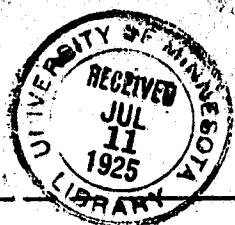


LET'S PUT IT OVER



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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IN THE ETERNAL HUMAN CONFLICT OF TODAY THE NEGRO MUST BE READY TO DIE IF HE MUST LIVE, SAYS GARVEY

Fellow Men of the Negro Race, Greeting:

This week I shall take as my subject "The Eternal Human Conflict."

Humanity is engaged in a tremendous battle, each of its groups fighting for a place of security, each section of it taking its new course and seeing things only from their particular viewpoint. Those of us who are real, who are serious and appreciative of our existence, realize, in the midst of sin, that there is no course to take but that which is particularly ours. Hence we find all of the intelligent groups fighting, each and every one in a different direction, but with the same objective—mastery and position in a world of sin for which we in the present generation are not responsible. We are not responsible of ourselves in this generation for the sin that exists in the world. We found it here, and we have to face it. We have to recognize truly and thoroughly its existence. Because of sin man becomes heartless, man becomes selfish, man loses all his virtues. And if ever there were an age in which man lost his virtue, such an age is that of the twentieth century.

A Huge Deception

The whole world in which we live now is but a huge deception—a huge camouflage, if I may so term it—wherein the one group seeks to fool the other, for its own particular advantage and interest. And that is why the conflict is so severe; that is why the fight is so bitter, and that is why none of us trusts the other. The white group does not trust the yellow group; the yellow group does not trust the white group; the red group does not trust either the white group or the yellow group. And, unfortunately, we find ourselves in the same world unable to trust any of the other groups.

Striking Out for Independent Leadership

And that is why the Universal Negro Improvement Association strikes out for independent leadership. That is why all self-conscious people, self-conscious races and self-conscious nations strike out independently for their own leadership. The white man can no longer lead the yellow man; the yellow man

THIS IS A WORLD OF DECEPTION AND THE NEGRO MUST LEAD HIMSELF

WE MUST HITCH OUR IDEALS TO THE STARS AND CLIMB TO THEM

PREPARE NOW TO ANSWER AFRICA'S CALL TO SERVICE

can no longer lead the red man, and neither of them can any longer lead the black man. That is the decision that we have come to. They came to it long ago; they came to it before us, but, late though it be, we have arrived at the decision.

Shaping Program to Suit the Times

Man, being naturally selfish, seeks all for himself. As of the individual, so of the race and so of the nation. The responsibility, I repeat, is not ours. Place the responsibility where you may; place it on our early fathers; place it on the shoulders of Adam or Eve; place it where you may, the responsibilities are not even indirectly ours. We find ourselves here in this peculiar environment, and we have to live up to it. Hence the Universal Negro Improvement Association has mapped out a program of its own, facing the world with a program admitting of no advice from the world; admitting of no compromise from the world; admitting of no apology to the world for the object and for the destiny that we have in view.

If I can inspire Negroes throughout the world I will have done my duty in serving you and serving the Universal Negro Improvement Association. My duty is to assist the black man to find himself. My duty is to assist the black man to rediscover himself. But how timid some of us are in our feelings, in our actions, in our deeds, because of this lack of consciousness of ourselves. Black men, do you not know that there is absolutely no difference between you and any other man in the world that God created, but the difference you yourselves have created in your own minds? Outside of the

difference that you have created in your minds there is absolutely no difference between man in God's creation.

Negroes Must Look Up

The man who will place his ideals high and climb to them because it is possible is only different to the other man because the other man has no ideals and is climbing to none; and there shall be an eternal difference between them so long as the minds of some men grovel at the bottom and the minds of other men soar above. Negroes, pick your minds from off the ground. You look down too much, and the time has come for you to look up. The time has come for you to face the world—face the world grim and serious; face the world even resolved to die; for the man who is not ready to die is not ready even to live.

Hard Fight Before Us

It is for you to fight to get the things we need, because that is the only way the world is going to yield to you. You don't get things for the asking, for the begging, because of sin. You get things only when you are strong enough, when you are alert enough to grapple with the competition around you and get your share and portion. Then, in the spiritual, when you want grace and blessing, we pray and go to God in prayer; we take Him in the sacred corners of our chamber and pray to Him, "Our Father." But in the material, physical things of life, pray to yourself. Let your ideals be your prayer, let your acts be your prayer, let your deeds be your prayer, and you will see how quickly the condition in which we are placed now and in which we have remained for the last 300 years will change.

Call to Service

Let me inspire you Negro men to a sense of your responsibility, to a sense of your duty. God and nature and humanity call you at this hour to service, and none must say nay. Africa calls us to service, and, as white men have rendered service to Europe, as white men have rendered service to America, so the Universal Negro Improvement Association shall not cease in its agitation, shall not cease in its propaganda until it has brought four hundred million black men, women and children to render service to Africa. And what service has the white man rendered that the black man cannot also render? It is only, I repeat, a difference of ideals. You black men of the world who will hang your ideals on the stars, you shall climb to them. Those of us who make up the Universal Negro Improvement Association have hitched our ideals to the stars and we are going to climb to them; we are going to climb to them in the accomplishment of nation building, in the attainment of empire; we are going to register our presence here, and when our names are called and the pages of the book of life are turned, the Negro surely shall answer "Here." Not "Here" as the disgusting and indolent servant with the one talent, but we shall answer "Here" with an equitable development of the talent that was placed in our hands by the common distributor who gave each and every man, each and every race and group in this human family, its talent to use and multiply.

I have the honor to be,

Your obedient servant,

MARCUS GARVEY,

Founder and President-General,
Universal Negro Improvement Association.

RHEUMATISM

[illegible]

country and government is
and duty binded to the
North and the white man
and the white man's
rights as provided for in two
to the Constitution, at the
and the white man's
there; vainly hoping for
day when a Negro shall
President, the White

people, Hon. Marcus Garvey
(Pro-
longed applause).

MISS DE MENA'S ADDRESS
Miss M. L. T. De Mena spoke as follows:
As I stand here tonight and look into
the faces of these smiling faces from this
country that is lying just South of
you, and I see the same bright eyes
and the same smiling faces of the mil-
lions I have just mentioned, I feel that
where I have just come you would say
"God hasten the day when Negroes
will all realize that we need big busi-
ness men to utilize our resources."
I feel that we need big business men
are suffering because of lack of fac-
ilities to carry on their business and
for lack of transportation.

I congratulate you upon your presen-

[illegible][illegible]

Dr. Charles Lyles **Nillion**
Dollar Midsummer Blood
and System Treatment
Lyle's Indian Head Kidney
and Liver Medicine
(The South's Greatest Tonic)

to the Future Holds
the labors of the future
and elsewhere of the future,
the slaves, celebrating
national holidays—but not
the slaves in America, the
Proclamation of
Emancipation, nor yet in honor of
a nation, or an Abraham
they are celebrating "Pa-
triotic holidays."

son of great Negroes, who laid the foundations for the government which we Africans enjoy shall then be respected, even as the yellow people of the world. But among the millions who the millions shall then be honoring the Negro shall shine as stars of first magnitude—the future leaders of the nation. Therefore, that dedicated reformer, that dedicated

She is a Success!

in her chosen profession—the stage. Nightly, she thrills vast audiences with her beauty and graceful dancing to the songs on the score in the Bantex Benbow Musical Company. And, like all successful people who see in their own waywardness, Miss Hartley has thousands of lovely, straight, glossy hair.

When asked about her beautiful hair, Miss Virginia Hartley laughed and said, "Really, that's a professional secret! But to be honest, my hair was short, wavy and ugly until I started using PLINKO HAIR DRESSING. It is really due to the regular use of this wonderful preparation that I have such beautiful hair."

*Are YOU proud or ashamed
of YOUR HAIR?*

There is no longer need for you to have a scanty growth of short, harsh, wiry hair, which may be a shame of you when thousands of our leading and successful men and women, like Miss Harley, are making their hair long, straight, glossy and beautiful using PLUKO Hair Dressing. You can get PLUKO HAIR DRESSING from your druggist or merchant in your town or city. Pluko Hair Dressing, all performed and ready to use, costs less than you would have to pay for materials to make the same amount of the most ordinary hair dressing.



Black and White Cans 50¢ Green Cans 25¢
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