

Dedicated to Those who Prayed for It.

Maintained by Their Posterity

The Dawn of Tomorrow

Devoted to the Interests of the Darker Races

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A DIFFERENT KIND OF WHITE MAN

(By The Associated Negro Press)
Kansas City, Mo., Feb.—Common complaint against the white business man in Negro communities embodies the fact that these white men make their money off Negroes and take it to white districts to spend and invest without doing anything for the people who have made them. This city is witness to a different sort of man in Guy M. Shriner, whom the colored theatre going public of the city is lauding giving them the finest motion picture theatre with an exclusive Negro patronage in the U. S.

In opening the Gem Theatre, Mr. Shriner apologized to his patrons for being forced to inconvenience them during the period of renovation. His statement included the admission that in his sixteen years of business among them he had made money from their support. This money, he declared, he believed he should use to help beautify the community from which it had come and to bring pleasure to the residents of the community. The new Gem Theatre is large, complete and beautiful.

No detail of beauty has been overlooked, remarks the Kansas City Call, referring to Mr. Shriner as a public benefactor. From the imposing white terra cotta front with its quaint Spanish design and hanging lanterns, from the spacious lobby with its sky ceiling and indirect lighting system, to the heavy mulberry velour drapes around the screen on the far stage and the massive wrought copper chandeliers just over the stage, the theatre is a place of beauty.

Kansas City believes it to be the finest theatre in the West patronized by any race. It is without doubt the most elaborate anywhere built for Negroes from the money of Negroes, by a different sort of white man.

A NEW DEFINITION

Hobson—Marriage reminds me of a restaurant at a busy hour.
Dobson—Why so?
Hobson—Well, one simply grabs something that looks nice and pays for it later on.

NOTICE TO AGENTS

Address all communications to The Dawn of Tomorrow, London, Ont. instead of 95 Glenwood Ave.

Address Before Negro Business League in City of Toronto

Mr. Chairman and Gentlemen;

I would like to make clear the reason for my uniting with you gentlemen in helping to incorporate this body of business men's clubs so that from time to time that we gentlemen who are in business and have something we may think would be beneficial to business men that we may be able to meet and discuss the questions which may confront us.

There are a number of our men here who are in business but they do not seem to have time to unite with a body and try to enlighten our people along the business lines but I hope all the men who have joined this organization will do all in their power to promote and make it of interest to us. I am sorry that I shall not be able to devote as much time as I would like to as I have a business of my own which requires nearly all my time because it keeps me away from the city but I will give the club all the spare time possible. The principal thing in this club is to promote a business enterprise and to show our members how to make their businesses a success through co-operation.

Once a successful business man was asked by a salesman what reason he had for being successful, and he said it was because he had learned to buy and resist such salesmen as himself. The main point in being a successful business man depends on knowing how to buy. If every dealer, repair man, merchant and contractor could truthfully say that he knew how to buy there would be less failures and wreckages. The largest majority of failures are due to the lack of capital often through thoughtless buying. Tying up needed money in stock which will not sell and lays on the shelf is a matter of buying, therefore it becomes of supreme importance to buy intelligently. At least three factors must be taken into consideration. 1. Knowledge of the merchandise. 2. Needs of the community. 3. Purchasers financial limitations.

Suppose we take into consideration the first factor, a knowledge of the Merchandise. Every merchant is familiar with the stable items which he is handling in his line of business which are nationally advertised and are therefore most in the men's de-



REV. E. M. WOODS, under whose leadership the Hill Street Baptist Church, London is showing new spiritual fervor, and great progress seems imminent.

mand. Such articles enjoy the quickest turnover providing the seller is thoroughly acquainted with the brand he is handling. Suppose for instance Jones should drop in for a certain article and you are only handling one well advertised article and your price is a trifle higher than some other makers' articles are. Often unadvertised goods are much cheaper than the one you are handling and unless the purchaser can be convinced that the advertised article is far superior to the unadvertised brand the sale is often lost. It is here that the intimate knowledge of the merchandise plays a part. Advertised brands may not be worth half the price asked yet any reflections upon inferiority are liable to be taken as a knock unless the salesman can prove the sterling worth and superiority of the article which he is trying to sell. If he would be able to convince his prospective customer why it is better value for the money than any other brand, he must make a careful study of the merchandise before it is purchased.

The needs of the community and

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COMPOSER HALTS AN AUTO SHOW

(By The Associated Negro Press)
Minneapolis, Minn., Feb.—When it was learned and announced that R. Nathaniel Dett, Director of Music at Hampton Institute, Va., was a guest at the Annual Twin City Automobile Show, the entire programme was stopped and other activities ceased in honor of the distinguished musician. "Listen to the Lambs," composed by R. Nathaniel Dett and which has met with tremendous success both in America and abroad—being included as the American number on the programme of the Ukrainian Chorus of Russia when that organization made a tour of America, was played by Desdune's Famous Band of the Northwest. After the number was rendered, the eight thousand and more visitors showed their appreciation with a tremendous applause to which the composer was forced to acknowledge.

Mr. Dett is now on a concert tour with an itinerary which calls for appearance at Winnipeg, St. Paul, Detroit, Cleveland, Cincinnati and other points of the Southwest.

Colored Porter Saves White Youth

Chicago, Ill., Feb.—Maddened because some Negro loiterers called him a "cakeeater," Alvan Diven, young white man, started to fight. From a cake eater he soon became a pile of mush and was on his way to the hospital. The boys who he claimed had taunted him took up his challenge. His rescue was effected by William S. Parren, colored porter, who happened to be passing at the time.

Parren saw the plight of the white man and came out of his coat. There were twenty rowdies in the crowd. In a short time he had fought himself to the side of the white man and thrown his assailants off. He shouted to someone to call the police and then lifted the white man up, carrying him through the crowd while a target for bricks and stones hurled by the hoodlums. As he was about to put the white man into a passing automobile one of the bricks struck him on the ear.