

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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As He Surveys Achievements of Others Marcus Garvey Is More Firmly Convinced Of Practicality of the Nationhood Plan

Fellowmen of the Negro Race, Greeting:

It is rather encouraging to survey, as I have done, the wonderful possibilities that lie before us as a people. More and more as I come in contact with what other men of other races have done, climbing, as it were, from positions of insignificance to national and imperial glory, I fully realize how possible it is for the Negro to lift himself out of his present state of economic, political and social degradation to heights of greatness and power, if he would only make up his mind to do so. I feel that he is going to do so; there is no reason why he should not, and now is the time for me to encourage him to go ahead.

How the White Man Has Built

White men in Europe, and as you have seen, in America, have built for themselves stable and substantial civilizations with monuments in commerce and industry to show the sturdiness of their manhood. Looking at these men who have so built, one can see nothing different about them to the black man but their color. They are made of the same blood and bone and sinew as the black man, the only difference other than color is that they made up their minds to carve a way out to the position where they could enjoy the blessings and the comforts that they desired. May I not implore you, black men of the world, so to make up your minds with a determination unchangeable that in another half century you may boast of a co-equal civilization with that of the white man?

Wonderful Cities Constructed by Whites

When I look at the beautiful cities of London, Paris, Brussels, Berlin, Hamburg, Rome and Madrid, and realize that they are the handiwork of white men, I cannot but feel that there is a big work still for the black man to do to show that he is capable of such material accomplishments on his own account.

How Men Do Things

It is the urge that makes men do. Today we have an urge that we cannot mistake; it is that of racial national self-respect, which ought to force us to prove the metal of which we are made. As the black man wanders around the world, he is snobbed and buffeted because he represents

Absolutely No Reason Why Negro Should Not Lift Himself Up to Great Heights as Other Men Have Done

THE URGE OF RACIAL, NATIONAL SELF RESPECT WILL
WORK WONDERS

The Path to Glory Will Not Be Strewn With Roses, but With
Courage, Backbone and Industry We Shall Win

LEADER SOUNDS CALL FOR SERVICE TO BOTH YOUNG
AND OLD

incompetence and non-accomplishment as in comparison with the competence and accomplishments of other men. Naturally the German feels himself better than the black man because he has built an empire for himself, and so the English, French and Italian and every other man of a nation that has wrought well. The white American whom you meet on the Continent snorts his nose against the black man because he, too, realizes that in America the black man has accomplished nothing on his own account. This is a sad state of affairs for the African, West Indian and American Negro to remain in, therefore, the three units must unite along with those of South and Central America and make one determination, and that is, to build for ourselves a great nation worthy of our race. This may sound peculiar to men of narrow minds like DuBois, who represent the school of watchful waiting and who can never see anything worth while done by the Negro on his own initiative. But, men, may I not ask that such men be brushed aside—men who have no courage, no backbone, who cannot say like Bismarck of Germany, "We can build a nation for ourselves"; like George Washington, "We can lift a sword and fight for a nation of our own"; like a Cromwell, who could say, "My country and people must be free from the imposition of an unjust tyrant"? It is because we have had such puny and incapable leaders in the past why we have not gained much courage in accomplishing the things that are real and worth while.

Black Men Should Go Forward

I hereby beg to inspire you to higher and

nobler ideals; the ideals of the glory of a Bismarck, a Washington or a Cromwell. What is to come to us will not be strewn on a pathway of roses, but like valiant men worthy of our name and worthy of glory, we must fight on until victory perches on the banner that leads. There is nothing that other men have done that we can not do. If white men have built a Continental Europe which dominates the world, then black men can build a Continental Africa to take her place in the company of empires. There is nothing possible to man that can not be accomplished by the black man. It is the ideal of self-help that you must live up to, and surely the Universal Negro Improvement Association is pointing the way.

Glorious Future for Blacks

A glorious future awaits the black man who will answer the call of Africa redeemed and the black race emancipated. The future bids us come with our courage, with our manhood and our true ambition to live as men and die as men. We ought to feel good living at this time when we can individually and collectively render useful service in the cause of Africa.

Feel Happy to Serve

As I write to you today I feel happy, extremely happy, to do my bit because I see before me the making of a mighty nation. The call for service is now, and we want young men and old men to answer the call. We must be united in brotherhood; we must live and die for one purpose, that of the redemption of our common country and the universal emancipation of the black race.

Trusting that you may see and realize the truth of all that has been written, 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, W. 14,
London, England.
August 20, 1928

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,

"AFRICA FOR THE AFRICANS" THE PHILOSOPHY of MARCUS GARVEY

All Leaders in the U. N. I. A. should have a copy to study the principles of the greatest Negro movement
Vol. I, \$1.75; Vol. II, with 25 Illustrations, \$3.00; combined offer, \$4.50 post paid
Large Size Pictures of Hon. Marcus Garvey (for framing), 40 cents. African fundamentalism (for framing), 40 cents.

SEND ORDERS TO MRS. AMELIA SAYERS, BOX 22, STATION L, NEW YORK CITY

NEW PEP

Start full of **PEP**—get **POTENT** **ENERGY**, **VIM**, **VIGOR!** Whether you are 35, 50, 60 or more—get **POTENT** **ENERGY** right away! When you begin to slump down, to slip back, and you act dull and played out before time—you need **POTENT** **ENERGY**. When the Springtime of Youth is passing, courage just naturally run-down—to revive the confidence, lost—**POTENT** **ENERGY** will help you. If it is the time of day, when you feel tired, weary and quickly exhausted, **POTENT** **ENERGY** will help you! For lack of ambition, manly vim, nerve have no pep—refresh with **POTENT** **ENERGY**! Two treatments in one—entirely different from anything else you may have used before!

the future—exactly what every man wants—strong and quick as soon as possible!—Improve yourself! Take care of yourself NOW! Don't neglect! Hurry! Day comes too quickly! You will be HAPPIER and JOY 1,000 people testify that it does! A real surprise! Try it! You will be SATISFIED! (Price \$7.50. One each or money order) for one, or \$5.00 for two, or \$3.00 for three, or \$2.00 for four, or \$1.00 for five, or 50¢ for ten. **POTENTINE** for 15 days, if not satisfied you will get your money back. Look up the name to write letters. Your two dollars for one, or \$5.00 for two with this coupon and the **GENUINE POTENTINE** will come to you, all charges paid.

ADDRESS YOUR ENVELOPES TO:
FRANCE N. FINSTON
Box 47, Hamilton, Orange P. O., New York City.

Name _____
Address _____
Town _____

Church are overwhelmingly for Governor Smith. It also is interesting to note that among the 100 Negro Baptist ministers listed in the *Book of Ordained Ministers* (New York: National Baptist Convention, U.S.A., Inc., 1940), only one colored minister in the Protestant Episcopal Church, has indicated his confidence in Governor Smith.

"Strong for Smith"

Bishop Harman and the Negroes of New York, New Jersey and West Virginia, "are strong for Governor Smith," says Bishop Harman.

In other parts of the country, the Negro vote for the Democratic Presidential

Negro Nominee Asks For Full Civil Rights In Acceptance Speech

PHILADELPHIA, Sept. 3. Dr. H. B. Brown, Vice-President of the National Association for the Advancement of Colored People, in his acceptance of the nomination of the Negro nominee for President, declared that the nation was

"Some are trying to capitalize even the Church for this or that," he said.

Negro Runs for Congress

"Times and conditions changed," he continued, "and Guy must be met by laws which will give the colored people the same rights as the white people." He pointed out that a Negro had been elected to Congress by Democrats in St. Louis.

"The Democrats will have to vote for a Negro and the Negroes must vote for a Democrat," he said.

He threatened, "I'll be back."

He threatened those who wanted to see four times as many blacks in the South as he did. He explained that the Negroes were not in love with the Negro trade-lane, and in love with the Negro trade-lane.

Negro Not Bothered

Nobody, he stated, bothered the Negro in the South as long as he behaves himself and "does not get out of line."

At no time during this semi-official visit were his sentiments on Governor Street.

He stated that he was here at the invitation of the FBI and the FBI.

1958, he has held positions of
 importance in the church, and
 before his elevation to the
 episcopate, he had served for
 years as the editor of the African
 Methodist Episcopal Church Review.
 He is married and has two
 children.

INFORMATION WANTED
 Any person knowing the whereabouts of
 the following persons, please inform
 them to write to the American Red
 Cross, 1201 Broadway, New York
 City, N. Y. 10036. Thanking you
 for your cooperation in this
 project, we are sure you will
 be glad to help.

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A black and white illustration of a woman with short, dark, wavy hair, looking down at a can of Pluko hair dressing. The can is rectangular with a label that reads "Pluko" in a stylized font, followed by "HAIR DRESSING" and "Price 10c". The woman is wearing a light-colored, possibly lace-trimmed, garment. The background is simple, with a decorative, scalloped border at the top.

Hair costs so little!

Hair Dressing and a little time will prove that! Location will show a most satisfying improvement your hair and by the time you have used a real hair preparation your hair will be softer, naturally beautiful than you ever thought possible. You choose, even the most difficult of the lovely, easy to arrange when you use this effective hair preparation. *too, that your hair will stay*

...king well-groomed and beautiful.

HAIR DRESSING

THE FINEST HAIR DRESSING

AND PLEASANT TO USE

