

LET'S PUT IT OVER



The Indispensable Weekly
The Voice of the Awakened Negro

THE Negro World

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The Best Advertising Medium

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MORE FINANCIAL SUPPORT NEEDED SO THAT INDUSTRIAL AND COMMERCIAL PROGRAMME OF RACE BE EXECUTED

Fellow Men of the Negro Race, Greeting:

This week I desire to appeal to you to concentrate more earnestly upon your objective along industrial and commercial lines. Ever-increasing financial support is needed if our plans, industrially and commercially, are to go forward.

You must bear in mind that the Universal Negro Improvement Association is no longer an organization; it is an institution, and as such it takes more to keep together than an organization. The Universal Negro Improvement Association has reached the point where you cannot depend on any one man to put over the program, and it is a crime for everybody to sit down and expect one man to put over a program that concerns all Negroes. As I can find time to work for other Negroes so can others do the same. The tendency on the part of everybody is to dump the responsibility on somebody else.

Deeds, Not Words, Now Needed

When we started we had to give to certain people certain responsibilities; they made a big noise for a time and did nothing, but soon they began to shirk their responsibilities. The organization has gotten too big now for talk only. The time for saying that the Red, Black and the Green must be placed on the hilltops is gone; we have to come with the goods now; we don't want to hear any more only of the Red, Black and the Green; we can see the Red, Black and the Green. We don't want to hear only about the hilltops of Africa; we know the hilltops of Africa are there. We want good judgment, sober intelligence and executive ability to put over the program.

Duty of the Membership

You the members have as much duty devolving upon you for the good of this institution as we the leaders have. We have to reciprocate in this, and it is my duty as one of the leaders of the organization to advise. I cannot do much more than advise and by example and precept lead you.

Now, if you have any confidence at all in the organization, if you have any confidence at all in the leadership of the Universal Negro Improvement Association, your duty is to follow as you are directed. The world is getting squarely down to business and we have to adopt methods of soberness in executing our business.

Industrial Efforts

Touching our industrial efforts and enter-

HON. MARCUS GARVEY SAYS THIS IS THE TIME FOR DEEDS, NOT WORDS

If the Negro Race Was Prepared and Ready Ten Years Ago, It Could Have Seized the Splendid Opportunity Which Presented Itself

WITH THE RACE NOW AWAKENED AND ON THE RIGHT PATH, IT IS ONLY NECESSARY TO PILE UP RESOURCES

prises, I want everybody to follow me carefully, because this is pertaining to your future individuality as well as collectively to the future of all members of the race. The Universal Negro Improvement Association for the next couple of years must have at its command millions and millions of dollars if you are going to get anywhere. The world is in such a state now and things are operating so now that at any time between now and another few years the real opportunity for which we have been looking will present itself, and if the Universal Negro Improvement Association is not in position to take advantage of this opportunity you may as well start to organize over again as we did in 1914.

If There Was Leadership Before the War

We are here in America today, we are here in the West Indies today in this condition because of the lack of foresight on the part of those who led this race prior to 1914. If the Negro had been rightly led in the past, racial independence would have been established between 1914 and 1918, and we would have been one of the most powerful entities in the world. Today the Negro would have had a great government for himself even as the Jews, the Egyptians and the Poles and the other people who gained their freedom between 1914 and 1918. Because we were not ready for the opportunity that presented itself—that glorious opportunity—we are in the same helpless position. All Africa was going a-begging between 1914 and 1918 until the armistice was signed—begging for some organized group of Negroes to come and take it, and because we were not organized Africa remained until the war was over, and France and England and Italy took possession of that which they could not hold

between 1914 and 1918. The same opportunity is going to present itself again.

We Must Be Prepared

The Universal Negro Improvement Association must be ready and must be prepared. We must prepare now by having many millions of dollars at our command. We cannot beg for these millions of dollars, because it will take until judgment day to get it. We have got to get these millions of dollars in the way that others have, and that is why I want to talk to you about making yourselves commercially and industrially strong. When you come down to the final analysis of business, trade and industry they form the backbone of nations, of governments and of the whole world.

The Lesson from America's Greatness

It is the billions and billions of the few American capitalists that together make up the resources of the country called America and help to make America the great financial power that she is, so that France has to come to her and borrow money, Germany has to come to her and borrow money, England has to come to her and borrow money. And because she has this tremendous power she is rated as the first nation in the world, not because her people are pretty and good-looking, but because the people have common sense to make money out of trade. And with her resources she is able to give people the wherewithal to make war and stop war. America can get anything she wants today because of her financial power.

We are going to raise millions of dollars in resources so that when the day strikes for Africa's opportunity we will be prepared to take advantage of it. We cannot beg you for that money. For us to put over this program as we have mapped it out is going to take millions and millions of dollars. If the opportunity came now you would not be able to take it. How would you be able to take Africa when you cannot even pay your light bills?

Build Up Trade

If we are to become great we must be able to control our own trade, we must be able to transport the raw products of Africa to all parts of the world. We have got to go about this thing in the same way that others have gone about it. We have got to pile up resources to put over this program, and the Universal Negro Improvement Association is starting off by giving the race an opportunity to develop itself commercially and industrially.

The time has come for us to get to business. You are called upon to use the same intelligence as the Englishman, the Frenchman and the American have used in building up strong commercial and industrial nations for themselves. And let nothing divert you from your settled resolve to make the next five years noteworthy by remarkable industrial achievement.

I have the honor to be,

Your obedient servant,

MARCUS GARVEY.

Founder and President-General.

Universal Negro Improvement Association.

