

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

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HON. MARCUS GARVEY CALLS FOR GREATER EFFORT IN 1928

Fellow-Men of the Negro Race, Greeting:

The year 1928 is here. It must be a year of triumph, and so I call upon Negroes everywhere to pledge themselves anew that we shall be emancipated industrially, commercially, socially, educationally, religiously, and that we shall make one effort to free Africa politically and plant upon her loftiest hill-top the colors of the Red, the Black and the Green, the emblem of Negro liberty. Yes, for this flag we shall live, for this flag we shall die as the Frenchmen dies for the tri-color of France, die as Englishmen will for the Union Jack of Great Britain, die as the American does for the Stars and Stripes. Surely we shall not be less than men when the hour comes for us to march out and, if need be, die for the redemption of our motherland.

This is the time when men and nations make resolutions. Englishmen make new resolutions in the interest of their country; so do Frenchmen, Germans, Italians and white Americans, so likewise four hundred million Negroes the world over shall, in this new year, make new resolutions that we shall not play a second part in this world, but that we shall unitedly march onward and upward until we meet the Creator, whether it be in the judgment, in His eternity, or now, the equal of all men with whom He created us, and of whom He said we were all brothers, and He but the common Father.

Negroes, I trust that you have cast away with the old year your doubts, your unbeliefs. Those of you who have always thought it impossible that Negroes can get together, those of you who have always thought it impossible that Negroes can accomplish anything, I trust you have buried such old beliefs in the oblivion of the past, that they have gone away from you with the old year, and now that 1928 is here, I hope you have new confidence in self, in your race, and with this new confidence you will march on and on and on until we accomplish the great work we have planned.

I am making an earnest appeal to you of the Universal Negro Improvement Association everywhere to buckle on your armor for more work, harder work, more determined work in this new year of 1928. It is a year of work, work, work. There must be no shirking, no falling back. You must work and go forward. Tell me that it cannot be done and I say, die, useless incompetent man. We must realize that we have not a minute to spare. Every second, every minute, every hour, every day, every week, every month in 1928 must be given over to the great cause of Negro freedom everywhere and of African political independence. If at any time you feel doubtful of yourself just remember the oath you took in this new year that you will with one determination go forward to the end. Turn not back, look not back, look forward always, retrace not the step you have made. We must march on from one degree of accomplishment to the other. In the last few years we have accomplished much. If we were to look back on what has happened to us in the last eight years we will see that we have grown from thirteen visionary members to a great movement, into a mighty multitude of six millions.

The six millions of the Universal Negro Improvement Association look forward with great hope to the future, and we pledge ourselves that in the year 1928 we shall bring into the fold at least twenty-five million more men, women and children to help us in this universal campaign for a free and independent Africa and an emancipated race.

I have the honor to be,

Your obedient servant,



President-General Universal Negro Improvement Association.

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,

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