

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. XXIV. No. 3

NEW YORK, SATURDAY, FEBRUARY 25, 1928

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

NEGROES MUST LINE UP NOW FOR MIGHTY CRUSADE

Fellowmen of the Negro Race, Greeting:

It is good for me to report that our race has taken on a new courage, and is making a new effort everywhere to advance the cause of the Universal Negro Improvement Association. The scattered groups of our race everywhere are now uniting as never before. They all realize that it must be now, or death.

Line Up for Mighty Crusade

I am, therefore, appealing to all—every black man and woman—to line up for the great and mighty crusade. We must now work for the success of all our efforts. If we stick together, there is no doubt that all our hopes will be realized.

Great Awakening

Let every Negro in the world rally now for the triumph of the principles of the Universal Negro Improvement Association. Let no vicious, artful or scheming white man, or Negro for that matter, turn you from the path of usefulness to your race. In the year 1928-1929 there must be such an awakening as never was seen by the world before, and each and every one of you must play your part in it.

Make Greater Effort

All loyal and honest local officers and divisions of the organizations must now make a greater effort to push forward the great program before us. I want you to do your bit and if you have any complaints write them to me, for I am determined that you shall have the best service we can give for your encouragement to serve the cause Africa.

My first duty is to serve the people, and you may depend on me to do this always, even to the loss of my life.

Great Confidence in Local Officers

Officers, let us say to you that you are the local leaders of our great cause. I believe in you and trust you, and the people do likewise.

HON. MARCUS GARVEY SAYS SCATTERED GROUPS, SENSING THE CRISIS, ARE UNITING EVERYWHERE AS NEVER BEFORE

1928-1929 WILL SEE THE GRAND AWAKENING

Negroes Are Stretching Out Their Hands Unto
God, and He Is Pointing the Way—The
Powers of Darkness and Evil
Cannot Prevail

DIVISIONS MUST SUPPORT AMERICAN AND FOREIGN
HEADQUARTERS AS ORDERED

Now, therefore, let us pull together and support the Parent Body in America and the Foreign Office in Jamaica as directed.

Support Headquarters

The American divisions must rally to keep up their monthly reports to headquarters, and all the foreign divisions must make their monthly reports to the Foreign Headquarters at Kingston, Jamaica. All those who have complaints to make shall write to me personally, and I shall be too glad to help with the best advice.

Biggest Convention in History

There shall be no excuse why our Convention in 1929 will not be the biggest thing of the kind in the history of the world. We are now working for its success, and I feel that every American division will be well represented, as every foreign division shall.

We are lining up all the world for the great event at which time the Negro's voice shall be heard around the world.

Work for African Redemption

Every man must work and do his bit for African redemption and full and complete Negro

emancipation. Are you going to do your part? Surely you cannot answer no; it must be yes. Then let us pitch in now and work, work, work for the glorious cause.

Rising as a Mighty Race

You may take it from me that we are rising as a mighty race and nation and shall soon be there. We shall not fail ourselves nor our children in this urge to the accomplishment of higher and greater things.

The God who reigns in heaven has decreed that the Negro shall rise to the stature of a man and a king among men, and in this no earthly force shall keep us back or say to us nay. God Almighty is our leader and as He directs the way we shall follow.

A Way for the Promised Ones

The frail power of wicked men may seek to crush us, but at every turn the great God finds a way for his promised ones who are to stretch forth their hands unto Him. We are stretching out our hands unto Him now and He is heeding our call, then why should we fear? We are going forward and marching on in spite of the vicious hell of men. We must triumph and win out against the powers of darkness and evil.

High Heads

Negroes of the world, lift high your heads and work and co-operate with the Universal Negro Improvement Association to put over the mighty program of racial liberty.

May God bless and keep you in the service is the wish of

Your obedient servant,



President General, Universal Negro Improvement Association,

Kingston, Jamaica, B. W. I.,
February 7, 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

as A PRESENT FOR THE NEW YEAR. 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.

Song Hit of the Season, “KEEP COOL” —SPARKLING, CAPTIVATING, PIANO AND UKE ARRANGEMENT—ONLY 35 CENTS PER COPY. SUBSTANTIAL REDUCTION ON LARGE ORDERS.

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

