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The Dawn of Tomorrow

THE NATIONAL NEGRO WEEKLY

DEVOTED TO THE INTERESTS OF THE DARKER RACES

Vol. II, No. 23.

LONDON, CANADA, DECEMBER 27TH, 1924.

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THE PRESS AND THE PEOPLE

(By J. A. Jackson)

(For The Associated Negro Press)

A careful analysis of conditions involving the relation between our people and their press reveals the necessity for a more intelligent utilization of the Fourth Estate if we would obtain from that institution the maximum good for our interests.

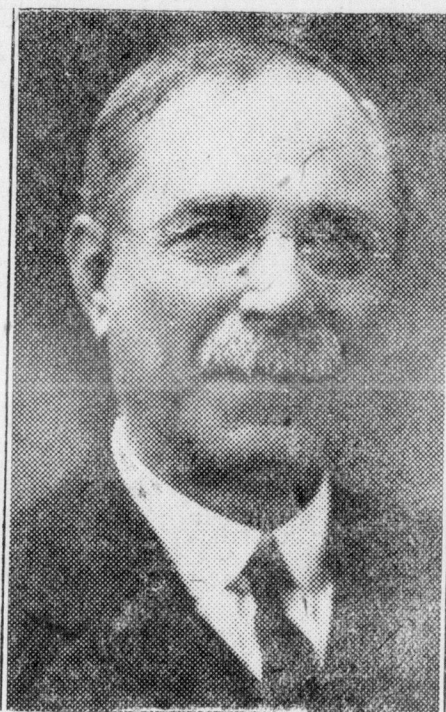
The Negro has not long been accustomed to news print, to publicity and to advertising. That is, not long as compared to the length of time those modern essentials of life and culture have been at the service of the more favoured of our land.

The past five years have witnessed the most remarkable development in the matter of publicity factors. Today we have cartoonists, artists, advertising specialists, special writers, publicity bureaus, advertising agencies and press service organizations. In the main these are talented men and women, trained in schools and colleges devoted to such training; or persons with a volume of practical experience that has rounded out their abilities. With these at the disposal of the race, there is no longer reason for amateurish work or ignorant lack of proper publicity and advertising for any of us who have legitimate reason for either.

The press and its machinery, human and mechanical, has been something of a new toy with us. Its novelty has not yet quite worn off; but the time has come when we must learn to properly utilize this instrument of pride and progress so that it will function to our more substantial advantage.

We must learn the difference between advertising and publicity, and the relation between the two. We must learn when one or the other will best serve the desired purpose, and when one will supplement the other, in what order they should be presented and to what extent.

We must learn the difference between rational publicity, and preposterous and unreasonable stories that are devoid of news value. Putting timeliness and news value into a story is absolutely necessary if it is to "Get by the desk" of the intelligent editor of today. Attaining this is one of the attainable faculties of the trained expert in the line.



DAVID ROSS, Treasurer Canadian League for the Advancement of Colored People.

We must distinguish between publicity and pure advertising, and when to avail ourselves of either, or both, with a proper degree of discrimination.

It is with shame that it must be admitted that the pages of our own race journals carry more advertising for the business of others than for our own business and professional interests. It is very naturally seen that those same others reap the acclamation of direct and immense profits.

A large number of our people try to handle their own publicity matter, intelligent people who would not attempt many elementary jobs for themselves. Men who are excellently trained in their own line, yet who would hesitate to attempt frying an egg for lack of domestic training will readily attempt to prepare a press release.

Mind you, without even knowing the signs and symbols that prevail in practical publication work, the style of materials the different papers and magazines require, the deadline date, the forms of make-up, the standards of space measurement or any of the other essentials of preparing copy. This group later wonders why their copy did not appear in print; or if it did, why it did not seem as right as they believed it should.

"Make up a little story for the papers about will you" or "fix me up a little ad, kinda different, you know all about these things" are expressions.

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All Races the Same, Says Scientist

All races the same says scientist Washington, D.C., December—(By The Associated Negro Press)—According to Mr. Alex. Hardlick, anthropologist of the Smithsonian Institution, it is impossible to draw an exact line between the Negro and the white race on a basis of color and curtness of hair. As the white race extends further south into Africa and the face becomes blacker and the hair curlier, until the external appearance is largely, the same as that of the true Negro, he explains.

The statement was made in the course of a lecture at the National Museum.

The reason why a white man isn't black, he said, is because the white man has lived in a climate where certain harmful rays from the sun exist. Science has been forced to discard the theory that white, black and yellow are of different primal ancestry. The racial differences, although now deep-seated, are the result of environment rather than origin.

Latin Is Not A Dead Language

Washington, D.C., December—(By The Associated Negro Press)—Latin is not a dead language. Instead it is more alive than any of the other languages outside of English studied in American schools.

The proof of this is that courses in Latin are enrolling more high school students than courses in all other foreign languages combined, according to the results of a three-year investigation made by the American Classical League assisted by the Bureau of Education of the Interior Department.

Records of 10,000 candidates for college entrance made in the 10-year period 1914-1923, inclusive, show that the Latin students go better by about 13 per cent. than the Non-Latin students and this is true in all subjects outside of Latin and Greek, and in general the greater the amount of Latin studied the greater the superiority.

In the dining cars on the transcontinental railways of Europe it is the custom to print the menu for each meal in the language of the country through which the train is passing at the time.

QUESTIONS ON NEGRO HISTORY

Who was Aisha and what part did she play in the life of Mohammed?

B.B.L., Kepkuk, Iowa.

Aisha was the third wife of Mohammed and the daughter of Abuekr, the prophet's nearest and dearest friend. Abubekr was a full blooded Negro and the first caliph after the death of Mohammed. Aisha was the favorite wife of Mohammed and exercised a great control over him until his death.

Was Sapho a colored poetess?

Y.R.E., Baltimore, Md.

Sapho was undoubtedly colored and probably of a medium brown color. In one of her fragments she writes, "To Leto's daughter, Ethiopia, was I dedicated." Latona was the fabled daughter of Coeus, a Titan, and by Zeus the mother of several children, among them Apollo, Diana and Ethiopia. Since both Latona and Zeus seemed to have begotten very dark offspring, we surmise that Sapho must have been pretty much of the African descent to be dedicated to Latona.

Who was El Tarik?—F.H.K., Moline El Tarik was the (Moor) Negro who conquered Spain and after whom the rock of Gibraltar is named.

Was the wife of Charles Sumner a colored woman?—R.F.G., New York When Charles Sumner was in the United States senate, his enemies claimed that his wife was of Negro blood. Whether this is true or not is a question, but her decidedly brunette type caused much gossip among the social leaders. Sumner never answered the question to anyone's satisfaction.

Did Senator B. K. Bruce ever act in the capacity of President of the United States?—W.P.J., Minneapolis.

No, Bruce, like many other senators, was at one time called to the chair of president of the senate and in that capacity one might say he performed the duties assigned to the Vice-President, since it is the duty of the latter to preside over the Senate.

Just who are the Nordics?—G.H.B.

The Nordic is a fiction designed to designate the northern European whites. Sixty years ago the term Aryan was promulgated and later exploded. Then we had the "Anglo-

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