

LET'S PUT IT OVER

The Indispensable Weekly
The Voice of the Awakened Negro

THE
Negro World
ONE AIMS, ONE DESTINY

Reaching the Mass of Negroes
The Best Advertising Medium

A Newspaper Devoted Solely to the Interests of the Negro Race

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TEN CENTS ELSEWHERE IN THE U.S.A.
TEN CENTS IN FOREIGN COUNTRIES

GETTING READY FOR CRUISE OF THE WEST INDIES AND CENTRAL AMERICA

Fellow Men of the Negro Race, Greeting:

This week I write especially to the Negroes of the United States, asking each and every one who can afford it to embrace the opportunity of booking passage on the S. S. Booker T. Washington for the cruise that is to be made to the West Indies and Central America. At this time of the year everybody who can afford it in America is endeavoring to get away to the warm climate either of the Bermudas, Florida, California or the beautiful tropical isles of Cuba, Haiti, Jamaica or the countries of Central America.

Seeing the Tropics

The Universal Negro Improvement Association places at the disposal of all Negroes in America this splendid opportunity to see the tropics aboard a ship of the Negro race, the first of the line of the Black Cross Navigation and Trading Company. The cruise will be for thirty-one days. The good ship will touch the islands of Cuba, Haiti, Jamaica and the countries of Panama, Bocas del Toro and Costa Rica. Why not go to see these beautiful countries where the oranges, bananas, grape fruit, sugar cane, coconuts and palms grow? Go there to see nature in her evergreen mood, where the grass is ever green, where the trees are ever green, where the birds sing continuously. Go to the country where the rivers flow placidly from the falls and cataracts without being frozen. Go and see the natives in their happy, cheerful mood, singing their songs of tropical bliss and extending to the

ABOARD SHIP OF THE BLACK CROSS NAVIGATION AND TRADING COMPANY

SEEING THE BEAUTIES OF THE CARIBBEAN SEA—ENJOYING LIFE AMONG THE NATIVES—SEE THE WEST INDIAN AT HOME

SAIL UP THE PANAMA CANAL AND SEE THE GLORIES OF OLD PANAMA

SEE THE BANANAS AND ORANGES RIPE ON THE TREES

stranger the hand of welcome and of cheer. Millions of white American tourists go to the tropics yearly. This is a chance for Negroes to do likewise. Go and see the Panama Canal, the great engineering feat completed through the energy of Negroes under the direction of General G. W. Goethals, after whom the Booker T. Washington was originally named the S. S. G. W. Goethals.

Opportunity for Negro Tourists

This ship has splendid accommodations for passengers. Her cabins are as spacious and accommodating as any of the big ocean liners, and the price for the thirty-one days' cruise is as low as possible. You can book a passage for the thirty-one days to and fro with all requisites supplied for \$350.00. The ship will be manned by a competent group of white and colored officers. The local groups of Negroes in Cuba, Panama, Jamaica, Bocas del Toro and Costa Rica are planning receptions for those who make the cruise. This will be an exceptionally joyful

time for all those who will take advantage of the opportunity.

Pleasure and Business Trip

This can be turned not only into a pleasure trip but a business trip for those who are commercially or industrially inclined. New associations can be formed with your own people, new contacts created such as the white travelers have done to their own commercial and industrial interests. If this first cruise proves successful, the Black Cross Navigation and Trading Company will place at the disposal of the race in America semi-annually ships of the line to facilitate those who desire to visit the tropics. Let everybody work, therefore, to make this a success.

Book Your Passage

You can book your passage now by writing to the Black Cross Navigation and Trading Company, 56 West 135th Street, New York, sending in your full payment for the passage or one-half payment, with the balance paid up before the 20th of December. The ship will sail from New York, 135th Street and North River Pier, on Sunday afternoon, the 11th of January, 1925, and will return on the 7th of February, 1925. No passports are needed. No income tax will be paid for those who are making the return trip. Write in immediately and book your passage.

With very best wishes, I have the honor to be
Your obedient servant,

MARCUS GARVEY,

President-General,
Universal Negro Improvement Association,
New York City, November 25, 1924.

BIG NEGRO EXCURSION

TO CENTRAL AMERICA, THE WEST INDIES, PANAMA AND THE SOUTH OF THE UNITED STATES

ABOARD THE PALATIAL STEAMER OF 5,300 TONS

S. S. GENERAL G. W. GOETHALS Rechristened

S. S. BOOKER WASHINGTON

OF

THE BLACK CROSS NAVIGATION AND TRADING COMPANY, Inc.

MARCUS GARVEY, President

Ship Sails from North River and 135th Street at 4 o'clock SUNDAY, 11th JANUARY, 1925, and returns 7th February, 1925

Points of call on the Excursion of 31 days: Havana, Cuba; Port-au-Prince, Haiti; Kingston, Jamaica; Colon, Panama; Port Limon, Costa Rica, and Bocas-del-Toro, Panama. First Class Accommodation. Price for Round Trip \$350.00 and \$400.00 Berths.

SEE THE BEAUTIES OF CENTRAL AMERICA, THE WEST INDIES AND PARTS OF THE SOUTH OF THE UNITED STATES

Only limited accommodation. Secure your passage now from the ticket office, Black Cross Navigation and Trading Company, 56 West 135th Street, New York City. Telephones Harlem 7704-2877. Every Negro who can afford it should go on this trip.

Music and Recreation aboard. Concert, Games, etc., for 31 days. This is not a chartered ship, but a ship owned by Negroes for you to sail on to visit other Negroes. Your pride of race should be enough to have you make the trip on this excellent ship owned by your own.

BOOK YOUR PASSAGE NOW

BLACK CROSS NAVIGATION AND TRADING COMPANY

56 WEST 135TH STREET, NEW YORK CITY, N. Y.

LET'S PUT IT OVER

FIVE OR TEN YEAR \$500,000 LOAN TO BLACK CROSS NAVIGATION AND TRADING CO., Inc.

Incorporated Under the Laws of the State of New Jersey, U. S. A.

TO ENABLE THE CORPORATION TO PURCHASE, CHARTER AND RUN SHIPS, AND TO CARRY ON ITS GENERAL BUSINESS

Loans are accepted only from members of the Universal Negro Improvement Association, and Negroes who are interested in and endorse its program. Loans are not requested or desired from any other Negro. Loans are not desired or accepted from any other person.

A note is issued by the Black Cross Navigation and Trading Company, Inc., to cover each loan for five or ten years

DENOMINATION OF NOTES

You may loan in amounts of \$20, \$25, \$50, \$100, \$200, \$300, \$400, \$500, \$600, \$800, \$900 and \$1,000, bearing interest at the rate of 5% per annum, payable annually.

As soon as a sufficient amount of money is loaned to the Corporation by those interested, its first ship will be purchased and the operation of the business of the corporation will be commenced.

Loans may be forwarded to Black Cross Navigation and Trading Co., Inc., 56 West 135th Street, New York City, U. S. A.

LET'S PUT IT OVER, IF WE ARE MEN

SHIPS! SHIPS!! SHIPS!!!

FOR THE DEVELOPMENT OF AFRICA AND THE NEGRO RACE

THE BLACK CROSS NAVIGATION AND TRADING COMPANY, Inc.

(Incorporated Under the Laws of the State of New Jersey)

For the purpose of building for its own use, equipping, furnishing, fitting, purchasing, chartering, navigating, or owning steam, sail or other boats, ships, vessels or other property, to be used in any lawful business, trade, commerce or navigation upon the ocean, or any seas, sounds, lakes, rivers, canals or other waterways, and for the carriage, transportation or storing of lading, freights, mails, property or passengers thereon.

To navigate the waters of the Atlantic Ocean along the entire eastern seaboard of the United States, and the Dominion of Canada, Newfoundland, and about Cuba, Porto Rico and West Indian Islands, Central and South America, including the gulfs, bays, sounds, harbors and roadsteads along said coasts, and adjacent thereto, and such navigable rivers as flow therein; the Pacific Ocean along the entire western seaboard of the United States, British Columbia and Alaska, Lower California, Mexico, Central America and South America, including the gulfs, bays, sounds, harbors, and roadsteads along said coasts and adjacent thereto, and such navigable rivers as flow therein; the Gulf of Mexico and Panama Canal, the Gulf of California, Puget Sound, the Great Lakes, and all navigable waters and canals that flow therein, or may hereafter be constructed connecting any of the aforesaid waters, and all navigable inland waters of the United States, and of the Dominion of Africa, including the gulfs, bays, sounds, harbors and roadsteads along said coast and adjacent thereto, and such navigable rivers as flow therein; and those of such other continents as may hereafter be determined, it being the purpose of this provision to permit the corporation to conduct its business in any part of the world, as far as may be permitted by law.

OFFICE:

56 West 135th Street, New York, U. S. A.

SOME DREAMS OF PERFECTION AND PEACE ON EARTH

Human Nature Must Have a New Birth Before the Lamb and the Lion Lie Down Together, Unless the Lamb is in the Lion

To the Editor of The Negro World:

YOUNG BLOOD

FEEL 10 TO 20 YEARS YOUNGER

If your meals don't taste good, or you don't sleep well, you are losing your pep. You are, and I believe I have just the right medicine to help you back to health.



Address me, H. H. Von Schick, President, Marvel Products Company, Dept. No. 5, Marvel Building, Pittsburgh, Pa. Note: I will send it C. O. D. Just pay your mail man.

\$500 Reward If I Fail to Grow Hair

Advertisement for Hair Root Hair Grower, featuring a woman's portrait and text describing the product's benefits for hair growth.

Advertisement for Prosperity God Luck's Leader, featuring an image of a pig and text about financial success.

Advertisement for Happy After Years of Misery, offering relief for suffering women.

Advertisement for Don't Worry and Suffer, offering a remedy for various ailments.

Advertisement for The Hobbs Manufacturing Co., offering hair growth products.

Advertisement for C. Leon Estwick & Bro., offering financial services.

Harlem Hebrew Nursery

Wants Help for New Home To the Editor of The Negro World: The Harlem Hebrew Day and Night Nursery, 31 West 113th Street, New York City, has undertaken to build a new sheltering home at 81 and 53 West 113th Street, which will shelter about five hundred little unfortunate fatherless and motherless children, and we appeal to you and ask you—

Our institution shelters these discarded children, providing them with clothing, food and medicine, free of charge. Orphans, little ones who but a short time ago were so happy, tenderly watched over and protected by a loving father and mother; babes all alone and helpless, their dear parents have been taken from them—poor little ones, what will become of them? They do not understand what has happened; they do not know their loss. They just raise their tiny little hands and call for Daddy and Mother. Good people will find them and bring them to our new home. But the institution is a home for them. Give them as much as you means allow and help give away their tears and build for them a home of comfort and happiness. We cannot give them back their mothers and fathers but we can and must give them a home. To this sacred task we are dedicated, and in the name of the dear little ones, give what you can, and the blessings of the poor orphan that we are serving so well will be your eternal reward.

Mr. Wm. Schor, Superintendent

Advertisement for Duvetyn and Silk Braid Trimmed SERGE COAT, priced at \$398.

Advertisement for Gray Hair, featuring a woman's portrait and text about hair care.

Advertisement for Radio \$69, featuring a radio set.

Advertisement for The Book That Everybody is Reading, 'Philosophy and Opinions of Marcus Garvey'.

Advertisement for Universal Negro Improvement Association, featuring a list of 29 instructions for members.

LET'S PUT IT OVER INSTRUCTIONS FOR MEMBERS OF UNIVERSAL NEGRO IMPROVEMENT ASSOCIATION

- 1. Be a loyal member by sticking always to the principles of the Association and defending its rights against the enemies of freedom.
2. Pay your dues and annual assessment regularly, so that the Association can have ready capital to carry on its work.
3. Read and study from cover to cover your Constitution, so that no one can take advantage of you by infringing upon your constitutional rights.
4. See to it that your local Secretary makes a monthly report of all moneys received and disbursed, and let him read the copy of his report to the Parent Body, and produce receipt of acknowledgment for remittances, so that you can be sure that your Division is financial.
5. See to it that no Officer or anyone starts anything by way of raising money or doing business or creates any financial obligation on the Division without the proper consent first of the Parent Body and members of the Division at a special general meeting duly and properly called.
6. Look out always for sharpers and self-seekers, who are always anxious to promote new schemes for their own purposes.
7. Put down at all times disloyalty to the Parent Body from Officers or members.
8. Pay no money without getting a receipt.
9. Don't loan your money to individuals.
10. Don't take anything for granted. You must be shown.
11. Don't go into anything you don't understand.
12. Don't pay your money to anyone except a duly elected or credited Officer of the Association.
13. Don't entertain anyone as a representative of the Parent Body except the person can show you credentials properly signed and up to date by President-General.
14. Don't allow anyone to come in your Division and disorganize you or interfere in your local affairs, except the person has authority and proper credentials from the Parent Body.
15. Don't buy any stock from anybody claiming to be identified with the Parent Body or any Local. We are not selling any stock.
16. Don't sell your property or anything you have without first seeing and knowing that you are going to profit by it. Look out and don't allow self-seeking Officers or members to sell the Organization's property to buy, others, so that they can make a commission for themselves.
17. There is no individual or Division so strong as the Parent Body, so watch out for self-seekers who speak against the Parent Body so as to be able to put over their little local schemes to the detriment of the members.
18. See that every Negro signs the Petition to the President and Congress asking for a nation in Africa for the race.
19. You must be completely financial to get consideration.
20. Try to make one new member every week.
21. Always respect authority and obey the law.
22. Be a good citizen.
23. Vote as the Association will direct for the good of our cause and the nation.
24. Don't sell your vote.
25. Support the Black Cross Navigation and Trading Company, our new shipping concern.
26. Attend your meetings regularly.
27. Don't go to Africa without first getting the advice of the Parent Body. Don't come to New York until advised.
28. Keep your present jobs and work hard and safe all you can.
29. Be polite to your employers and bear as much as you can for a better day.
30. Behave decently, always and everywhere.

