

The Indispensable Weekly

The Voice of the Awakened Negro

THE Negro World

Registered United States Patent Office

A Newspaper Devoted Solely to the Interests of the Negro Race

Reaching The Mass of Negroes

The Best Advertising Medium

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FIGHT TO MAKE OUR TOMORROW SAFE

If We Don't Do Our Part to Save Ourselves We Will Be Lost

Fellow-Men of the Negro Race, Greeting:

The world in which we live today requires of every man and woman an acute sense of the fitness of things, a keen perspective and unsparing sacrifice if we are to survive and make ourselves respected.

Don't Just Talk

It is no use talking about settling this human question with prayers and words. It cannot be done. We must employ the only argument that the races and nations of the world understand in the twentieth century.

It's Only Pounds and Francs

England wants money, France wants money, Italy wants money, Belgium wants money, Portugal and Spain want money, and the only place that they can grind it from today is Africa; hence, they are making one mad determination to exploit and ravish that country, the land of our fathers, without any consideration for humanity or Christian fellowship.

Let white imperialists rave; their voices will be lost in the wilderness of African hope, because surely we will not hear them. We heard Chamberlain before, we heard Gladstone, we heard Chamberlain, Sr., and out of their profession of "human love and brotherly consideration" we find that Africa has paid the price in blood and in wealth for the expansion of the British Empire to the loss of millions of native Africans and Negroes everywhere.

Let's Look to Ourselves

Indeed, we have come to the turning and the parting of the ways. The black race needs look no longer to any other race for succor, for advice or for political help. We must naturally look to ourselves. Most and more we become disappointed in all our hopes; disappointed in all our ambitions, depending as we have been upon others.

The Weak Will Be Slaves

The days of slavery are not gone forever. Slavery is threatened for every race and nation that remains weak and refuses to organize its strength for its own protection. Slavery has no day and no time. It is present when the strong race desires to oppress the weaker race. Negroes, be careful of what you do today! No one can tell what our condition will be tomorrow, whether it be slavery or not, if we do not strive toward the goal of racial strength, of racial power, political and national independence.

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

Marcus Garvey

President-General, Universal Negro Improvement Association, August, 1929, of the World.

P. S.—From reports to me it is clear that The Negro World cannot continue to be published for longer than a few weeks at the most without PROMPT and REGULAR FINANCIAL SUPPORT from all our Divisions, Chapters and Garvey Clubs and members. I STRONGLY URGE upon them all to determine to SAVE The Negro World. Without it we will be lost. All agents must pay their bills promptly in their own self-interest. Send all contributions directly to The Negro World, 355 Lenox Avenue, New York City.—M. G.

Sweeps Winner Holds on to \$

KINGSTON, Jamaica.—With but a dollar in his pocket, Joseph Kennedy, a young Jamaican who has been living several years in Boston, one day in June last year suddenly found himself in the possession of a fortune of \$150,000—he held a winning ticket in the Irish Sweepstake on the English Grand National.

Uncle Sam demanded \$30,000 income on Kennedy's prize money, but the Jamaica boy hadn't collected yet, and ere the Boston excise men could get their hands on the coin, Kennedy had slipped out of the city and sailed to Jamaica.

On arrival in Jamaica, Kennedy went to a bank and got his draft for \$150,000 cashed. Promptly he became the "target" for all kinds of requests for pecuniary aid, ranging from a couple of dollars to an amount sufficient to set up the letter-writer in a motor car business.

But Kennedy wasn't parting with his money—in this way at least. In fact, since his advent in his native land he has shown great ingenuity in holding onto that \$150,000, and it would not be surprising if he is worth a little more now than he was when he arrived here some months ago.

When Kennedy would not give away his cash, the story was spread right and left that he was gambling away his money at the rate of from one to five thousand dollars a night, and that he would soon be as broke as "a church-mouse."

Kennedy's name was linked up with one or two Chinese gambling resorts, but the truth is that Kennedy hasn't gambled away one cent. When the reports reached him that he was gambling and living a reckless life, the \$150,000 prize money only sailed, if anything, froze on harder to his cash.

That Kennedy is keeping his head is shown by the fact that Kennedy within a few days of his reaching Jamaica turned his check over to one of the city's leading lawyers, with instructions to invest in real estate. This has been done, and last reports are that he has an income of between \$1,000 and \$1,200 a month from such investments.

He has built himself a fine home in one of the residential suburban areas of Kingston, has a big motor car and is engaged in the automobile business as a salesman.

Pets From Abyssinia Due at White House

WASHINGTON.—A few new pets are expected at the White House within the next several weeks.

A special diplomatic mission is coming from Abyssinia to call on President Hoover with the respects of Emperor Haile Selassie. The Emperor and his royal predecessors have sent such gifts as lions, giraffes, zebras along with the missions. One shipment of giraffes to the President of France had to be tied down on flat cars to get through the railway tunnels.

Lately the White House doesn't have to keep the pets in the backyard—the national zoo always has room for a few more.

Buy American Bill Passes

WASHINGTON.—A Senate bill, directing the Secretary of War to give preference to American goods in purchasing supplies, even though the cost may be greater, was passed today by the House and sent to the President. The measure is in line with a recent recommendation by President Hoover.

Defeated Alderman to Make Attempt Again

EVANSTON, Ill.—Edwin B. Jourdain, who was recently unseated as Alderman of the Fifth Ward here, was successful in being the first candidate to file for the special Aldermanic election contest to fill the vacancy to be held in April. Jourdain, who was the first Negro ever to take a seat on the Evanston Board of Aldermen, had the support of a number of students and members of the faculty of Northwestern University located here. He was denied the right to retain his seat because of charges that his election was illegally secured. Jourdain's name will top the list of candidates on the ballot, as result of a ruling by the elections clerk that his election petition was the first received.

Chinese Girl Cuts Off Finger to Join Army

SHANGHAI.—Extraordinary individual evidences of Chinese patriotism are being widely featured in the Chinese press.

One instance is that of Miss Han Chung-liang, an 18-year-old Shanghai girl, who was determined to enlist in the army. Her parents objected, so she cut off the little finger of her left hand, declaring she would bleed to death if not permitted to fight for her country. This brought the consent of the parents.

Negro Votes Worry Whites

FRANKFORT, Ky.—The State Legislature, which is convened here, was in an uproar last week over proposed amendments to bills providing for the election of county superintendents of education. The proposed amendment causing most controversy was one calling for the elimination of counties containing first, second, third and fourth class cities, from the provisions of the bill.

Proponents of the amendment insisted on its necessity on the ground that unless the superintendents in these counties were appointed and not elected, the Negro vote would predominate. Ferdinand A. Gnau, representative from Louisville, contended that in Jefferson county the Negro votes would represent a balance of power in such an election. There are 51,068 colored persons in that county. Both Republican and Democratic representatives from Jefferson county supported the amendment, but it was defeated.

Japanese Force Chinese Retreat

SHANGHAI.—After attempting to rally on its third fortified line, about ten miles west of Shanghai, the Chinese Nineteenth Route Army was in full retreat this morning toward Quinsan, thirty miles from this city on the Shanghai-Nanking railroad.

The Japanese were following up the army closely and also were endeavoring to envelop it with a swift advance from the north by the division which landed at Liuchow, on the Yangtze, Monday. This force, which had been fighting toward Shanghai before the Chinese retreat, has changed its direction and is now striking toward Quinsan.

Japan has now presented new terms for a cessation of hostilities, but it is declared they are of such a nature that China cannot accept them and will continue her resistance despite the retirement of her army.

Chinese Oppose Plan

The terms merely provide for the mutual cessation of hostilities for a limited period, with the two armies continuing their respective positions. It is stipulated that the round-table must devise measures for the withdrawal of the Japanese and Chinese forces, which China interprets as meaning she must yield permanently the military control of the Shanghai area, a provision which is unacceptable.

Resourceful in Retreat

It is learned that secret orders for the retreat were issued at 4 o'clock Tuesday afternoon and an expeditious withdrawal began at dark that night. Even the foreign military observers did not obtain a hint of the wide scope of the general movement until nearly noon today. General Tsai Ting-chai (Continued on Page Six)

To Restore Malta Power

LONDON.—The government has decided, on recommendation of a royal commission, to restore the Constitution of Malta.

Negro Politicians in Chicago Are Busier Than Most Bees

CHICAGO.—The bustle of political activity and the booming of campaign oratory is on in Chicago. With primary election day, April 12, less than two months away a host of candidates are in the midst of red hot campaigning for the favor of the great "peepul."

While there are numerous positions to be filled, the cynosure of all eyes is the race for the Republican nomination between Congressman Oscar DePriest, the present incumbent, and Alderman Louis B. Anderson, head of the powerful Second Ward organization.

That the race will be a close one is the opinion of supporters of both candidates. When the first congressional district was extended under the reapportionment act to include the en-

tire near south side, DePriest was picked as an almost certain winner. The recent ruling of the Illinois Supreme court declaring that act invalid, and returning congressional districts in the state to the same boundaries which they had in 1928, made the Second Ward an important factor and elevated Anderson's chances immensely according to his friends. DePriest's stronghold, the Third Ward is, with the exception of a few blocks, without the district now. He has been compelled to invade the Second Ward and start a new organization under the leadership of Wm. Dawson and Wm. E. King, in opposition to the "regular" Republican group. Supporters of the present congress-

Potentiality of Negro Market Shown by Study

Julian Is Still Rarin' to Go

LOS ANGELES, Calif.—Two colored aviators are soon to hop off from the local airport on a transcontinental flight, according to an announcement by their manager here Friday. The daring pair, who will be the first members of the race to ever undertake such a venture, are the well known flyers, Col. Hubert Julian of New York City and Lieut. William Powell of this city.

Special Plane Delivered

Every effort is being made to attain success in the pretentious flying undertaking through which its sponsors hope to boost aviation among the members of the race. In preparation of the 3500-mile flight from Los Angeles to New York and a similar return journey, a new plane designed especially for the trip by the Lockheed Aircraft Corporation of Burbank, has been delivered to the Dyer Airport at 9401 South Western avenue. Test flights started Sunday and have been held at the flying field each day, attracting many spectators.

The exact date for the hop-off of Col. Julian and Lieut. Powell has not yet been announced, although their manager hinted that it would be at an early date. They are expected to take the same route that Col. Lindbergh and Capt. Hawks took on their epoch-making flights. It is said that the flyers will attempt a trans-Atlantic flight if their present venture is successful.

Both Are Veteran Flyers

Col. Julian, who began flying nearly twenty years ago, is the demer of colored aviators. He is widely known for his courageous flying feats. He was made colonel while head of the royal flying squad of the Emperor of Ethiopia. Lieut. Powell is a veteran coast air enthusiast. He has been indulging in flying here for a good number of years. It was through his leadership that the first national flying organization among Negroes was formed.

Coin Collectors Boost Wooden Money's Value

TENINO, Wash.—Tenino's wooden money soared above par today, doubling in value. The Chamber of Commerce issued scrip printed on thin wood, such as is used for strawberry boxes, in denominations of 25 and 50 cents and \$1 when the only bank of Tenino failed several weeks ago. The wooden money was accepted in Tenino at its face value. But today Tenino residents were asking \$1 in silver or currency for their wooden 50-cent pieces and getting it because of the great demand for the money from coin collectors.

Fla. Citizens Resent Outrage

JACKSONVILLE, Fla.—(C.N.S.)—Negro citizens here, outraged by the spectacle on George Washington's birthday of four Negro women convicted in stripes being forced to load lumber on a truck in the streets of Jacksonville while a white guard and a Negro convict stood lazily by, made a stern protest to the board of county commissioners last week.

According to eye witnesses to the incident the women prisoners were brought into the city limits from the county prison in a truck clad in prison stripes. They were forced to unload heavy timber in the plain view of passersby for most of the morning.

The Negro Welfare Council here through its executive secretary, Joe H. James Jr., in a letter to the county commissioners termed the incident "the greatest act toward the demoralization as well as the humiliation of the womanhood of our group." Going further the letter stated: "To work men and drive them under the fear of the lash at eventide, while guarded under heavy firearms, is within itself bad enough, but to place women, regardless of race, as common beasts of burden in this civilized age, what shall we call it?"

Studies Negro Market



PAUL R. EDWARDS

Honor Work of Woman Pioneer

By GEORGE A. KUYPER HAMPTON INSTITUTE, Va.—Feeling the great significance of the work of a woman who graduated from Hampton Institute fifty years ago and has since served her people faithfully and devotedly, the Armstrong League of Hampton Institute, composed of all teachers and workers of the school, has just presented to Miss Georgia Washington, a graduate in the class of 1882, a purse of one hundred dollars in honor of the fiftieth anniversary of her graduation and because of her excellent work as a teacher. For ten years after her graduation she was a teacher of Indian students at Hampton Institute.

When in 1893 Miss Washington went to Mt. Meigs, Montgomery County Alabama, to found the People's Village School at the urgent request of the local colored people speaking through Booker T. Washington, she found no house to teach in, no money to buy a house or land, and no place where a teacher might live. But she opened school in a cabin with one window and two doors.

Only four little boys came the first month, but when, in the second month, the number increased to forty boys and girls, the teacher accepted the offer of the church as a schoolhouse.

In two years it had absorbed the free public school and outgrown even the local church which had served as its second home. So profound was the impression made by this far-seeing teacher that the Negroes for miles around gave tithes of their crops to pay for the material and with their own hands erected the present school building.

There is also a good analysis of the special difficulties of the Negro merchant in attempting to meet the challenge of the Negro consumer in these cities. He must start his business in the Negro section while the white merchant may locate anywhere; he has little opportunity to secure training in his chosen line of business so that the farmer may turn grocer, the teacher start a drug store; the Negro colleges have only begun to offer practical courses in business training; and the necessary capital can seldom be obtained. Statistics are told, however, of Negroes who have successfully handled these obstacles and are on their way to capturing Negro business.

The introduction to the book is written by Dr. Daniel Starch who is at the head of his own advertising business in New York and who is Director of Research for the American Association of Advertising Agencies. Professor Edwards was formerly associated with him in New York and was a student of his at Harvard.

Gandhi Aid Freed, Exiled

BOMBAY.—Vithalbai J. Patel, nationalist leader who formerly was president of the Indian Legislative Assembly, was released from prison today and ordered to depart from India. He entered a hospital to be treated for an illness. Patel was arrested on January 6 for aiding Mahatma Gandhi's campaign. He is a brother of Vallabhai Patel, former president of the All-India Congress, the nationalist organization, who is in prison.

Fisk Leads in This Research

NASHVILLE, Tenn., Feb. 25, 1932.—A practical book for advertisers and merchants in the South, written by Paul K. Edwards of Fisk University, has just come off the press. It is "The Southern Urban Negro as a Consumer," one of the important studies done by Fisk under the direction of Dr. Charles S. Johnson whose work is making Fisk a depository of information on the American scene as affected by and affecting Negroes. Professor Edwards is well fitted for this study with a good theoretical background at Earlham and Harvard and practical experience in advertising and marketing, particularly as research man for the Simmons Bed Company of New York.

This study was undertaken by Fisk because the Negro as consumer has been quite generally ignored, the assumption being, in the opinion of the social science department, that he buys but the bare necessities of life and consequently makes up too negligible a part of the national domestic market to warrant any special advertising and sales effort.

The findings of Professor Edwards and the social science staff in seventeen of the largest Southern cities have demonstrated how far from truth such an attitude is. They show that the 42,000 Negroes of Nashville alone have a total annual income of \$14,353,000. The 890,000 Negroes in these 17 cities had in 1929 a purchasing power of \$308,000,000, larger than the American export trade to Mexico, to the West Indies and Bermuda, almost as large as to South America, all foreign markets that are carefully studied by government and business experts.

The book has valuable information for the national advertiser, for the Negro or white merchant who wants Negro trade. The portion of the study devoted to bank, installment, credit bureau ratings shows that equitable comparisons in business risks can be made only between occupational classes, not between whites and Negroes. Negroes are as good risks and, at certain times and in certain classes, as bad risks as whites. Interesting incidents are given to show how unaware some large business are of the character of their own Negro trade. Actual advertisements are reproduced of Cream of Wheat, Rinsol soap flakes, Gold Dust, Squibb products, with hundreds of opinions of Negro consumers on the misuse of Negro types in national advertising.

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LOCAL NEWS

To Give Prompt Aid for Needy

Food and clothing will be promptly given without any red tape if it is in dire need...

Garvey Club, New York

On Sunday night, February 21, a very lively and interesting meeting was held at the Garvey Club...

BO JO SAYS

HE KNOWS THAT HE SHOULD BE INTERESTED IN THE TRACK, BOOTS AND BULLDOG...

STUDY SECRETARY

THE COOPER SCHOOL SPECIALIZING IN ADULT EDUCATION...

Funeral Director

157 West 132nd Street New York City

FURNITURE BARGAINS

AT LESS THAN AUCTION PRICES...

WEST INDIAN

200 West 116th St. New York City

Furnished Rooms

LARGE, NEATLY FURNISHED PRIVATE ROOMS...

FOR BUSINESS

OFFICE SPACE 16x40 AT 353 LENOX AVENUE...

Red Letter Day in Newark

Congressman Oscar DePriest will speak to the citizens of Newark...

UNIA Veteran Passes Away

The South Philadelphia Division No. 337 of the U. N. I. A. lost a loyal and faithful member...

U. N. I. A. Carries Message to Whites of Bailey, Inc. to Defy Stool-Pigeons

(Continued from Last Week) Seemingly such remarks surprised the audience...

Hermanville Div.

The Hermanville Div. of the U. N. I. A. held their regular Sunday afternoon Mass Meeting in Scotland, Md.

More Good News

With 6,407 deaths registered in New York City during February, the Department of Health reports...

Excelsior, Tenn., Div. 247

On Sunday afternoon, February 7, the Excelsior Division No. 247, met in regular session...

Moin Junction, C. R., Div.

On Sunday, February 14, the Moin Junction Division No. 223 met in regular session...

Walnut Hill, O., Div. 223

On Sunday, February 14, the Walnut Hill Division No. 223 met in regular session...

Aid to Continuation Fund

Editor, The Negro World: Dear Sir: Yesterday last at the celebration of our first anniversary...

Strong's Express

Moving and General Trucking DELIVERIES MADE TO RAILROADS AND PIER'S

H. ADOLPH HOWELL

FUNERAL CHURCH, INC. 2231 SEVENTH AVENUE

gro The World

Registered U.S. Patent Office. Established 1887. 353 Lenox Avenue, New York.

THE NEGRO WORLD PLATFORM

Champion a Negro Nationhood by Redemption of the Race. Advocate Racial Self-Determination.

FRANCISCO, Cuba, Div.

On Tuesday, February 23, the Lakeland Division No. 275, opened their meeting at Liberty Hall...

Girls A Credit To The Race

On Tuesday, February 23, the Lakeland Division No. 275, opened their meeting at Liberty Hall...

NOTICE

The New York World will stage their Sunday night meeting at the New York World Club...

ADMISSION FREE

MADAM L. W. MCCARTNEY. CAPT. GARVY, Sec'y.

Gifts Given Away

Here is What We Will Give You With a Year's SUBSCRIPTION

THE NEGRO WORLD

One Complete Horoscope, four pages of worky while information...

9 Nations' Business Men

SHANGHAI—Chambers of Commerce representing business men of nine nations...

PROTESTANTISM

By HENRY B. WILKINSON. Author of "Tide Hours," "Shady Rest," etc.

PEDESTAL WANTED!

Right now there's enough money being made in our communities...

FROM BRITISH HONDURAS

I beg space in your paper to make a few comments on the article...

ECHOES OF OTHER EDITORS

ZIFF'S STRANGLE HOLD. W. B. ZIFF, Publisher, represents...

"ALL MEN ARE LIARS"

By HENRY B. WILKINSON. Author of "Tide Hours," "Shady Rest," etc.

Why Negroes Don't Cooperate

By C. G. WOODSON. In the solution of the problem of enterprise to lift colored people...

OPINIONS

By DAVIS LEE. One of the most difficult things in the world to do is to please everyone...

A LOOK AT LIFE

By ARNOLD C. MILLER. GIVE A HELPING HAND. I have written this column for a long time...

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