

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. XXIV. No. 25

NEW YORK, SATURDAY, JULY 28, 1928

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

## All Negroes Should Vote For Al Smith and the Democratic Party In November; "Smith Better Than Hoover," the Slogan

Fellowmen of the Negro Race, Greeting:

Once more the time has come for the American Negro to use his ballot wisely in the interest of domestic politics and supremely in the interest of the black race.

### The Presidential Election

Another Presidential Election is to be held in November. Already the two larger parties have placed their respective candidates in the field. For President, the Republicans have Secretary Hoover, and the Democrats, Governor Al Smith. Between the two men, every member of the Universal Negro Improvement Association in America with a vote must decide for Al Smith, not because the Democratic Party has been more kindly disposed toward the Negro than the Republican Party, but because Hoover represents a gang of politicians who mean absolutely nothing good to the black man in America, nor anywhere else, for that matter. Therefore, if we have to choose between the two men, it is better for us to decide for Al Smith than Hoover.

### Vote Against Hoover

Who is Mr. Hoover? Mr. Hoover is the candidate of a corrupt system of republicanism that has exploited the country for the past eight years—the system that gave us the Tea Pot Dome and the Alien Fraud cases in which Harry Daugherty, the late Attorney-General, figured prominently; the same Daugherty under whose regime the Universal Negro Improvement Association and its Auxiliary Corporations were hounded and its President framed-up in the Federal District Court so as to dispose of his power and influence which could not be used by the gang to keep the Negro fooled in order to exploit him to serve big business interests. Isn't Mr. Hoover the friend of Mr. Firestone, who also acted as foster father to the Firestone Scheme to rob black Liberia? Isn't this the Mr. Hoover who supported Firestone so as to corner Liberia and take away her independence, the independence that was given to her by former white Presidents and American philanthropists as an experiment in Negro self-help? After other white men in American public life helped to establish Liberia

### Hon. Marcus Garvey Outlines the Policy of Universal Negro Improvement Association in the Coming Presidential Election

Says Hoover Is Representative of a Group That Is Hostile to Negro Nationalism

U. N. I. A. MEMBERS SHOULD CAMPAIGN AND VOTE FOR ALFRED E. SMITH

Negro Voter Must Not Be Misled by the Clap-Trap and Fair Promises of the Soulless Republican Party

and made it a free Republic, this Mr. Hoover in this our present century has come upon the scene to assist big American Interests to reduce Liberia to slavery, the slavery from which Abraham Lincoln freed us in America in 1865. Mr. Hoover is a representative of big business men; business men without souls or consciences, big business men, like Firestone, who are always ready to invade and exploit the countries of the darker and weaker peoples of the earth.

### Vote for Al Smith

There is absolutely no doubt that every intelligent and far-seeing Negro in America with a vote will cast it for Al Smith and pass over the name of Herbert Hoover, the man who represents nothing to the Negro but a return to slavery.

### Clap-Trap of Republicans

I am warning the American Negro voter not to fall for the clap-trap of the Republican Party. They will tell you lots of things and promise you worlds which you will never obtain. They have fooled you from one Presidential Campaign to the next. Whenever the President is elected and gets into power he has a way of shunting the Negro, or in other words, "passing the buck." The time has come for the American Negro to call a halt on this passing-the-buck scheme. With a man like Al Smith as President, we may hope for much more from the Democratic Party than the race has ever received from the hypocritical Republican Party which serves nothing

else but big business interests in their efforts to exploit the black peoples of the world.

### Republicans and Negro Nationalism

The Republican Party has throttled two independent black Republics. They have throttled Haiti so that the National City Bank and other commercial interests can exploit the Black Republic of the West Indies. It is true that it was under Woodrow Wilson's regime that America assumed control of Haiti, but Woodrow Wilson never intended Haiti to be exploited as the Republican Party has done.

### Vote for or Against a Party

The time has come for the Negro to unitedly vote for or against a party, either for or against an individual, and it is now time for every Negro to vote for Al Smith and for the Democratic Party so that we may expect something of service in return for the support given whole-heartedly. The time has come for the American Negro to have a policy in politics, therefore, I do not expect any Negro voter to allow himself to be cajoled by Republican agents to get his vote for the Republican Party for a man like Hoover, who means nothing to us as a people.

### Smith Better Than Hoover

The slogan of the Universal Negro Improvement Association during the Presidential campaign must be "SMITH BETTER THAN HOOVER," and vote your conviction through the ballot box so that the next President of the United States will be a man of high principles, who will not allow himself to be influenced by his capitalistic friends to act in a way to exploit Negroes for personal gain.

Trusting that every loyal member of the Universal Negro Improvement Association will campaign and vote for Al Smith, with very best wishes, I have the honor to be,

Your obedient servant.

*Marcus Garvey*

President-General, Universal Negro Improvement Ass'n

57 Castletown Road,  
West Kensington, W. 14,  
London, England, July 8, 1928

Every Negro should send his friend, mother, father, brother, sister, sweetheart, wife, or other relatives a copy of the book that is being read the world over,

## "AFRICA FOR THE AFRICANS" THE PHILOSOPHY of MARCUS GARVEY

All Leaders in the U. N. I. A. should have a copy to study the principles of the greatest Negro movement

Vol. I, \$1.75; Vol. II, with 25 Illustrations, \$3.00; combined offer, \$4.50 post paid

Large Size Pictures of Hon. Marcus Garvey (for framing), 40 cents. African fundamentalism (for framing), 40 cents.

Song Hit of the Season, "KEEP COOL"—SPARKLING, CAPTIVATING, PIANO AND UKE ARRANGEMENT—ONLY 35 CENTS PER COPY, SUBSTANTIAL REDUCTION ON LARGE ORDERS.

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HOW TO BUILD

AFRICA for the Africans is the slogan of the Universal Negro Improvement Association and the hope of every race-conscious Negro in the world.

Members of the Universal Negro Improvement Association have been receiving an international education for the last ten years.

Negroes have one thing in common everywhere. There is no place on earth where Negroes dwell unoppressed.

There was a time when enemies of the Association said the Honorable Marcus Garvey wanted all of the Negroes to go to Africa.

While the Honorable Marcus Garvey is fighting our international battles, we are fighting our local and national battles.

If Mr. Cohen has never seen an unhappy black man in the South, except at a funeral, he should consult an eye specialist and a brain specialist.

SMITH BETTER THAN HOOVER

THE SOUTHERN POLITICAL KETTLE

ODAY America is a seething political cauldron. Although the American Negro is, as he has always been, the fly in the American political ointment, the major political parties are trying to discount his vote more than ever.

The Asheville conference, while not large in numbers, is bulging with important personalities in the Methodist and Baptist organizations and with Dry workers.

always failed, and this is the chief bar to the effectiveness of the conference engineered by Bishop Cannon and the Rev. Dr. Barton.

Meanwhile, the Negro, the helpless pawn in American politics, views the proceedings with interest while he awaits the outcome.

SIR LEO'S DARK SCHEME

SIR LEO CHIOZZA MONEY, who enjoys the distinction of being without children as the shortest cut to better times is no longer preached.

He seeks no quarrel with the distinguished gentleman for impressing upon his white brethren the value of numbers and the peril of birth control.

Infant Mortality Rate of 1927 Sets Low Mark

THE DREAD CARAVAN

THE WORLD'S GREATEST PUZZLE

Less Than 30 to 1

SMITH BETTER THAN HOOVER

THE SOUTHERN POLITICAL KETTLE

SMITH BETTER THAN HOOVER

THE SOUTHERN POLITICAL KETTLE

PEACE BY DISARMAMENT

PROHIBITION HYPOCRISY

Through Black Spectacles

By S. A. HAYNES

AN ANSWER to "Mother India"

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King of Egypt Suspends Parliament For 3 Years; Downing Street to Rule

Reactionary Step of King Fued Ends Self-Government in Kingdom—The Press Muzzled—British Foreign Office Feigns Surprise at Royal Decree—Precedent in Annals of British Imperialism

CAIRO, July 19.—Both Houses of Parliament are suspended for three years, or longer if deemed necessary, by a royal decree published this evening.

THE WAFF campaign in the Delta is prohibited, and extensive police and military measures are being taken for the maintenance of security and order.

ENDS SELF-GOVERNMENT IN KINGDOM

THE POSITION of the Wafd, or Nationalist Party, and the British administration in Egypt, has grown steadily more untenable.

CENSUS SHOWS DECREASE IN YOUNGER GENERATION

THE YOUNGER generation in the American States is wholly at variance with the provisions of the Constitution granted by the British.

I WANT 500 MEN AT \$100 A WEEK

SEND NO MONEY

GOVERNOR SMITH AND EDUCATION

HOMELY PHILOSOPHY

LIVING DAY BY DAY

PROHIBITION HYPOCRISY

PEACE BY DISARMAMENT

PROHIBITION HYPOCRISY

PLAYGROUND OPENED FOR NEGRO CHILDREN

Subway Builder Donates First of Much Needed Parks—City to Be Asked for More

NEW YORK, July 17.—Samuel R. Ross, subway builder, presided yesterday at a colored children's party at the opening of a playground on 14th Street, between Seventh and Eighth Avenues.

EDITORIAL OPINION OF THE NEGRO PRESS

When you ask some of the colored to register and vote, they want to know what are the chances of their votes being counted.

THE NEGRO merchant has put too much faith in the appeal to group pride. Ten years ago our National business League urged much of its time in listening to speeches where the speaker would say that the Negro was to be put in the United States.

THE NEGRO is not the only color in the South. There are thousands of white Republicans who are as determined to support the Negro as the so-called Negro party.

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AS PURE AS MONEY CAN BUY

BRINGS COMPLETE SKELETON OF ANCIENT MAN TO U. S.

CHILD'S LOVE OF CLOTHES

CHILD'S LOVE OF CLOTHES

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Advertisement for Black and White Ointment and Skin Soap, featuring a large illustration of the product and text describing its benefits for various skin conditions.

READERS ARE REQUESTED TO MENTION THE NEGRO WORLD WHEN REPLYING TO ADVERTISEMENTS



