

Dawn of Tomorrow

Published in the interests of and for the Advancement of the Colored people of Canada.

C. E. HOWSON—
Telephone GL-1-0522
95 Glenwood Ave., London
J. F. Jenkins, Advertising Manager

Subscription Rates
One Year \$2.00
Six Months 1.25
Three Months .75
Single Copy .05

The Dawn of Tomorrow
Publishing Co.

Shriners Salute Negro Business

A proclamation has been issued by Booker T. Alexander, Imperial Potentate of Shrinedom, ordering all Shriners in the U.S. to pledge to spend a minimum of \$25 with Negro businesses during the order's "Salute to Negro Business Enterprise" week, June 15-20.

Alexander, whose offices are located in Chicago, urged all temples in his domain to compile lists of Negro businesses in their area and to invite the businessmen as their special guests during the salute week.

In addition to the initial \$25, Alexander urged that each "noble and daughter of Isis" pledge to spend a minimum of \$5 every week with Negro businessmen, pointing out that Negroes conduct all forms of business and it is "no difficult task" for Shriners to patronize them.

Objective Half Million

The fraternal leader said the objective was for Shriners to spend a half-million dollars during the "Shriner's Salute to Negro Business Enterprise Week," and that one hundred thousand dollars be spent with Negro Businesses each week thereafter.

The program is a development of the Imperial Dept. of Economic Education, headed by Rudolph Stewart, 2nd ceremonial master, in Washington, D. C.

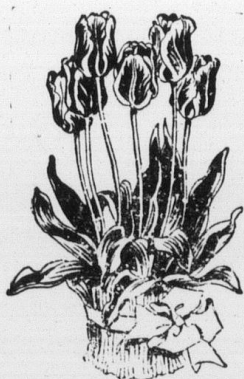
L. Joseph Overton, New York State Imperial Advisor to the potentate said that "New York Shriners are wholeheartedly behind this program, which is only a beginning. This should have been done long ago."

He pointed out that since New Yorkers prosper more than people of other states, "we should spend at least \$50 during the salute week, and we should continue to spend \$10 or \$15 weekly thereafter."

Overton said "we should realize our purchasing power, and use it to help Negro business. If Negro firms received the support of Negroes, they could fare better and therefore compete with white firms by lowering their prices."

Mrs. C. Howson accompanied by her son, David Jenkins and friend, Miss L. Burke, motored to Detroit for a few hours visiting friends and relatives. Miss Burke is instructor of nurses at Windsor Hospital.

**DIGNITY AND REVERENCE
FOR EVERY FUNERAL**



**Needham
Funeral Service**

MEMORIAL CHAPEL

520 Dundas St. GE 2-6741

George McLean Sick in Toronto

Funeral services were held at the Grace Congregational Church for George McLean, 56, partner in the well-known entertainment team of Johnny and George, who died of a cerebral hemorrhage in Knickerbocker Hospital.

Mr. McLean, a bass singer and pianist, with his partner, Johnny, "Baby Face" Macklin, had worked together for more than 25 years appearing in many of the leading hotels and clubs throughout the United States and in various countries.

George was stricken while appearing at the Copia Lounge in Toronto, Canada, two weeks ago, and returned to New York. He was one of the original Hall Johnson Singers and had appeared in Lou Leslie's 1928 Blackbirds show. He was a native of Greensboro, N.C.

Mrs. Pennie Baxter, a cousin, was said to be his nearest relative in the New York area.

Watch Children on the Streets

Interesting London Notes

The Women's Missionary Society of Betheman Church held their social evening on Friday, in the Sunday school room which was a great success financially and spiritually.

Mrs. C. Scobie, President of St. George Presbyterian W.M.S. gave a paper on Home Economics. She was accompanied by a number of her members, also a group of ladies from Pilgrim United Church attended.

Readings were given by Mrs. Rumble and Mrs. Peese. Piano selection and music by Jerry Fagan and Mrs. I. Taylor, Hyatt Avenue Church; a song-song was led by Rev. E. Richards, pastor. Mrs. F. Howson, President, presided. Luncheon was served by the conveners, Mrs. A. Hill, Mrs. D. Kennedy, Mrs. N. Clinton, Miss M. Smith, Mrs. E. Johnson. All expressed an enjoyable evening.

The service for Mothers' Day at B.M.E. Church was conducted by Rev. E. Richardson.

Mr. and Mrs. Warren Chase and family were accompanied with their mother, Mrs. L. Butler to Toronto visiting friends and relatives over the week end.

German Concert Jazz Jamboree

ESSEN, Germany — When Clara Ward and her Ward Singers appeared as special guests on Norman Granz' "Jazz at the Philharmonic" jazz festival in Essen, Germany, before a screaming audience of nearly 10,000, twenty policemen had to be called to hold the cheering, gospel-crazed fans in check.

Making an unscheduled appearance on the closing night of the two-day jazz festival, which starred singer Ella Fitzgerald, the Ward group sang four selections.

Courtesy is really nothing more than a form of friendliness.

Brazos Word Latest Book

AUSTIN, Tex., Sept. — A second "The Word on the Brazos", has been published by the University of Texas Press.

Entitled "Dog Ghosts," the book is a collection of tales by one of America's leading Negro folklorists. Dr. Brewer is chairman of the division of English language and literature at Huston-Tillotson College in Austin.

Religious tales, farm and ranch tales, animal tales, and others difficult to classify, have been collected by Dr. Brewer and included in the book.

Eight illustrations by John T. Biggers, head of the art department at Texas Southern University, Houston, are included. The foreword was written by Dr. Chapman J. Milling, folklorist, historian, and poet of Columbia, S. C.

ONTARIO NEEDS A PARTY WITH IDEALS

THE CCF HAS A PROGRAM—not just an election platform. This program was adopted by rank and file members of the CCF after debate at the annual convention. It is printed. You can find out what CCF policy is by reading the program — and it doesn't change when an election comes along.

So when we say the CCF believes in human rights, and is against discrimination in every form, that is the truth all the time, not just at election time.

A CCF government will bring in a Bill of Rights to protect all civil rights. Social education is necessary—but so is a law with teeth in it. Elect the party that really means what it says.

YOU CAN GET THE CCF PROGRAM FROM YOUR LOCAL CANDIDATE, OR FROM THE CCF PROVINCIAL OFFICE, 565 JARVIS ST., TORONTO 5.

IT'S TIME FOR A REAL CHANGE ---

VOTE C C F

VOTE



BUD ARNOLD
South London

VOTE



GEORGE FLOOD
North London

VOTE



E. O. HALL
South Middlesex

VOTE



STEVE MOLNAR
North Middlesex

Committee Room - 572 Dundas St. Dial GE - 89451