

The Indispensable Weekly

The Voice of the Awakened Negro

THE Negro World



A Newspaper Devoted Solely to the Interests of the Negro Race

Reaching the Mass of Negroes

The Best Advertising Medium

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The Black Race Faces A Crisis

Friendless and Forlorn, Black Men and Women Must Make Up Their Minds to Fight Determinedly for Their Own Salvation and Survival: Dependence on Others Spells Doom

Fellowmen of the Negro Race, Greeting:

Probably this message, today, is one of the most serious and appealing I have ever written in all by communications to you. It is serious and appealing because I realize how awful it is for the black man to continue flattering himself in the belief that he has a hopeful future not of his own making. I am writing to you from the fullness of my heart and from a complete knowledge of the situation in which we live as a race. By every pain necessary, I have gone through the details of our relationship with the surrounding world, and I have discovered that the black man's case, left to others, is hopeless, and he can only survive if he fights for his own accomplishments.

There Is No Love in the World

The world may smile at you and smile around you, but deep down at the heart of the human world there is no love for you but that which you maintain for yourselves. This may seem outrageous in a world where we profess Christian love and fellowship; but men, in spite of all the religious and moral teachings that man indulges in, when it comes to the black man, he is left in the cold to fight his own way through if he is to survive the condition of a slave, serf or a peon. The only friend the black man has that is real is God. Believe me when I state this, because I know what I am talking about. Let no pseudo-angelic, no high-sounding philosophy enunciated by the divines persuade you at this time not to act as black men in your own interest and for the good of your own posterity. The world is cold and bitter around you and is engaged in the fight of the survival of only those groups that are strong enough to impose their will upon other mortals and ultimately to exterminate them.

Our Religion a Pretense

Our religion and our moral philosophy are but a pretense when it becomes a question of race. The Jew holds tenaciously to those principles and those doctrines that suggest the survival of the Jew. The Anglo-Saxon or Anglo-American, in a family group, holds on, with a death grip, to those principles and policies that mean the perpetuation of Anglo-Saxon domination. The Teuton, the Celt and every branch of the Caucasian family live only for those ideals that mean the perpetuation and domination of their particular group. The Mongolian has caught the spirit of the age and is fighting most aggressively for the husbanding of those rights that affect particularly the Mongolian race; and so in the midst of all our world pretenses there is but one thing for the black man to do, and that is to hold fast, tenaciously and determinedly, to the principles and policies that will keep the Negro and cause his survival in the midst of universal selfishness. Oh, if I could only stir the heart of each black man in the world to realize that the time for organization is now—not tomorrow, nor next month, nor next year, nor the next decade, but now—if Africa is to be redeemed, if the black race the world over is to be saved! This can only be done by our activities now, or never. I have made up my mind to fight for the emancipation of the Negro and for Africa re-

Hon. Marcus Garvey in Europe, Sensing Crisis, Makes Moving Appeal to Negroes for United Action to Defeat Designs of the Powerful

CONVINCED THAT SELFISHNESS IS UNIVERSAL: THE PROFESSION OF CHRISTIAN LOVE AND FELLOWSHIP PRETENSE

The Unprepared Will Surely Perish—The Negro Race Must Organize Intensively Now, or Never—Firmly Resolve That Africa Must Be Saved

deemed as never man has made up his mind before. I measure my duty, not by the pains and sacrifices I suffer and make in the fight, but by the good that I can do for my generation and the posterity of my race. A similar attitude I appeal for on the part of every black man and woman and child in the world. This is no fun, this is no farce; this is a reality, and we must universally do it.

Up Against Organized World

You are up against an organized world that shall damn you, that shall trample you even to the remotest depths of hell, if you do not fight to save yourselves. We shall save ourselves. No power on earth shall prevent us but the Power of God Almighty. He shall not oppose us, because He has been our Savior and our only Friend through the centuries. You must still grasp His hand, but with courage and manhood to go forward to save yourselves, and then He shall save you. I am appealing to you, black men and women, in all earnestness. This is no dream, this is no fairy tale. You are living in a world of reality, a cold-blooded, indifferent world, where no one loves you but yourselves, where everything you shall achieve shall not be by the good will of others, but by your own determination. For God's sake, black men and women, come together as one body. Many of us, and millions, have been stubborn, have tried to impede our own progress, have tried to discourage those of our own when they tried to show the way; but let me tell you that that attitude has been responsible for our present condition, and if you continue it we shall die as surely as the sun shines.

Cease Fighting Among Yourselves

Cease fighting among yourselves; cease your internal, parochial, insular, national and state jealousies and prejudices and realize that you are one people, claiming one ethnic origin, and that you cannot grow and perpetuate yourselves except you come together in one solid body. You must depend on your own power to achieve in the world; you must go forward by your own initiative. Be assured of the fact that there are potential powers within you and that you are as capable as any other people in the world. What others have accomplished, you also can accomplish. There is nothing that others have done that you cannot do. You can build townships, you can build cities, you can build principalities, you can build nations and empires, if you will. Let no power on earth persuade

you to the contrary. You are men, you are human beings, and shall exert that power with which God has endowed you.

Africa is your own; it is your homeland. So you must work to redeem your country and emancipate your race the world over. This is the urge; this is the one call that must resound around the world today; and so I pray that you will realize how serious it is. Let us go to work; let us make the new year of the organization's activities the greatest that we have ever experienced. When another twelve months shall have rolled by, let us by our united effort show the world that we are a determined people—determined to rise, determined to live, determined to perpetuate our posterity, as it is the right of every race and group to do.

Mind Full of Knowledge

Remember, I am writing to you from a mind of knowledge, knowledge not gained sentimentally, nor superficially, but gained by scientific investigation and keen probing. What I know, I know; and all that I can do is to advise you. Let us move together to save ourselves and redeem our country. Let no bluff of other races or nations persuade you against your own interest. Any man of any race who would try to argue you out of your effort of self-salvation is your enemy—he has a design upon your life and upon that of your children; he seeks not your fellowship, but your destruction.

Watch Your Step

In the common language of the day, let me implore you to "Watch Your Step." The world is getting organized more and more for definite ends. It will be a case of the survival of the particular group at the full expense of others who are not sufficiently prepared. Don't allow yourselves to be found wanting, but with the vision of the seer, let us foresee the end. It is ominous in the destruction of the inactive or unprepared blacks, but liberating and encouraging for a prepared and self-respecting race that shall move itself in action. I advise you to the latter.

Great Hopes

I have great hopes if you realize the significance of what I say that we shall, by immediate action, rise to be a great people in the world. It is for that reason that I feel happy to be a leader of the movement—and one of its followers also—that shall bring emancipation to the black man and redemption to his country. For God's sake, let us work together to that end.

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

Marcus Garvey

President-General,
Universal Negro Improvement Association,
57 Castletown Road,
West Kensington,
London, W. 14, England.
September 24, 1928.

THE NEWS AND VIEWS OF U. S. A. DIVISIONS

OMAHA, NEB. Omaha Division opened promptly at 10:02 P. M. Sunday, September 23, 1928, with Mr. James Harris, president presiding. Invitational service was conducted by the choir...

NEWARK, N. J. On Sunday evening, September 23, the Newark Branch of the Universal Negro College opened its doors...

SAN GERMAN, CUBA On Sunday evening, September 23, the San German Division held a social and religious service...

PANAMA CITY, PANAMA On Sunday, September 17, Liberty Hall of Division No. 17 of Panama was the scene of the weekly meeting...

TORONTO, CAN. The Toronto Division held its Sunday Flowers and Song Service on Sunday, September 30. The hall was beautifully decorated with flowers...

NEW ORLEANS, LA. New Orleans Division No. 148, T. N. A., staged its regular afternoon mass meeting at Liberty Hall, 219 Dames Street, on Sunday, September 30...

SAGUA LA GRANDE, CUBA Sunday, September 23, was Women's Day. Owing to heavy rain, the Lady Vice President was absent...

Spanish Section

SECCION EN ESPAÑOL Por La Asociación Universal para el Adelanto de la Raza Negra 142 West 130th St. Ciudad de Nueva York, N. Y.

El negro debe mirar las cuestiones mayores de la vida y tomar medidas prácticas para su solución. Dos delegados negros aplauden un discurso anti africano de los representativos blancos. Marcus Garvey ocupado en Ginebra, estableciendo contacto que beneficiara la causa. Presión sobre la Liga de Naciones debe hacerse por una raza unida.

LA IMPORTANCIA DE LA EDUCACION (Editorial del 'Negro World' Septiembre 15, 1928)

La inteligencia del negro se ha metido en contingencia. Por 'inteligencia' nosotros entendemos según el diccionario, personas inteligentes que se distinguen de las ignorantes. Nosotros nos referimos a las personas educadas...

CONSTRUCTIVE DISAGREEMENT (Continued from page 4)

Members who attempt to retard the work of the organization must know the enemies of the Association. There are hundreds of members in this category who seek to distract attention from their harmful influence...

Compañeros de la Raza Negra, Salud: Escribo hoy desde la ciudad que es comúnmente denominada la capital del mundo. Ginebra ha legado ser la capital del mundo por las muchas conferencias importantes internacionales que se han celebrado aquí...

CO-OPERATION The Colored Residents of Harlem will be glad to learn of the opening of a First-class Grocery, Meat and Vegetable Market at 2782 Eighth Ave.

CO-OPERATION (Continued) A letterhead note to all Mr. Fred Scherer, the Manager, who is widely known for his business ability, has been received...

CO-OPERATION (Continued) Los blancos del Africa del Sur, hablan Tuvieron el privilegio de escuchar el discurso del representante del Africa del Sur tal vez pronunciado ante el Comité Político de la Liga...

CO-OPERATION (Continued) Magnético Loadstone Lucky Famous Black Cat

CO-OPERATION (Continued) RHEUMATISM A Remarkable New Treatment Given by One Who Had It

CO-OPERATION (Continued) For Those Who Know Dr. O. J. Stange for over 20 years a director in social affairs and research in medicine...

CO-OPERATION (Continued) LOOK! LOOK! IN LOVE RING

CO-OPERATION (Continued) BLOOD BISEXES - No Matter how old you are...

CO-OPERATION (Continued) SORE LEGS HEALED

CO-OPERATION (Continued) EDJET EFFIONG 166 W. 57th St. Room 1-K, New York City

CO-OPERATION (Continued) BRAITHWAITE BUSINESS SCHOOL New Classes Starting October 1st

CO-OPERATION (Continued) GOOD LUCK

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CO-OPERATION (Continued) READERS ARE REQUESTED TO MENTION THE NEGRO WORLD WHEN REPLYING TO ADVERTISEMENTS

'Dry' U. S. Makes More Wine Than Germany, Figures Show

BERLIN - Germany has many more vines than the United States, but the United States makes more wine than Germany, according to figures released by the German government...

Better Times, Bluer Skies With AI in the White House A Smith campaign slogan composed by Irvin Berlin, the famous song-writer, is making a great hit...

Federal Offices Are Not Insured The United States Government does not carry fire insurance on any of its numerous buildings...

LUCKY BLACK CAT WISHING BAG A Free LUCKY BLACK CAT WISHING BAG

LUCKY BLACK CAT WISHING BAG (Continued) LUCKY BLACK CAT WISHING BAG

LUCKY BLACK CAT WISHING BAG (Continued) LUCKY BLACK CAT WISHING BAG

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