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The Dawn of Tomorrow

THE NATIONAL NEGRO WEEKLY
DEVOTED TO THE INTERESTS OF THE DARKER RACES

VOL. VI, NO. 3.

LONDON, CANADA, JUNE, 1932.

U. W. O. LIBRARY Price 5 cents

BIRTH CONTROL VIEWS EXPRESSED BY RACE LEADERS

June Number of Medical Publication
Takes up Question as it Might Con-
cern Negroes.

NEW YORK—The June number of the Birth Control Review is devoted almost entirely to a series of articles by eminent Negro writers and sociologists on the subject of birth control. Although comparatively few people, white or black will admit an interest in birth control from a scientific viewpoint, it is an open secret that birth control is being practiced in various ways by thousands of women. Certainly the subject is of sufficient importance from the standpoint of study of the aims of the American health and economics to merit a Birth Control League.

The Negro Number of the Birth Control Review has among its most interesting contributions articles by W. E. B. DuBois, editor of the Crisis; Charles S. Johnson, Director of the Department of Social Science of Fisk University; George S. Schuyler, well-known columnist; D. M. O. Bousefield, chairman of the Public Health Committee of the National Medical Association of Negro Physicians; Elmer A. Carter, editor of Opportunity and other Negroes prominent in education and social welfare activities. Seen as Helpful.

Miss Stella Hanau, editor of the Review, in an interview expressed the hope that Negroes will develop an increasing interest in scientific contraceptive methods as a safe and sane substitute for the many practices now prevalent, which are a menace to health and marital happiness. Miss Hanau states that she hopes that "Negroes" will not feel that they are a class being singled out for concentrated effort by this organization. It is the opinion of numerous leaders of the movement that many Negro women who would welcome contraceptive information are being deprived of it because of lack of knowledge of the value of such information. It is our hope that by the dissemination of this information and the co-operation of Negro physicians and social workers the passing of proper legislation may be hastened so that those who need such information may receive it."

WHERE TO SPEND AN ENJOYABLE VACATION



Canada-This Year

Since the annual vacation has become a definite part of modern life, the decision as to where it will be spent is of considerable importance. Canada has a particular appeal to the vacationist, for it has an unusual variety of attractions, which may be enjoyed at reasonable cost.

Recreation Areas Easily Reached

For most people, the summer vacation is limited to a few weeks and is really shortened by the time used in travelling to and from the locality selected. Canada has an extensive system of good roads and excellent railway services, which greatly facilitate travel between provinces.

Attractions Cover Wide Range

Canada presents a striking diversity of natural features—the rugged and picturesque Atlantic coast; the St. Lawrence river and Great Lakes, the world's greatest inland waterway; the Laurentian mountains, land of forest and stream; the prairies; the majestic Rockies; and the beautiful Pacific coast. Each of these areas has its own attractions of scenic beauty and opportunities for enjoyable recreation. Fishing, hunting, camping, canoeing, and mountain-climbing may all be enjoyed under ideal conditions, while golf and tennis may be played practically everywhere. Accommodation includes everything

from camp site to luxurious hotel. Those to whom economy is a matter of concern may spend a pleasant vacation close to nature, at surprisingly small cost.

Travel Information Gladly Furnished

The National Development Bureau, Department of the Interior, at Ottawa, has prepared a series of automobile road maps, showing the main routes from one province to another, also a number of interesting booklets, including "Vacations in Canada" which describe the tourist attractions of each province. These will be sent to any of our readers planning a vacation. Applicants should state the areas in which they are interested.

HANDICAPPED, BUT A GOOD STUDENT

RICHMOND, Va.—The George Mason School here boasts of an eight-year-old boy without hands and feet who has learned to write, play baseball, run and take part in other school activities of normal children of his age.

Undeterred by his physical disabilities, Sammy Workmann, with an intelligence above the average, has just finished the 4th grade, and with a regularity surprising takes his place in school activities that attract his companions.

This little Negro boy cannot remember when the accident occurred which deprived him of his hands and feet but the general opinion is that he was badly frisk-bitten when a boy. A wagon, given him by a school official, is used as his transportation, and two companions haul him to and from school.

BABY-FINDER NOW IS OUT OF A JOB

(By William Pickens)

William Allen who discovered the Lindbergh baby, and perhaps saved Lindbergh from being "gypped" out of another \$50,000 by criminal whites has not only been snubbed by the famous Colonel, but has not been rewarded in any way for his services, and according to the daily papers, has just been ousted by the government authorities at Coney Island from his employment in a show.

People were paying ten cents to see the man whose discovery of an infant's remains ended a long search for the missing child.

So far it is reported Lindbergh has not even had the ordinary courtesy to write a word of thanks to this man, who, when he discovered the baby's remains, promptly turned his truck

DO WE WANT OUR BOYS TO POSSESS CHEST OR CHEESE

We wonder if our colored high school boys haven't noticed that the white prep work of our city are playing baseball and having track meets these days. We wonder if their natural instinct for play doesn't make them yearn, and wonder why their lot should be cast among "do-nothings." We wonder, too, just when we will be able to pull our school youngsters out of the rut and need, just as the whites do for their offspring. Laying aside all excuses, we should not want to pride to swell those boys' chests that cannot also brace the ribs of our sons.

around and drove to the headquarters of the searchers, reported the find, and led the authorities to the spot. This will not be recorded to Lindbergh's credit. We had always conceived that modest, courageous (and lucky young man as being of quite a different type.

Dawn of Tomorrow

Published weekly in the interests of and for the Advancement of the colored people of Canada.

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The Dawn of Tomorrow Publishing Co
London, Ont.

Neglect of Negro Market

WASHINGTON, June.—That the Negro Market is being carefully studied by the distributors of merchandise and space buyers is quite evident from two recent interviews in Editor and Publisher.

Advertisements which depict Negroes as comedians or which portray them as occupying menial or subservient positions arouse resentment in many of their race and have a definite tendency to be ineffective among colored buyers, according to Jas. A. Jackson, business specialist of the Department of Commerce.

Proves Prolific.

Mr. Jackson pointed out to advertisers that the Negro Market frequently is overlooked, consciously, by sales managers in search of new fields. If the Negro field is to be cultivated, however, Mr. Jackson said, advertisers should bear in mind a few facts which have been proved by actual surveys among urban Negroes of the South.

"The Negro responds to advertisements in much the same manner as his white brother," said Mr. Jackson, "though there are some things he does not like.

Definite tests made with Negroes both male and female, have shown adverse reaction to advertisements of this nature, though the intention was not to offend, but merely to amuse. For example, the Negro resents advertisements embodying ante-bellum ideas, such as the mammy working for her white mistress or old "Uncle Eben" being subservient to his master.

They do not like representations of Negroes performing menial tasks and they do not relish pictures which portray white persons in positions superior to Negroes. For example, if a doctor is shown administering to his patients they do not like to see a white doctor, however, kindly he may appear, attending colored patients. There are competent colored doctors and the Negro believes they should be given a break."

Just Be Natural.

"The best advice to manufacturers considering advertising in Negro newspapers is to 'be natural.' Address your colored customers in the same language you would use for white customers. Do not attempt to 'talk down' to them and don't under any circumstances use 'nigger talk' in advertisements.

"It has been found that advertisements of cosmetics, for instance, appeal to colored buyers if photographs of colored women are to be used.

Why shouldn't they be more interested if they believe a certain preparation is used by women of their own race than if they are merely told that some Hollywood star uses it?"

12 Held for Lynching

IRONTON, O. June 16— Twelve white men were placed in the jail at South Point, Ohio, near here without bond in connection with the finding of the body of Luke Murray Atlanta, Georgian chauffeur, in the Ohio River Saturday.

Was Taken From Jail.

Murray was taken from the South Point jail Tuesday night by about 25 men after he had been jailed for threatening two white men with a knife. It then was presumed he had been frightened out of the town.

The 12 men under arrest deny knowledge of taking Murray from the South Point jail. Those held are Theodore Johnson, Taylor Napier, Willard Massie, former constable and his two sons, Garland and Milford, Ray Robinson, Ben and James Hall, Ralph and Lewis McKee, Clyde Elkins and William Johnson.

Murray came to South Point last week as chauffeur for Howard Davidson of Atlanta, who had come north to settle a family estate.

Good Year for Atlanta

Atlanta, Ga.—The Atlanta School of Social Work, local institution for the training of Negro social workers, is enjoying the best year of its history, according to Director Forrester B. Washington. In spite of the depression, there has been a twenty-five per cent increase in enrollment, which now numbers more than fifty. Nineteen states and twenty colleges are represented in the student body. The school, it is said, is fast outgrowing its quarters.

Two new courses have been added to the curriculum, "Social Work and the Law," which is taught by Mr. Edward M. Kahn, director of the Jewish Educational Alliance, and "Crime and the Negro," taught by Prof. W. R. Chivers, of Morehouse College.

Apparently the demand for Negro social workers is increasing with the result that the school has been remarkably successful in placing its graduates. These facts are naturally attracting a high type of student.

COULD WE BUT SEE.

(By S. E. G. Allen)

One dearly-loved was taken away
In anguish deep we went our way,
Never again a smile could come,
Our hearts were breaking, All was gloom,

Could we but have the vision keen,
To share with them joys now unseen,
Heaven's ruling would have seemed more kind.

The bitterness that now we find,
Engrossing all our thought would be
Sweet thoughts of heaven, could we but see.

Parkwood Hospital,
London, Ont.

C. RUMBLE

596 HAMILTON ROAD

FAIRMONT 1020

WE HAVE INSTALLED MODERN EQUIPMENT FOR STRAIGHTENING and REPAIRING REAR AXLE SHAFTS REAR HOUSINGS and FRONT AXLES.

WE SPECIALIZE IN STRAIGHTENING and REPAIRING WIRE WHEELS, DISC WHEELS and WOODEN WHEELS.

WE ARE EQUIPPED TO HANDLE ANY PRESSING JOB REQUIRING UP TO 300 TONS.

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Meadow Gold Brand

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CREAMERY BUTTER,

Manufactured by

The Ontario Creamery Limited

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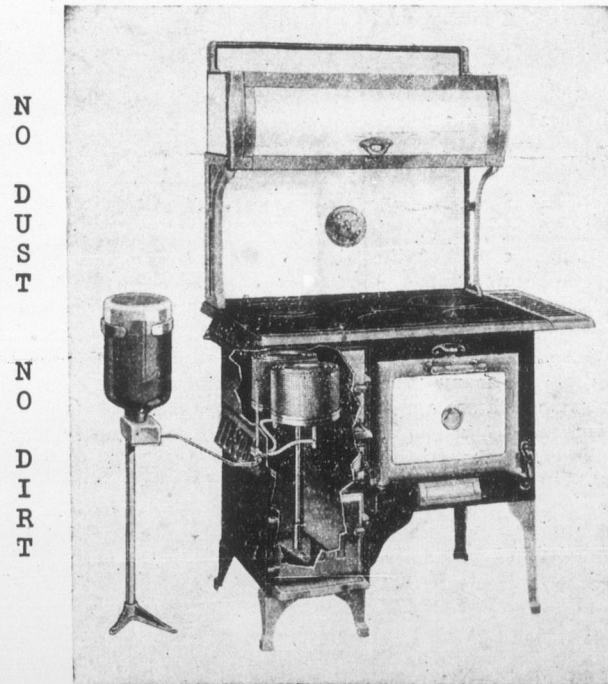
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For Stoves, Ranges and Furnace

FOR GREATER COMFORT AND CONVENIENCE.



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ZELLERS JUNE SILVER STAR SALE

A CANADIAN CHAIN of THRIFT STORES

Sensational values in every Dept.!

WED., THURS., FRIDAY & SAT.
JUNE 15th to 18th

Silver Star Hosiery Values

S. S. SALE

Chiffons 74c

Brand new, first quality F.F. Hose! Well-known make with reputation for long service. Each pair bought at our Silver Star Sale means a great saving to the customer.

Chiffon and Service 68c

Pure silk, full-fashioned picot and colored stripe top, all shades and sizes. Slightly substandard, but you wouldn't know it if you weren't told. And the price so extremely low.

REG. 49c. S.S. SALE

Mesh Hose 3 prs. \$1

The cool chic of Mesh Hose is unsurpassed! and the well-dressed know how "right" is mesh for summer! Consider the price . . . isn't it tempting?

S. S. SALE

Celanese Hose 29c

Fashion - right Summer shades in sheer celanese, smart and durable. The price could not possibly be so low except for slight imperfections. It will pay you to give this hose a trial!

SPECIAL S.S. PRICE

White Gloves 25c.

Washable Fabric Slip-Ons, scalloped top. Amazingly low priced.

SPECIAL S.S. PRICE

CANDY SPECIALS

Fig Bars, reg. 15c. lb. S.S.S. 2 lbs. for 27c.
Salted Peanuts, reg. 15c. lb., S.S.S. lb. 10c.
Ginger Snaps, reg. 15c. lb., S.S.S. lb. 10c.

Silver Star Values for Men

REG. \$1—S.S. SALE

Broadcloth Shirts 59c

At this price you can stock up on excellent quality Shirts at a saving: 7-button front, Collar Attached. White, blues, Greens. Sizes 14 to 15½. What a buy.

SPECIAL SILVER STAR PRICE.

Athletic Shirts 25c

Take advantage of the offering of Fine Rib Athletic Shirts—combed cotton—unusually low price.

SPECIAL S.S. PRICE

Broadcloth Shorts, 3 pairs \$1

Cool, Comfortable, Broadcloth Shorts, unshrinkable. Fancy stripes—color-fast. Elastic back. An economy value!

Home Frocks 2 for \$1

You'll agree our Home Frocks are the pick of the market. Charming styles in durable, attractive prints, put them in that class . . . and the amazingly low price gives thrifty shoppers a super "buy" they'll long remember.

Mesh Sport Dresses \$1.19

You'll do some exceptionally good buying when you select your Cotton Mesh Sport Dresses (washable) from our special Silver Star assortment. Many styles and colors, each with an individual appeal.

Washable Celanese Dresses 1.55

Charming Dresses that have that summery cool grace so desirable! Neat tailored styles for street wear. Graceful fluffy touches for the more "fussy" occasion. And what a bargain!

SOAP - 7 for 25c

Many Flowers, Fairy, Infant's Delight, Floating Castile, Richard's Carbolic, Phillip's Glycerine, Old English.
(Quantity to each customer limited)

Yellow Vaseline, Reg. 10c. S.S.S. 7c.
Pond's Vanishing Cream, Reg. 33c., S.S.S. 20c.
Pond's Cold Cream, Reg. 33c., S.S.S. 20c.
(Toilet Goods Counter)

KIDDIES WEAR

Dresses, sleeveless, of broadcloth, sizes 2 to 5, what a buy
S.S.S. 15c.

CREPE BANDEAU

Exquisite lace trim, Pastel colors. Lightweight summer garment. Amazingly low priced. S.S.S. 19c.

PANTIES — BLOOMERS

Non-run Rayon, Dainty colors. Fashioned to fit. Specially offered at our S.S.S. 25c.

MESH PANTIES.

Rayon Mesh Panties are the coolest, lightest Panties you have ever worn. Ideally priced for economy, S.S.S. 3 pairs \$1

Kiddies' Overalls; sizes 2 to 6. Dresses, sizes 6, 8 and 10.
S.S.S. 3 for \$1.00
Boys' Wash Suits, 2 to 6—Excellent quality, sturdy material.
S.S.S. 23c
Rayon Undes, non-run; sizes 2 to 5. Amazingly good value!
S.S.S. 15c.

ZELLERS 176 Dundas Street

GENERAL SUPERINTENDENT WRIGHT PASSES

Rev. Rerbert Douglas Wright for the past five years head of the British Methodist Episcopal Church died Wednesday evening, June 8th in Victoria Hospital, London, Ont. He had been in failing health for some time when a serious condition developed. Rev. Wright was born in Windsor, Ont. in 1861 and was educated in that city. Also at Toronto Bible Training School (now Toronto Bible College)

and Victoria College. The deceased was married to Cora Belle Mayo in 1893, who survives him, also one son Willoughby and a daughter, Mrs. Chas. Ashby of Montreal.

Mr. Wright joined the B.M.E. Conference 39 years ago and served most of the fields more than once, as well as holding important offices in both Annual and General Conferences.

As the funeral service and interment was to be in Windsor a brief service was conducted by Rev. E. A. Richardson in Bethemmanuel Church.

He was assisted by Rev. James T. Dawson of St. Catharines

STRATFORD NOTES

Born to Mr and Mrs. Louis Groat a daughter on June 10th.

Madam Harrison has returned home after spending two months in Seattle She reports having a pleasant visit.

Walter Morton has returned home from the hospital. We were all surprised to hear of the death of our beloved Superintendent.

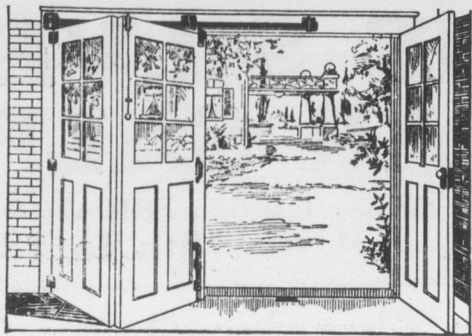
Mr. and Mrs. Hainsworth of London spent the week end with her sister, Mrs. Robert Hesson.

BRANTFORD NOTES

Mr. and Mrs. Albert Brown of Simcoe were the guests of Mrs. J. Lucas.

Mrs. Walker and Mr. and Mrs. Beckels of Brantford and Mr. John Lucas attended the funeral of our late Gen. Sup., Rev. H. D. Wright.

Mr. B. Wilson was the guest of Mr J. Jenkins for a few days.



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For entrances from eight to thirty feet wide, using from three to ten doors.

Slidetite opens the doors INWARD. They are never blocked with snow and ice, nor blown about by wind

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Mammy's Wash Day Smile WASHING COMPOUND

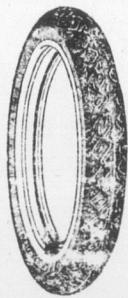
Eliminates all Rubbing. For use in general washing and housecleaning.

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Briggs Bicycle Sales and Service

C.C.M. and IVANHOE BICYCLES, ACCESSORIES
VICTOR RADIOS, Terms to Suit.
HIGH GRADE FISHING TACKLE
PHONE FAIR. 2383 768 DUNDAS ST., London.

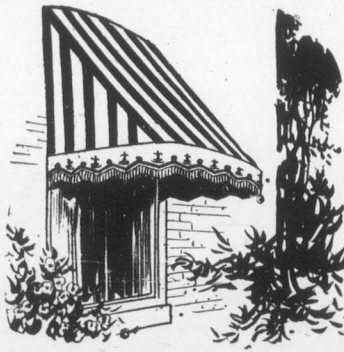
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Tires, Tubes & A. J. CARTER
Accessories

Authorized Goodyear Service

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MANUFACTURING CO.

TENTS, COVERS, ETC.

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MET. 1434

2 COLORED WOMEN DELEGATES TO M.P. VETS' CONVENTION

The sixth annual convention of the Missouri Pacific Veterans' Association was held at the American Hotel Annex in St. Louis this week. The body comprises only men who have served forty years and their wives. Only two colored women, both from Kansas City, were eligible, and attended: Mrs. C. A. Long, whose husband was a 42-year employee, and died June 21st, 1931.

The delegates were guests of the Cape Girardeau for a river trip on Tuesday.

13-YEAR OLD GIRL IS MARVEL

RICHMOND, Va., Little Miss Pearl Johnson of Armstrong High, the youngest high school student in the city to graduate this June, has the distinction of having made the highest rating in the history of the school in mentality tests. She is but 13 years of age but has led her class for the entire four years and was the principal speaker commencement night.

Dorothy Johnson, her sister, 15 years old, also graduates in the same class Friday night with the high percent of 94.0 in her studies.

NEGRO WORKERS AND ACTORS LEAVE TO MAKE FILM OF NEGRO LIFE IN SOVIET

NEW YORK CITY—Twenty Negro workers and professionals men and women left for the Soviet Union at midnight on June 14th aboard the S.S. Europa to take part in production of a sound film "Black and White."

LONDON NOTES.

Mrs. L. Duncan has been confined in Victoria Hospital with a broken arm but is improving nicely.

Mrs. Richardson of Toronto was the guest of her son and daughter, Rev. and Mrs. Richardson, this city.

Mr. and Mrs. Thompson of Lansdowne Ave. had the misfortune to have a fire in their home causing considerable damage.

Mrs. Harrison and daughter Marg. were the guests of Mrs. Kelly, Mar-mora St. for a few hours.

Mr. Wood of Battle Creek is visiting with Mr. and Mrs. Poindexter.

Miss Viola Smith has accepted position in Toronto.

Mr. and Mrs. Sam Smith from Wood stock and family visited at the church service Sunday evening.

Mrs. Bogus of Chatham is stopping in the city for a few days.

A lawn social will be given on the Church lawn in a few days.

Mrs. Fred Harris is able to get about her home with the aid of a pair of crutches.

Mrs. Alice Fountain is still convalescent at her home.

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648 Hamilton Road

The West Indies Products Co. Ltd.

Please try the following: Blue Mountain Coffee, Coccoes, Eddos, Manchester Coffee, Tanias, Gongo Peas, Pidgeon Peas, Hot Sauce, Guava Jelly, Mango Chutney, Cashew Nuts, Turtle Soup, Fancy Baskets, Brown Rice.

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June Clearance SUNWORTHY WALL PAPERS

FOR ALL ROOMS

19c. Roll

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Allan McCurdy Ltd.

240 KING STREET

London's Sunworthy Store

COMMUNITY Cartage and Express

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Parcel Delivery. City and out of town Moving

Your Patronage Appreciated

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Day and Night Service. We solicit your goodwill.

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In Winter Our Doors are Open

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JERSEY MILK

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SMOOTHER THAN VELVET ICE CREAM

AND

FINEST CREAMERY BUTTER

QUALITY GUARANTEED

PROVINCE-WIDE DISTRIBUTION

Manufacturers' OVERSTOCK SALE Continues

WITH HUNDREDS OF SEASONABLE GOODS

YOUR VISIT TO THE STORE WILL
REPAY YOU. BUY NOW FOR VACA-
TION AND SUMMER DAYS.

PRICES WERE NEVER LOWER.

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YOU WILL ALWAYS FIND OUR VALUES RIGHT.
YOU KNOW THE QUALITY OF OUR GOODS. WATCH
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Lumber for All Building Purposes

SASH, DOORS, FRAMES, and INTERIOR TRIM

Bird's Roll Roofings, Asphalt Shingles, Wall and Insulating Board, Gyproc, etc.

Live on Happiness Street—Build a Home First

1151 YORK STREET

PHONE FAIR. 1120

Has Your Home Modern Conveniences ?

HOT WATER FOR EVERY MEMBER
OF THE FAMILY

RUUD GAS WATER HEATER

INSTALLED \$1.00 DOWN—\$1.50 MONTHLY
WITH YOUR GAS BILL

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Commercial Department

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HARRY R. RANKS

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30 Years Experience

455 Queen St. West - Toronto

Telephone Adelaide 2024

Letter to the Editor

TO THE EDITOR,

Dear Madam:

Your excellent publication serves a district which has sent numerous competitors to the musical competitions of the Canadian National Exhibition in Toronto. Quite naturally the interest of many non-competitors in your territory was aroused. Increased volume of inquiries would indicate that the interest this year will be greater than ever.

We are enclosing a copy of the 1932 syllabus which will afford you an idea of the scope and diversity of these competitions and the work we are doing for the advancement of music in Canada. The whole movement is supported by voluntary contributions. Publication of the following brief paragraph in your paper will be appreciated by the Bureau and by the friends of music not only in your district but throughout all Canada. Our hearty thanks go to you herewith.

—Canadian Bureau for the Advancement of Music. —J. S. Atkinson.

Musicians and friends and admirers of music throughout the Dominion of Canada will learn with keen satisfaction that the activities of the Canadian Bureau for the Advancement of Music have not been adversely affected by disturbed economic conditions. Rather is the reverse true. Competitors and their friends from this district will learn with pleasure that the Bureau has received more enquiries than ever before for the competitions at the Canadian National Exhibition in Toronto. Classes will be offered in the following:

Ladies choirs (three parts); ladies' choirs (four parts); men's choirs; vocal quartettes and duets; vocal solos, including a special class for choir boys only; violin; cello and viola solos; stringed instruments—trios and quartettes; piano solos and duets; cornet, trombone and Euphonium solos; brass quartettes; harmonica solos and bands; bagpipe competitions and Old Time Fiddlers competitions.

J. S. Atkinson, Director, Canadian Bureau for the Advancement of Music, room 420, Confederation Life Building, Toronto, will be pleased to furnish any further information.

Atlanta, Ga., J Miss Florence M. Read, president of Spelman College, has just been notified that one of her alumnae, Miss Ida Louise Miller, has been for the second time awarded a year's scholarship in Mount Holyoke College, where she is now in school.

The award was made by the Racial Minority Scholarship Committee of the college, which administers a fund established there to provide an annual scholarship for some Negro girl of outstanding promise. This scholarship was awarded last year to Miss Miller, then a student in Spelman College, and has been renewed for a year in recognition of the fine record she has made so far at Mount Holyoke. It provides \$1,000 a year for board and tuition.

Miss Miller is an Atlanta girl and attended Booker Washington and Spelman high schools, before entering Spelman College. In college here she took highest rank in scholarship, was president of the freshman class, served on the student council and the staff of the college paper, and was prominent in dramatics.

New Head at Memphis

Memphis, Tenn.—Dr. Louis Levy, president of the Council of Social Agencies, has been elected chairman of the Memphis Interracial Committee and has entered upon his duties in that connection, according to an announcement by J. D. Burton, Interstate Interracial Secretary for Alabama and Tennessee. Dr. Levy's acceptance of the chairmanship augurs well for the work of the committee, in view of his wide contacts and rich experience in welfare work. Memphis with a large population of both races, is a strategic city in race relations, and one in which there is particular need for an active and effective agency for mutual understanding and adjustment.

The Memphis committee includes many representative and influential citizens, among them being representatives of the departments of health and schools, the juvenile court, the children's bureau, the Tuberculosis society, the civic clubs, and other social agencies.

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(Edited by
Washington
R. Moton.)

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