

# THE LIBERATOR

A Weekly Newspaper Devoted to the Cause of Good Government and the Advancement of the American Negro.

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## THE COMMERCIAL OPPORTUNITY OF THE NEGRO

The dollar is mighty. It will not do everything, but it can cause to be done many things. Money may be the root of many evils, but certainly it is not the root of all evil, nor is money itself an evil. In the getting of it there is but one just limit, and that is, honesty. Within the bounds of straightforward, downright, old-fashioned honesty one may pile his dollars as high as he may. A monetary standard should never be absolute, but, in spite of ourselves, money counts.

A commercially successful people will ultimately command and demand political and civil recognition. The Jew has suffered many racial persecutions and embarrassments. He staked his amelioration, almost solely, upon his commercial opportunity. Often the opportunity was almost *nil*, but he made it anyway. More often the competition was severe—nevertheless he observed the strictest economy, outwitted and out-sold his competitors, and, if he did not put his competitor out of business, he made a place for himself. By pulling together racially the Jew built his commercial life so strong that he has become an almost controlling factor in many business centers. His pennies have become dollars and his dollars are counted by the millions. Who has not heard of the despised Jew? Who has not heard him maligned? Who has not known him discriminated against? But the Jew disarmed his enemies and increased his friends by the path

of gold. A rather materialistic method for political and civil freedom, to be sure, but a near-cut way no doubt, in a rather materialistic world.

While the Jew to this day is ostracised in many sections and snubbed in many social centers—the Jew has created social centers of his own, and, by forced march, he has taken others.

The Negro's commercial opportunity is by far better than the Jew's was at the beginning. In the first place the Negro has a mighty constituency. There are ten million persons of his own race to be fed, clothed, doctored, drugged, sheltered and buried. At the lowest estimate it will take \$10 per month to feed, shelter and clothe each person, or one hundred and twenty million dollars annually for the race. Let us suppose there is a profit of 5% net on this volume of business; if so, that would yield six million dollars annually in the hand of the business men who controlled Negro trade. This would give three thousand Negro Merchants a living income of \$2,000 per year. The Jew had to go outside of his race for business. He had to over-ride racial barriers to succeed commercially. The Negro can turn his racial disadvantage to advantages. The Negro can succeed commercially among his own people—he the numbers. But more, the Jews never were an industrial factor in society. They were, and are, too few in number to figure in the labor market, the agricultural

field and in the industries. The Negro has a monopoly, to a large extent on labor. He has physical strength and endurance. He has numbers to man large jobs. He can furnish labor for a Panama Canal or a trans-continental railroad. He is a reliable, tractable laborer. This country needs the Negro. He is the best common labor that the world knows, free from strikes and lockouts. This country is dependent upon Negro labor. This makes the Negro independent.

With these points of advantages the Negro can enter into the commercial world and succeed, provided, of course, there is racial co-operation. And this there should be. Not every Negro will stand by Negro enterprises, for this would be impracticable and inexpedient. Let the Negro take advantage of race prejudice and complain not. When white clerks insult Negro women and will not accord them courteous treatment, let the Negro simply go ahead and build a store of his own. If a shoe store, owned by a white person, will not treat Negroes as other patrons are treated, then, let a Negro open a shoe store; and if all the Negroes buy shoes of the Negro merchant someone will miss the trade. We might carry the illustration into further detail, but the point sticks out: the Negro has a most inviting commercial opportunity. Will he see it? If he does, will he seize it?

The National Negro Business

League is trying to make the Negro see his commercial opportunity and utilize it. In this the League is a most practical movement.

### BOOKER T. MAKES PLEA TO RACE

#### Dr. Washington Urges Negroes to Enter Farming and Commercial Lines

(Special to The Advocate)

Chicago, August 21.—A plea to Negroes to cease depending on odd and uncertain jobs as a means of livelihood and to enter farming and commercial lines was made tonight by Dr. Booker T. Washington in an address before the National Negro Business League convention.

He pointed out that the buyers of farm products, household furniture, buggies and wagons, and even coffins did not ask whether the goods came from the hands of a white or colored man. He also pointed out that the South and West, with their millions of acres of unused lands offer welcome to the farmer regardless of nationality, and said:

"Now is the time—not in some far-off future, but now is the time—for us as a race to prove to the world that in a state of freedom we have the ability and the inclination to do our part in owning, developing, manufacturing and trading in the natural resources of our country. If we let these golden opportunities slip from us in this generation, I fear they will never come to us in a like degree again.

"There are more than 270,000,000 acres of unused and unoccupied land in the South and West. From ownership of the soil comes independence, self-support, happiness, and real manhood rights. Land that can be gotten at \$10 an acre now, a few years hence cannot be gotten for two and three times that much."

#### CORRUPTION IN POLITICS

One of the reasons assigned for

the wholesale disfranchisement of the Negro was that he corrupted the ballot. For this reason he was an unworthy and unsafe voter. Upon this plea the Negro in the South has been disfranchised and his disfranchisement has been acquiesced in and condoned in sections of the country that boast of its historic and traditional interest in liberty for every man, woman and child. In the meantime, those who lifted their hands in holy horror against the Negro voter and would have none of him, seem not to be altogether free from the sin which led them to disfranchise the Negro. When we were approaching constitutional conventions and in the midst of them in the South one would have thought that the white vote of the South, to a man, would be non-purchasable, incorruptible and ideal in every regard. One needs only, however, to read the more recent accounts of white primaries to note that, although the Negro has been barred from politics in the South, corruption and buying of votes still prevail. What shall we say of the white man during a recent campaign in the State of Mississippi where the highest and best were accused not only of corrupt political methods, but of buying and selling votes, and when lying became an everyday charge? What shall we say of the recent campaign in the State of South Carolina where all manner of political corruption has been alleged? What shall we say of the status in the City of New Orleans where, at the time of this writing, the full force of city police is standing ready to quell any riot at the ballot box, for it is alleged that there may be irregularities and other corruption of the ballot? The whole story is amusing. It has two effects upon the Negro: The Negro in the first place laughs at this pharasaical boast of the white man of his absolute freedom from corruption. On the other hand, the Negro has a feeling of resentment because of the hypocrisy and downright conceit by which he has been politically

throttled. It was not in the interest of a pure ballot, per se that the Negro was disfranchised; it was simply a part of the continuous and persistent program to keep the Negro under. The Negro is not altogether a fool. He can see these inconsistencies and can puncture the loud boasts and pharasaical claims of his more favored brothers and then deep down in his heart the Negro says: "What inconsistency!" But statesmanship and government based upon such deceit and unholy injustice cannot be permanent. The Negro knows this. The wheels of the gods grind slowly, but they grind, nevertheless, and the Negro can afford, with prayer and patience, to abide his time.

#### COLORED CONFERENCE

The California Annual Conference of the A. M. E. Church that convened at Riverside, last week, adjourned Sunday. There were but few changes. Presiding elder J. H. Wilson was sent to San Francisco as pastor-in-charge, Rev. C. W. H. Nelson goes to Redlands, Rev. F. Jesse Peck returns to the First A. M. E. Church, this city, and Rev. Tillman returns to Pasadena.

#### C. M. E. CHURCH

C. M. E. Church held its annual conference at Phillips Chapel in this city, Bishop Phillips, presiding. There were a few changes. A reception was tendered the bishop Tuesday evening at Phillips Chapel, Santa Monica. R. L. Harris, returns to Phillips Chapel, Los Angeles, Rev. J. A. Stout, Phillips Chapel, Santa Monica and Rev. A. J. Norris, East Side Mission.

#### WILL ELECT OFFICERS

Dear Editor:—Kindly announce that the "Ministers Inter-Denominational Federation will hold their regular meeting next Tuesday morning Sept. 17th at 10 o'clock in the rooms of the Y. M. C. Assn. 831 San Pedro St. All ministers are urged to be present as the election of officers will be held. Pastors

are requested to make this announcement at their Sunday services.

Rev. J. D. Gordon, Pres.  
J. Gordon McPherson, Secy.

The members of the Booker T. Washington Art Club were the guests of Mrs. Frank Ross of Furlong Tract, Thursday afternoon, September 5.

A large number were in attendance; among them a number of the Pico Heights club ladies were pleasant visitors.

The afternoon was pleasantly spent; every one present seemed in such excellent spirits. Music was furnished during the entire afternoon, and some very interesting topics were discussed.

Mrs. Ross is a congenial hostess, and in her pleasant manner made each and every one feel perfectly at home.

Mrs. Bruington of the Pico Heights Club made quite an interesting talk to the ladies, which was thoroughly enjoyed by all present. A delightful repast was served in the form of a two-course luncheon.

The ladies departed at a late hour to meet with Miss Gray on West 16th, Thursday, Sept. 2.

#### A GRAND OPENING

#### BUY NOW ANNOUNCEMENT EXTRAORDINARY LUNA PARK INVESTMENT CO.

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#### ITEMS OF LOCAL INTEREST

A largely attended reception was tendered the visiting colored veterans of the Civil War at the Armory on Monday evening. The programme consisted of music and speech-making. Refreshments consisted of punch and small cakes were served.

Col. Allensworth addressed an audience at the Y. M. C. A. last Sunday. There were present many old veterans.

Mr. W. H. Washington, president of the Luna Park Investment Co. and Mr. Young, one of the stockholders, addressed the Lyceum, last Sunday evening, concerning the Company and the opportunities it offers to investors. Mr. Washington has been invited to speak of the company again at the Lyceum next Sunday. Everybody especially invited.

Mr. and Mrs. G. Woodson Wickliffe, son and daughter, Woodson and Caroline, were visitors at the Edmond's Villa, Sawtelle, on Admission day. Caroline and Woodson amused themselves by wading in the running water of the irrigating ditch. It was their first experience.

Mr. J. L. Edmonds Jr., is visiting his ranch in the San Joaquin Valley.

Mrs. Dr. Asbury and daughters the Misses Ethel, Hallie and little Miss Elizabeth, who have been spending their vacation at the Beach, spent Admission Day at the Edmond's Villa. They have returned to the city.

Mrs. Ida Edmonds-Elgin spent Tuesday in the city visiting friends.

Mrs. Ida Edmonds-Elgin leaves to-night to spend her vacation in the San Joaquin Valley. She will visit Lemoore, Hanford and Bakersfield. While at Lemorre she will be the guest of Mrs. Eva Calbert Trent, at Bakersfield she will be the guest of Mrs. Georgia Washington nee Elgin.

#### FROM THE CITY BY THE SEA

Miss Mattie Dudley entertained at tea Misses Margaret Prince, Marie Ford, Moore of Pasadena; Edna Johnson, Pearl Lightfoot and Freddie Howel of Los Angeles and Alberta Muse and Hazel Brown. Music was the feature of the afternoon.

Miss Pearl Lightfoot, Freddie Howell and Zela Coleman spent the week-end in Santa Monica. Misses Ervine and Stevens of Salt Lake were their guests.

Miss Dickson of Los Angeles, Mr. and Mrs. N. H. Ford and son, Paul of Pasadena, Miss Hackett of Toledo, Ohio, Daisy Robinson of Kansas, are at Mrs. S. A. Wright, 1428 Sixth St.

Mrs. Coleman and cousin, Sallie and friend, Mrs. Outlaw and family, Messrs. Ellis, Weimar, Speigner, returned home to Los Angeles after having spent a few weeks in Santa Monica.

Miss Elizabeth Moore who is on a vacation at Mrs. S. A. Wright's is ill.

Miss Marie Ford returned home to Pasadena last Sunday.

Mr. Dwight Miles left for the desert Tuesday.

Miss Ethel Miller, Anna Hobbs, Messrs. Harold Prince, George Logan, Mr. and Mrs. Willis Coleman of Pasadena were pleasant callers Sunday.

## THE LIBERATOR

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## WILL SPEAK AT THE LYCEUM

Mr. W. H. Washington, president of the Luna Park Investment Co., and Mr. Young will address the Lyceum next Sunday, Sept. 15th. The public generally is invited.

The purchase of Luna Park is a matter of considerable importance to the colored people of this city. To get the full particulars come out and hear Messrs. Washington and Young.

Some important campaign letters are to be read. Come out and hear them.

## SUPERVISOR McCABE WINS

Although defeated for nomination on the Republican ticket, he received more votes on the Democratic ticket than did the Democratic candidate, and, according to law, is the nominee on that ticket.

In the coming election Mr. McCabe is very sure to get the full Democratic vote, the Taft, and colored vote, which will insure his re-election.

As a member of the board Mr. McCabe stood for an absolute square deal on the question of the admission of colored girls to the nurse training school. He urged the admission of all worthy applicants without regard to race or color. When the polls open in November Mr. McCabe will receive the votes of every thoughtful Negro man and woman in his district. In questions of public policy Mr. McCabe as a member of the board stood for a square deal for the Negro along with other citizens. The Negro asked nothing more and should be satisfied with nothing less.

The white citizens of the entire city understand fully Mr. McCabe's position and have their eyes upon the colored voters of his district and will note whether they will stand by the man who advocates giving them a square deal. The Negro can gain no friends by becoming an ingrate; and of all the sins ingratitude is the meanest. The black man who would work against the re-election of Mr. McCabe is not only a base ingrate to McCabe but a traitor to his people who would close the door of hope to his own women and girls.

If there is such a Negro among us he should be exposed and ostracised; for, if one Negro proves a traitor, then the whole race is looked upon as traitors and will be treated accordingly.

Mr. Colored Voter, you have as much at stake as the editor of this journal has—whether your sons and daughters shall be treated as other citizens is in your hands. You have one vote, no other

American citizen has more. With his vote, the white man secures protection of the law, position and power. If he will, the Negro can do the same thing for himself. Think it over.

## DR. BOOKER T. WASHINGTON'S ADVICE

Elsewhere in this journal we publish excerpts from a speech delivered by Dr. Booker T. Washington in which he urged the colored people of the Southern and Eastern cities to purchase farming lands, which are still to be had in large quantities. What is good for the Negroes in the South and East, in this particular, is good for the Negroes of this city. In the immediate vicinity of this great city are thousands of acres of desert land that will, in the near future, be supplied with water for irrigation which can now be home-steaded. By making small improvements these same lands, when under irrigation, will be worth from \$75 to \$200 dollars per acre.

In the great Coachella Valley, just five hour's ride from the city, are thousands of acres of the finest farming lands on earth which can be purchased on ten year's time at \$25 to \$100 per acre, 10% cash, 6% interest. This land produces cotton, dates, oranges, grapes and every variety of vegetables. The farmers of this valley send their products to the market 6 weeks earlier than from any other section, thereby obtaining top prices. Crops yield from \$50 to \$100 per acre and even higher. This land is sold on terms so reasonable that they are within the reach of every man and woman who is able to work. These rare opportunities to purchase farming lands for a song, the ownership of which will make you independent, will not long go begging as they are going now.

## GO BACK TO THE PULPIT

As a politician and office seeker the average Los Angeles colored preacher makes a mess of it. He

is usually weak and vacillating, readily becoming the tool of corrupt white politicians and the companion of the low, vicious, disreputable Negro political thug. The Negro political thug thinks he is doing politics when he is betraying his race. Hence the Negro political preacher who falls into his hands pulls off deals so raw that Judas Iscariot would scorn him. For heaven's sake, go back to the pulpit, you are not bad, you are just too green to deal with wily white politicians. They use you and then boast of how cheaply the "Nigger" preacher can be bought.

#### NEIGHBORHOOD NEWS

Mr. and Mrs. Johns spent the week-end at Santa Monica at the "Rest-a-While."

Mr. and Mrs. J. W. Payne spent last Saturday and Sunday at Santa Monica, the guests of Mrs. Simpson.

The members of the Booker T. Washington Art Club were delighted to have our Secretary Mrs. May Olliver with us again after an absence of one week, during which

time she spent at Santa Monica.

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