

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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500 NEW SUBSCRIBERS BY 1924

FIRST PRIZE ESSAY ON CO-OPERATION

HOW WE CAN, THROUGH CO-OPERATION, ESTABLISH COLORED BUSINESS ENTERPRISES

No matter concerns colored citizens of North America more than the question of what to do to better our deplorable economic status. Though freed from physical bondage, we are yet the slaves of North American Industrialism. Racial antipathy denies the vast majority of our people any position other than a menial one in the present industrial scheme of things. It is an evil thing to be discriminated against by folks with whom we come in contact but a deadening thing to be entirely dependant upon such people for a livelihood. Naturally the one possible solution for such a deplorable situation is the establishment by Negroes, of adequate co-operative enterprises to employ as many as possible of our people in positions from which advancement is possible.

Obviously the first essential is the selection of the kind of business we can best succeed with after we have promoted or secured the capital for. Necessarily that must be a business we know how to manage. Proper experience and knowledge is as necessary in the management of any business as sufficient capital. No one who lacked the technical training would dream of seeking employment as a structural engineer or master chemist, yet thousands of colored business men go bankrupt because they attempted to manage a business with nothing but money and optimism. Therefore we must first select a business that we should be able to manage successfully.

The second essential seems to be the necessity of choosing a business that will find a ready market for its product. If it is to be a community enterprise, that is a business whose sale will be almost wholly local, we are certain that you choose the kind of store or other business for which there is a need as well as a market that is best adapted to your

THE VALUE OF ADVERTISING

Dear Editor:

The Rev. W. Constantine Perry, of New Glasgow, N.S. was one of our customers last Saturday. Mr. Perry got acquainted with our establishment through The Dawn of Tomorrow, he being a subscriber. It pays to advertise.

Yours truly,
THE NATIONAL

Another Point Scored For The Race in Canada

Mr. Wade Sweet, of St. Petersburg, Florida, who is in Toronto for a short stay applied for a driving license. The customary routine of questions and driving was carried out. When his test was over he was very highly praised for his driving ability, his card showing 100 points. The inspector of license told him he was the only man, white or colored that has scored 100 points there. He stands on his merits, the best automobile driver in Ontario.

Mr. Sweet comes here from Quebec where he has been for about a year. He will remain in Toronto until some time in January. From here he will drive back to Florida.

We, the citizens of Toronto, are always glad to meet at any time men of Mr. Sweet's type.

Having chosen the business for which we are best adapted and a location that is suitable, we now determine the best method of promoting the business.

If it is necessary to have a large amount of capital it is advisable to sell shares at a par value of \$10. This small price makes it much easier to quickly secure paid up capitalization for a co-operative business in a country (such as Canada), where colored people are poor and comparatively few in number.

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MR. LEWIS F. TAYLOR, of Windsor, Ontario, winner of the 1st Prize in the Co-operation Contest.

Our "People In Canada" Contest

The Rules

- Contest open to all Colored boys and girls up to 21 years of age who are resident in Canada.
 - The subject of each composition must be "Our People on (name of city, town, or county in which contestant resides)"
 - Compositions must not be over 500 words in length, and written on one side of paper only.
 - Name, address, and age of entrant must be at the top of first page of each composition.
 - All compositions must be in by January, 5th, 1924.
 - Each contestant is required to secure and send in at least one six months subscription to The Dawn of Tomorrow.
 - The following prizes will be awarded: 1st Prize, donated by Sir Adam Beck; 2nd Prize, donated by Mayor Wenige; 3rd Prize, donated by E. R. Dennis (Dennis Wire and Iron Co.)
 - The best 3 compositions will be published in The Dawn of Tomorrow.
 - The Judges will be announced later.
- NOTE---Neatness, good composition,

O.E.S. CELEBRATE 7TH ANNIVERSARY

Toronto---The event of the season was held last Friday evening, when Bethlehem Chapter No. 5, O.E.S. of this city celebrated its 7th anniversary and reception in Alhambra Hall.

The ladies of the Lodge received from 8 to 9, and served a delightful supper, consisting of the choicest viands of the season, which were prepared by Mr. Shirley Jackson, and daintily served by Mrs. Hastings, Mrs. S. S. Scott, Mrs. Mary Baker, and Mrs. Shirley Jackson, as the soft strains of Prof. Matthews' fine orchestra delighted the guests.

At 9 o'clock Mrs. M. E. Henderson, who was the Mistress of Ceremonies, gave a brief outline of the history of the Bethlehem Chapter, and presented the artists of the evening, who in their turn gave a pleasing concert.

The artists were: Miss Annabelle Duncan, Miss Milard, and Robert P. Edwards, soloists, and Miss Taylor, Mrs. A. McEwan Williams, and Mr. Leroy Williams, pianists; Miss Ruth Murdock gave an exhibition of fancy dancing, and Mr. S. S. Scott recited "Our Hall of Fame".

At 10 o'clock, the orchestra drew a large majority to their feet, and the gay guests proceeded to trip the light fantastic. The fashionably gowned ladies, and well groomed gentlemen gliding across the highly polished floors of the tastefully decorated ballroom to the strains of the latest airs was a most imposing scene, and one long to be remembered by those who were the guests of this fine women's organization, of which Mrs. H. Bennett is W.M. Mrs. Edward Mitchell presided at the punch-bowl and Mrs. Bertha Rudd welcomed the guests in the lobby.

tion, and historical value will be given first consideration by the judges.

HINTS---Ask some of the older folks---Information re. population, churches, organizations, businesses, etc. of our people, will make fine material.

CONTEST OPENS NOVEMBER 3rd, CLOSING JANUARY 5th, 1924.