

LET'S PUT IT OVER

The Indispensable Weekly  
The Voice of the Awakened Negro

THE  
**Negro World**  
ONE GOD, ONE AIM, ONE DESTINY

Reaching the Mass of Negroes  
The Best Advertising Medium

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## Go Forth and Conquer

Fellow-Men of the Negro Race, Greeting:

As the Yuletide recedes let us take the joy and gladness which the season invoked into the daily round. Let us join hands and hearts and gladly and earnestly strive to make the Universal Negro Improvement Association echo the joy of life and living—make of it an irrepressible and indestructible instrument operating for the common good and happiness of Negroes everywhere.

In 1926 let spiritual uplift be your guiding star but do not lose sight of the constellation of material betterment and racial well-being. You must remember that we are living in an age of keen competition, nation rivalling nation, race rivalling race, individual rivalling individual in the great battle of the survival of the fittest. What are you going to do if you make no effort to survive, but go down in defeat and die an ignominious and unlamented death. There are too many Negroes in the world for this race to die ignominiously.

We must live, yes, we shall live. In spite of all the persecution and opposition, in spite of chattel slavery, in spite of industrial slavery, in spite of social ostracism, in spite of educational limitations, we are bound to survive. Why, we are the second strongest race group in the world numerically. We have men in the North, in the South, in the East and in the West; we have men in the central parts of the world. We have made a circuit of the entire universe. We have the language of all races, of all nations; we know of the achievements of all races, of all nations; we have taken part in the accomplishments of all peoples; we have civilization at our fingers' end; we have been in the schools of adversity and have been in the schools of prosperity for the last 500 years. With a knowledge of the past, the present, and a true conception of the future, we must go forth and conquer for the glory of our race and for the freedom of Africa.

The man or woman who has no confidence in self is an unfortunate human being and is really a misfit in creation. God Almighty created each and every one of us for a place in the world and for the least of us to think that we were created only to be what we are and not what we can make ourselves is to impute an improper motive to the Creator for creating us. God Almighty created us all to be free. That the Negro Race became a race of slaves, was not the fault of God Almighty, was not the fault of the Divine Master—it was the fault of the race. Sloth, neglect, indifference, caused us to be slaves. Confidence, conviction, action, will cause us to be free men today. The question that confronts the world today is "Shall you live?" The answer is yes, or no. It is yes for those who have the will, it is yes for those who have the initiative, it is yes for those who have the confidence in themselves, and it is no for those who lack these qualities.

Very sincerely yours,

*Marcus Garvey*

Founder and President-General, Universal Negro Improvement Association.









