

MARCUS GARVEY,

President-General,

UNIVERSAL NEGRO IMPROVEMENT ASSOCIATION,
New York, January 29, 1924.

P. S.—Members, Chapters, Branches and Divisions of the Universal Negro Improvement Association are again reminded to secure copies of the new constitution of the organization. Secretaries should write to the Parent Body and secure as many copies as are necessary for local distribution. Presidents, secretaries and officers are also requested to see that their monthly reports are properly made out and regularly submitted to headquarters. All members are further advised and requested to pay in their annual taxes, which secretaries will forward immediately to the Secretary-General's office with their reports. It is the duty of every Division, Branch and Chapter to become financial and thus insure the success of the 1924 program.

M. G.

