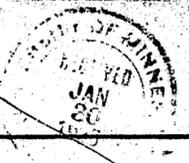


LET'S PUT IT OVER



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

VOL. XVII. No. 25

NEW YORK, SATURDAY, JANUARY 31, 1925

PRICE: FIVE CENTS IN GREATER NEW YORK  
TEN CENTS ELSEWHERE IN THE U. S. A.  
TEN CENTS IN FOREIGN COUNTRIES

# WHEN NEGROES CO-OPERATE AND PULL TOGETHER THEY CAN DO BIG THINGS

Fellow Men of the Negro Race, Greeting:

The Booker T. Washington, the first ship of the Black Cross Navigation and Trading Company, has indicated to us the tremendous possibilities ahead of our race. Not very long ago large numbers of people thought that it was impossible for us to make good the promise that we had offered to the people, that of establishing the Negro as a maritime commercial power. The acquisition of the Booker T. Washington does not complete the work that must be done in this direction. In fact, it is only a small or modest beginning, although it shows the possibilities, yet the race is not put to its greatest test as to its ability to make a success of the effort.

### The Ship Launched

We should not be satisfied to have launched the ship, but it is our duty to redouble our energies and efforts in every direction to finance the corporation of the Black Cross Navigation and Trading Company, so as to render it able to properly conduct its business. Money is now needed for the purchase of cargoes, so that the ship will not be solely dependent upon the securing of cargo in a competitive market, but that the corporation will be able to trade with the various units of the race, so as to promote a closer contact and reap a larger profit.

### Subscribe for a Loan

Every Negro who has not yet subscribed for a loan in the Black Cross Navigation and Trading Company should do so. As has been explained before, you may loan \$20, \$25, \$50, \$100, \$200, \$300, \$500 or \$1,000 to the corporation

### RACE SHOULD SUBSCRIBE CAPITAL TO RUN BIG STEAMSHIP LINE

### SAILING OF BOOKER T. WASHINGTON

### EVERYBODY SHOULD DO HIS SHARE

### CLOSER RELATIONSHIP BETWEEN NEGROES OF THE WESTERN WORLD

bearing an annual interest of 5%. The money so loaned will be used for the promotion of the business of the corporation and the industrial expansion of the race. We do not only want the Booker T. Washington, but in another year we should have other ships. The 3,500 persons who have subscribed to the purchase of this first boat must take pride in the fact that they have willingly and loyally done their bit to promote the commercial and industrial interest of the race. Every three months other groups should do likewise, and that would mean that in another short while the Black Cross Navigation and Trading Company's flag will be flying in every port of the world.

### Getting Together

Let us get together as we never did before and push forward this great venture of ours. Those who can help should not wait for tomorrow, but should seize the immediate opportunity of assisting. There is no doubt about it that the company needs money to capitalize its effort in the steamship industry. Negroes everywhere, especially in Central America and the West

Indies, who have cargoes should hold them for the ships of the Black Cross Navigation and Trading Company. The Negroes of the United States who are engaged in business activities and desire a closer trade relationship should be encouraged by the efforts of the Black Cross Navigation and Trading Company to develop an export trade with the Negroes of South and Central America and the West Indies. Everybody can do something in this direction, and it is for that that we make the appeal at this hour. Our cry must be "Ships and more ships," "Capital and more capital," and when the response is given there is every reason to believe that the rest will be made easy in the industrial and commercial expansion of the race.

### Giving Some Help

Give us help, and let us have it now, is our appeal. In forwarding your loans, address the Black Cross Navigation and Trading Company, 56 West 135th Street, New York.

With very best wishes for your success, I have the honor to be

Your obedient servant,  
MARCUS GARVEY,

President-General,  
Universal Negro Improvement Association,  
Norfolk, Va., January 27, 1925.

P. S.—Members, Chapters and Divisions of the Universal Negro Improvement Association are urgently requested to send in their annual One Dollar tax which came due the 1st of January. No Division, Chapter or Member will be considered financial unless this tax is paid.

M. G.



Negro World

66 West 135th Street, New York Telephone Harlem 3317

Published every Saturday in the interest of the Negro Race and the Universal Negro Improvement Association by the African Communities League

Subscription rates to the Negro World: Domestic One Year \$2.50, Six Months \$1.50, Three Months \$1.00

Entered as second class matter April 16, 1919, at No. 1375, New York, N. Y., under the name of The Negro World

Vol. XVII, NEW YORK, JANUARY 31, 1925, No. 26

The Negro World does not knowingly accept questionable or fraudulent advertising. Readers of the Negro World are earnestly requested to invite our attention to any failure on the part of an advertiser to adhere to any representation contained in a Negro World advertisement.

LET'S PUT IT OVER

THE S. S. BOOKER T. WASHINGTON IS ON THE HIGH SEAS

SUNDAY, January 18, 1925, will long be remembered by the membership of the Universal Negro Improvement Association. The loyal members of the New York local showed that they thought it to be such, as they swarmed upon the pier and waited there upon and respect the S. S. Booker T. Washington, the flagship of the Black Cross Navigation & Trading Company, which sailed away on her maiden voyage in sunny lands late in the afternoon.

FINGERPRINTING SEEN TO BE AN ADVANTAGE

POLICE COMMISSIONER ENRIGHT of New York, who has just returned from a two months' tour of the principal cities of South America, announced recently at a dinner given to him at the Waldorf-Astoria that he was going to start a campaign to make it obligatory upon every citizen of New York City to possess a police card on which would appear his photograph, fingerprint and signature.

A RACE WITHOUT LEADERSHIP IS LIKE SHEEP WITHOUT A SHEPHERD

M. R. DAVID GORDON, a reader of the Negro World, who resides at Hawthorne, Florida, has sent us an editorial clipping from the Florida Sentinel, a race paper of light and leading, with this comment, "It does not sound just right to me."

REAL CHARITY AND THE CROSS-WORD PUZZLE

IN this hour of the cross-word puzzle craze, many of the old-fashioned words are coming back into use. Whether the hobby is a grip on the past or a bid to someone financially, the dictionaries are in use more now than ever. The publishers cannot turn out fast enough.

THE STRAIN ON THE EDITOR WHO FIXES YOUR ARTICLES

The job of setting up copy week after week is often hard on the nervous system. It is trying and tiring and not always conducive to the best workmanship. The editor or reporter fighting the deadline cannot always pause to take care in the proper selection of words, and an outline of the world's history is looked upon as one of the most voluminous producers of literature alive.

OUR STAMPESS ON THE OCEAN

OUR new ship now is sailing, Booker Washington's her name. The ocean breakers heaving, Riding true to glorious fate, promptly outwaded—Indianapolis Freeman.

THE NEGRO PEOPLE OF HARLEM ARE A GROWING PEOPLE

By T. Thomas Fortune

No one who lives in Harlem, where it is estimated that some 200,000 Negroes reside, and where they have virtually the run of everything, with police protection which is tolerant to the last degree, it is easy for a person who keeps his eyes open to see that the Negro population in Harlem is being born again. They have come here from all parts of the world and they have all the languages and colors and habits of the race units out of which they developed the Negro people.

Of course, the anti-slavery struggle was begun by two white men, Benjamin Lundy and William Lloyd Garrison, whose activities developed the Anti-Slavery Society, and this society may be said to have given Frederick Douglass his opportunity to become the first recognized leader and spokesman of the Negro race as distinct from a group of that race.

This is shown in the fact that Negroes buy from the whites in Harlem nearly everything that they require to live and produce, and they sell to the whites very little except their labor, which is always the cheapest commodity in any given economic situation.

HEALTH TOPICS

By Dr. E. HERBEN Of the New York Tuberculosis Association

Why Frown? It is said that you use sixty-five muscles when you frown and only fifteen when you smile. (The muscles of the face are numerous, and I must confess that I have taken the trouble to verify that statement. I don't like arithmetic anyway.)

EDITORIAL OPINION OF THE NEGRO PRESS

The thing for the press to decide is whether income tax payments have any news value after all. If they have no news value, newspapers will cease to publish them when the novelty wears off. But if they do have news value...

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EL ISLAM'S CALL

By Ethel Threw Dunlap

Sometimes my faltering faith has said: "To might and power the Cross is wed. The war-lords of the earth, alas! Are, pious priests that chant high mass, And bishops getting fat behind."

"Why at the Crescent should I rail, When Christian conquest makes me pale? The Moslem is sincere, at least, Although he has been called the beast. Mohammed's sword, it does not lie, Tho' once it domed the fane to die."

Then to the Mosque my way I went, To Islam's rites submissive bent, On love's delirious errand sent, A fanatic of Allah's creed through the mire, The heart's misunderstanding filled, Throb once again with mine love-filled, And hands tradition taught were cold Embrace me in the Prophet's fold.

What are our symbols when they part Our minds with strife and pain the heart? Since we have dragged them through the mire, Reach out to them, hand with their fire, That Moslem in the Cross may see The beauty which entrances me, And in the Crescent I may view Some dream the Master made come true.

733 Ramsaur St., Watts, Cal.

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THE LAUNCHING OF THE BOOKER T. WASHINGTON GIVES AN IMPETUS TO THE UNIVERSAL NEGRO IMPROVEMENT ASSOCIATION

DOUBTERS NOW REALIZE THAT U. N. I. A. IS BRINGING GLORY AND CREDIT TO THE ENTIRE RACE—NOTHING FOR THEM TO DO NOW BUT FALL IN ITS RANKS—PROOF OF THIS SHOWN BY RECORD ATTENDANCE IN LIBERTY HALL—"OUR SHIP" IS THE TOPIC OF DISCUSSION

A New Chapter to the History of the Negro Race Has Been Added—The World Realizes the Seriousness of the Negro in His Determination to Go Forward—Still More Co-operation Is Urged

BURROWS PLEADS FOR MORE CONFIDENCE—SAYS U. N. I. A. IS LIKE THE TRUNK OF A TREE THAT STANDS FIRMLY AND IS SPREADING ITS ROOTS THROUGHOUT THE WORLD

LIBERTY HALL, New York, Sunday Night, Jan. 25.—A record attendance was witnessed in Liberty Hall tonight, following the magnificent demonstration of the previous Sunday when the S. S. Booker T. Washington sailed out of New York flying the colors of the Red, the Black and Green, and heralded to the world that the Negro race has placed a ship of its own on the high seas, as an indication that the Universal Negro Improvement Association, which is responsible for the achievement, has received an impetus and that the doubting Thomases of the race have been awakened to the fact that the organization is doing more than working in the interests of its members, but is bringing glory to the race at large.

What Confidence Does for Us? "What does confidence do for us?" he inquired. Confidence inspires to make efforts. Confidence assures victory for us; confidence gives us the determination to do or die, and only those men and women realize the seriousness of doing or dying will do any effort on their part to be accomplished. We can escape the greatness, the glory and the power of other peoples if we only make up our minds to have sufficient confidence in ourselves, and not only in ourselves, but have confidence in the great cause which we serve.

The trunk of the Universal Negro Improvement Association is still standing firmly because it is deeply rooted and its roots are spreading throughout the entire world. The dead leaves of the whole race got credit for what we are doing, and we are spreading our roots in the world. Let us, therefore, realize that with confidence and unswerving confidence in our ability to do, we can accomplish our aim to do, and we can put forth every effort, industrially, economically and otherwise, with confidence in the program.

Health Topics: Why Frown? It is said that you use sixty-five muscles when you frown and only fifteen when you smile. (The muscles of the face are numerous, and I must confess that I have taken the trouble to verify that statement. I don't like arithmetic anyway.)

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FAST PASSENGER AND FREIGHT SERVICE FROM NEW YORK TO THE WEST INDIES AND CENTRAL AMERICA

CALLING AT PHILADELPHIA, PORT-AU-PRINCE, HAITI, KINGSTON, JAMAICA, CUBA, CRISTOBAL, CANAL ZONE, PORT LIMON, COSTA RICA, and BOCAS-DEL-TORO

Next Sailing From New York S. S. BOOKER T. WASHINGTON 5300 TONS FEBRUARY 24th 1925

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APPLY PASSENGER DEPARTMENT Black Cross Navigation and Trading Co., Inc. 54-56 West 135th Street NEW YORK CITY

HER SECRET IS OUT

HER beautiful sandy black hair, which always seems so smooth and glossy and has so much to do with the appeal and charm of Miss Valada Snow, now appearing with the "In-Banville" feature, is due to the regular use of Pluko, the delightfully prepared preparation which so many thousands of our men and women are now using to make their hair more attractive.

Pluko HAIR DRESSING BLACK & WHITE CANS BIG GREEN CANS 40¢ 25¢ MORE THAN A MILLION PACKAGES ARE SOLD YEARLY

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Happy After Years of Misery

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