

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

A Newspaper Devoted Solely to the Interests of the Negro Race

VOL. XVIII. No. 23

NEW YORK, SATURDAY, JULY 18, 1925

PRICE: FIVE CENTS IN GREATER NEW YORK
SEVEN CENTS ELSEWHERE IN THE U. S. A.
TEN CENTS IN FOREIGN COUNTRIES

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

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FOR YOURSELF

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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.

THE NEWS AND NEWS OF U. N. I. A. DIVISIONS

OUR WOMEN and WHAT THEY THINK - Edited by Mrs. Amy Jacques Garvey

GUACHAPALL, PANAMA

Guachapall Church is much alive at Panama. The distinguished visitors from our good ship the "Booster T. Carroll" were enthusiastic...

GREAT TIME FOR THE U. N. I. A. IN CHICAGO

DETROIT DIVISION
A mass meeting was held in Chicago on Sunday afternoon, July 13, to see the business activities of Negroes in Chicago...

FLORIDA, CUBA WOODSTOCK, S. AFRICA

On Sunday, June 23, Florida Division held its mass meeting as usual in Liberty Hall. The meeting opened with the prayer of the Rev. B. E. A. Aird...

LAS PALMAS, PANAMA

Members and friends of the Las Palmas Division, Boca del Toro, came out in large numbers to the Garvey Day celebration on June 7...

BROOKLYN, NEW YORK

The Brooklyn Division held one of the most interesting meetings in its history on Garvey Day, July 5...

EAST BROOKLYN, N. Y.

A special program was rendered on June 25 for the dedication of the new Brooklyn Chapter Building Fund...

ST. LOUIS, MO.

The St. Louis Division continues to demonstrate in no uncertain manner its loyalty to our Impressed Leader...

EL CALLAO, VENEZUELA

It is a pleasure to report that this division has taken on new life...

NOTICE

All private and personal communications intended for Hon. Marcus Garvey should be sent to...

SPECIAL CONVENTION NOTICE

The Parent Body is the very heart of the organization. If it fails to function properly the whole organization is sick...

BANES, ORIENTE, CUBA JACKSONVILLE, FLA.

The Banes Division is still in the fight for the emancipation of the Negro race. For the past week this division has been filled with enthusiasm...

DETROIT, MICHIGAN

On Garvey Day, Sunday, July 5, Liberty Hall enjoyed a wonderful program. After the opening services...

FORT SMITH, ARK.

The Fort Smith division held an interesting meeting on Sunday, July 5...

YOUNG MAN GRASP YOUR OPPORTUNITY

By becoming an expert chauffeur and mechanic, my complete course of instruction and your license guaranteed...

IF YOU WANT TO BE LUCKY, HAPPY AND WELL

Your Secret to the Right Man, Happy in Friendship, Business and Domestic Affairs...

TELEPHONE

On Sunday, July 5, Garvey Day, a unique meeting was held in the City Hall...

Wonders, Secrets, Mysteries

Do you know the secret of the occult? Do you know the secret of the occult? Do you know the secret of the occult?

EVERY MAN, WOMAN AND CHILD

with one drop of the Splendid Blood of Ethiopia in its veins "MUST READ"

CONQUEST OF COLOSSIAE

A stirring, gripping tale of a heroic African nation—a wonderful description of the glory of Ethiopia...

HOW TO ACQUIRE RACIAL KNOWLEDGE

Know what is really going on in world politics to affect the Negro. This wonderful book gives you a world of information...

WOMEN ENTER PUBLIC LIFE TO CARRY ON WORK OF HUSBANDS

A new class of political officeholders is developing in the United States. It belongs to the wife of the politician who, through close association with her husband's activities...

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He Possesses Four Essential Qualities: Honesty, Sincerity, Determination and Ability

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WHY MARGUS GARVEY WILL ALWAYS TRIUMPH OVER HIS ENEMIES

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FACE BEAUTIFIER
IF YOUR FACE is yellow or gray, if your skin is full of pimples, if you have blackheads, if you have wrinkles, if you have spots, if you have freckles, if you have a complexion that is not what you want, use this Face Beautifier.

IS WOMAN THE CAUSE OF MAN'S TROUBLES?
By MANCHESTER WAYNE
Other means of detection failing, there is one simple way to tell a single and a married woman apart. Place before them a troubled man. The unmarried woman will ask him who the man in the case is, the married woman will ask him what he has done with the man in the case.

COMMON AILMENTS OF CHILDREN
By the Black Cross Nurses of New York
CONVULSIONS—This is, to the mother, an alarming illness of infancy. It is always a symptom of some disturbance of the nervous system.

WESTERN UNION APPOINTS FIRST WOMAN EXECUTIVE
For the first time in the company's history the Western Union Telegraph Company has appointed a woman, Miss Lillian B. Harrison, to an executive position.

HOW TO MAKE OTHERS LOVE YOU
How to charm and fascinate whom you wish. How to make them love you. How to make them love you. How to make them love you.

PROBLEM OF CITY LAW ARE BEING DOMESTIC ANIMALS?
The city ordinances of Niles, Mich., provide that no domestic animals may be kept within the city limits.

STRANGE POWER!
Dandruff, falling hair, itching scalp and baldness are enemies to scalp health and the growth of long, lustrous hair.

WONDERFUL HAIR PREPARATIONS
These and Mrs. C. J. Walker's Hair Preparations are made by agents in every city.

FREE HOROSCOPE
Are you happy and contented? Is your home in good order? Have you any troubles? Are you successful in your love and business affairs?

YOUR MASCOT
If you have a good luck charm, if you have a good luck charm, if you have a good luck charm, if you have a good luck charm.

WE WANT 1,000 AGENTS TO SELL HOBBS' FAMOUS HAIR GROWER
Hobbs' Grower Will Grow Hair in One Month. SEND \$1.00

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