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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.

Price 5 Cents.

## 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.

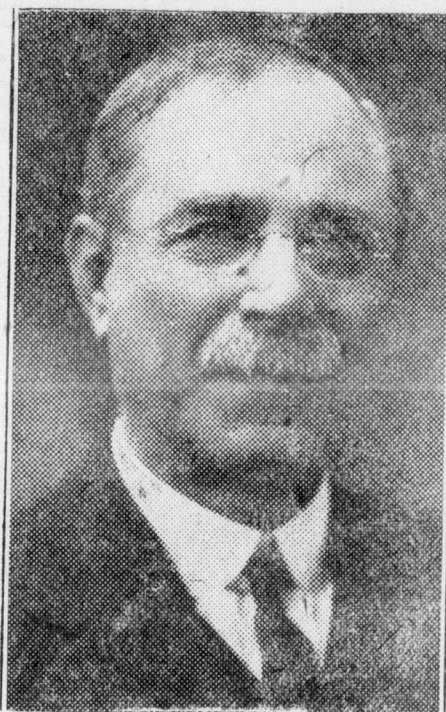
The Negro has not long been accustomed to news print, to publicity and to advertising. That is, not long as compared to the length of time those modern essentials of life and culture have been at the service of the more favoured of our land.

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 atngible 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 ac-cretion 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 dead-line 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 ex-

(Continued on Page 6)

## All Races the Same, Says Scientist

All races the same says scientist W 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 i sa fiction designed to designate the northern European whites. Sixty years ago the term Aryan was promulgated and later exploded. Then we had the "Anglo-

(Continued on Page 3)



## Dawn of Tomorrow

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

### Subscription Rates

One year .....	\$2.00
Six months .....	1.25
Three months .....	.75
Single copy .....	.05

J. F. JENKINS—Editor  
95 Glenwood Ave., London  
Phone 6783 W

F. O. Stewart, Business Manager,  
424 Gray St., Phone 2822 M  
E. C. Jenkins, Advertising Manager.

Entered in the post office at London, Ont., as second class matter.

The Dawn of Tomorrow Publishing Co.,  
London, Ont.

SATURDAY, DECEMBER 27th, 1924.

## Editorial

### THE CRUCIFIXION IN MISSOURI.

And behold there was a young man whose skin was dark brown and in whose eyes and on whose countenance burned the light of many centuries. And the mob came and accused him and they laid hands on him and led him away unto the judgment hall. And they accused him of the unpardonable offence of offending one of the children of the big white fathers. And then the mob gathered together again and discussed among themselves what they should do with him. They decided that in view of the enormity of his offence (he had touched the hands of one of the children of one of the great white fathers) he must be crucified. And they straightway went again unto the judgement hall and they laid hands on him and they led him away to be crucified. And they bound his hands and feet and they placed a rope around his neck. And when they had proceeded a short distance from the city they hanged him to a tree. And as he looked down upon the mob he was heard to say: "Father forgive them for they know not what they do." And then the mob became the more angry and they fired bullets into his body. And lo and behold there appeared unto them a vision whose face shone with a light which was brighter than the brightness of the sun, and they heard a voice say: "Inasmuch as ye have done this unto the least of my little ones ye have also done it unto me." And then the anger of the mob turned to fury and they cut him down and tied his lifeless body behind their chariot and they drove with much fury around about the city and before the door of his people. "Such audacity," they cried. "Inasmuch as much as ye have done in unto my little ones." "Does he claim damn niggers?" and then their great fury drove them insane and they took him and tied him to a post and they piled great stacks of wood around his body and they set fire to the wood, and amidst the stench and the crackling of his burning flesh they yelled and sang and danced and pulled their hair and they cried out "Behold! one of my little ones." And amidst the flames which leaped high even unto the heavens there appeared another vision. The head of the dark brown boy of twenty years rested serenely upon the

### THE LYNCHING

His spirit in smoke ascended to high heaven;  
His father, by the cruelest way of pain,  
Had bidden him to His bosom once again;  
The awful sin remains still unfor-  
given.

All night a bright and solitary star  
(Perchance the one that ever guided him,  
Yet gave him up at last to fate's wild whim),  
Hung pitifully o'er the swinging char.

Day dawned, and soon the mixed crowd came to view  
The ghastly body swinging in the sun:  
The women thronged to look but never a one  
Showed sorrow in her eyes of steely blue.

And little lads, lynchers that were to be,  
Danced round the dreadful thing in fiendish glee.  
By the Negro poet Claud McKay

## TID-BITS

(By The Associated Negro Press)

It is known that the temperature within the earth increases at a fairly regular rate as the interior is penetrated. At the depth of a mile it is too hot for man to work in most regions, and in some places the temperature at a much smaller depth increases to a heat unbearable to human beings. Added to the increasing heat is the increasing pressure that the overlying rocks create. It is believed, therefore, that no amount of boring skill will enable man to visit the earth's interior.

Honey combs are now fumigated to protect them from bugs and worms in the winter.

An eternal light, which is to be kept illuminated, day and night, in memory of men of New York who died during the war while in the national service has been placed on top of a flagstaff. The light is in the form of a golden star and is to be continually illuminated by electricity.

Chattanooga, Tenn., Dec.—(By The Associated Negro Press)—After a trial marked by the most revolting testimony ever heard in a Rhea county court, a jury found Sanford Dunning, white, guilty of rape on the person of Miss Ibbey McWilliams and sentenced him to 30 years in the penitentiary.

Williamsport, Pa., December—(By The Associated Negro Press)—The story of a hunter who returned home without any game to find that his wife and three children had disappeared in the company of another man came to the attention of the police tonight. The husband is William Reed, of Hills Grove, Sullivan County.

bosom of Him whose face shone with the great light and they heard a voice saying: "Fear not him who can kill the body but fear him who can kill both body and soul. This day shalt thou be with Me in Paradise."

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Twenty-Five Dozen All Linen, Hemstitched Border, Hutch Towels, to clear at ..... 49c.

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Xmas Stockings, .... 5c, 10c, 25c, 50c, 75c, and \$1.00  
Fancy Box Biscuits, per box ..... 50c.  
Grapes, per lb. .... 30c.  
Jam, Pure, 3 lb. glass jar ..... 75c.  
Nuts, New Mixed, per lb. .... 25c.  
Our Rock Candy, this variety is typical of  
Christmas, per lb. .... 25c.  
Assorted Creams, Rich and Fresh, lb. .... 40c.  
Dates, Dromedary, Finest Quality, pkg. .... 25c.  
Figs, Genuine, California, Layer, lb. 30c. and 40c.  
Table Raisins, Finest Quality, pkg. .... 35c.  
Oranges, Sweet and Juicy, doz. ... 30, 40, 50, 60, 90c.

Corner Hamilton Rd. and Rectory

### Letters to the Editor

Collingwood, Ont.

Mr. J. F. Jenkins:

Dear Sir, enclosed you will find a oney order for a renewal of my subscription for another year.

I am well pleased with the paper and I wish you every success for the coming year.

Wishing you a Merry Christmas and a bright and prosperous New Year, I am very respectfully yours,  
MARY A. CAIN.

Nashville, Tenn., Dec.—(By The Associated Negro Press)—Mrs. Maria Baker, 106 years old, who says she was once employed by Gen. Andrew Jackson, was called to Circuit Court here this week as one of the witnesses in a will case.

### TORONTO

Grant A.M.E. Church, Rev. C. W. Carpenter, pastor—The Birth of Christ, illustrated Sunday evening marked the cose of a series of illustrated sermons by the pastor. The evening attendance was very gad.

The Grant A.M.E. Sunday School program renedered Wednesday Evening, Dec. 24, under the direction of Mr. Leroy Williams, was nicely attended and a great success. At the close of the program, each scholar received a Christmas present from the school. The pastor is very grateful to Mr. Leroy Williams, the officers and teachers for making the affair a success.

The So-Re-Lit Club, under the direction of Miss E. Hudson will render a Christmas programme at Grant A. M.E. Church on Tuesday evening, Dec. 30th. The proceeds will go to assist the Trustees.

The Senior Choir of Grant A.M.E. Church will render special music at the evening service, speaker for the evening Rev. T. H. Henderson.

The entertainment given at Grant A.M.E. Tuesday evening, December 16th by Mrs. Hattie Mallet was nicely attended and a success.

Messrs. Andrew and Grant Hackley left on Tuesday morning, Dec. 23rd, for Ottumwa, Iowa to be the holiday guests of their parents, Rev. and Mrs. A. W. Hackley.

Mrs. Kattie Mallet left Thursday morning, Dec. 18th, for an extended visit at Hot Springs, Ark.

Watch Night Service will be observed at Grant A.M.E. Church on Wednesday evening, December 31st The service will start at 9.30 p.m. The public is invited.

The Annual trustee election of Grant A.M.E. Church will be held at the Church on Monday evening, January 5th. All members of the church are urged to be present.

### WOODSTOCK

Mr. and Mrs. George Cromwell left Toronto last week and moved to Gobelbes to make their home.

Miss Marine Richardson left for Dresden on Saturday after spending the past month the guest of her aunt. Mr. Wallace James spent the past few days visitng in Hamilton.

The many friends of Mr. Alex Green will be pleased to hear that he is home again.

Rev. S. A. Lucas of Brantford has been in the city on business all week.

The B.M.E. Church held a concert in the City Hall last Friday. It was a splendid success. Mr. S. Smith acted as chairman. The Misses Mable, June, Alice, Carol Harrison and Mr. Billie Harrison, Mrs. Harrison, all of Stratford, Mr. and Mrs. Hiram Berry of Hamilton, Miss Rihardson of Detroit, Misses Selina and Madeline Smith and Fred Smith, all had their parts.

There is no place in whole world which causes such continuous, soul-destroying thirst as the wastes of Atacama, in Chile. There are no rivers, and the waters flowing down from the distant snows of the Andes, evaporate in the great heat, and sink into the ground and reappear in the springs or pools in the desert region charged with salt and unfit to drink.

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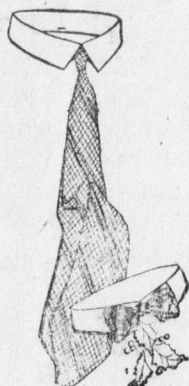
### SHOT BY HIS DOG.

Wiscasset, Me., Dec.—(By The Associated Negro Press)—Theodore Sherman, of Edgecomb, was shot by his dog while gunning near here. He placed his loaded gun on the ground while he crawled under his automobile to make an adjustment. The dog stepped on the trigger. The charge of shot entered Sherman's leg between the knee and ankle.



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Ladies' Gloves, Suede, 50c., 75c., and \$1.00 per pr.  
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Wednesday evening, Prayer Meeting.

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Sunday Services  
Preaching 11 a.m. and 7.30 p.m.  
Class 12.30—1 p.m.  
Sunday School 1 p.m.  
Prayer Meeting Wednesday Night

**Hill St. Baptist Church**  
Hill Street, London, Ont.  
REV. E. M. WOODS, Pastor  
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Sunday School 12 n.  
Prayer Meeting Wednesday Night

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## Questions On Negro History

(Continued from Page 1)

Saxon." For some reason this has been shelved and superseded by the term "Nordic." There are no ethnically pure races. Even among the Scandinavians there is mixture and the present ruling dynasty of Sweden was founded by Bernadotte, a Moor of African descent.

Who was Rameses the Great? DSA Negro and Egyptian conqueror, one of the world's most famous. He was the son of Eeti and belonged to the Nineteenth Dynasty (1350—1205 B.C.) He conquered a great part of Asia and is the hero of the Epic of Pentaur. He was a pretty much conceited being, but seemed to get away with it all right.

Where is the Sudan?—T.L.J.

The Sudan is a vast region of North Africa extending from the Atlantic Ocean to the Red Sea, south of the Sahara. The part of the Sudan now in the public eye is just south of Egypt. From native control it passed into French hands and by trickery became English. General Gordon was placed in control and when the Sudanese dose up and rebelled, Gordon was killed. He was succeeded by the famous Kitchener. Under English control more than 300,000 of acres are devoted to cotton raising and since cotton is so necessary to English economy, this is the answer to England's determination to hold it.

## LONDON

Last Sunday was indeed a busy day at Hill Street Baptist Church. Mrs. Nellie Smith was baptised in the afternoon by the pastor and in the evening Mr. Fred. Kelly, Mr. Frank Budd and Mr. Wm. Berry were ordained as Deacons. The services throughout the day seemed filled with the Spirit of the Holy Ghost.

Rev. E. M. Wood is steadily improving in health.

Mrs. Wm. Smith of Hill Street has been very ill. She is improving.

Mrs. Chrissie Charles of Waterloo St. has been confined to her bed for several days. She is better at present.

The morning and evening services at the B.M.E. Church were well attended. Rev. F. O. Stewart conducted both services. At the close of the evening sermon the choir rendered a cantata which was most pleasing to the congregation. They have been requested to repeat it next Sunday evening.

Mr. Stanley Drake is spending the holidays with his parents to the delight of his many old friends.

Mr. John Smith is spending the holidays with his sister and brother, Mr. and Mrs. A. Moxley.

Rev. and Mrs. F. O. Stewart wishes to thank their many friends for the kindnesses extended during his recent illness.

The Sunday School concert which was held last Thursday evening was one of the best concerts which the school has ever rendered.

Mrs. Alberta Butler is very ill at her home.

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## CAYUGA

Mr. Z. Harper has purchased a chevrolet.

Mr. N. Harper has rented the farm of Mrs. D. Street.

Mrs. Wm. Johnson has returned from Aylmer after visiting her brother, Mr. H. Williams.

Mr. I. Lee went to Hamilton to visit his father who is sick. We hope to hear of his recovery.

Rev. W. J. Devine and son, Mr. C. L. Barnes and Miss Mary Stewart motored to Buffalo, having been invited to attend an organ recital by Marcel Dupre, the greatest organist of France.

Mr. F. Williams and Mr. W. A. Barnes were appointed as delegates to the organization of a Baptist Church at Thorold which they attended. Miss Mary Stewart and Miss Ollie Barnes went as visitors. Miss Ollie Barnes sang a solo by request.

The N. Cayuga Baptist Church Choir have finished their engagements until the warm weather having recently been out six times.

Since Cayuga has installed Hydro W. A. Barnes has installed electric clippers, waver and curlers.

Mr. Arthur Burke of the Bible College of Toronto is spending his holidays at his home here.

Mr. Laurie Burke and his sisters motored to Hamilton on Saturday.

Mr. Arthur Burke, assisted by Mr. Ellis Williams has been taking charge of the three services at the Windecker, Cambora, and the North Cayuga Baptist Churches.

## WELLAND

Mrs. N. C. Wilson and Miss M. Henderson returned from Fort Erie on Monday.

The girls of the Philathea Class and the boys of the Baraca Class of the Welland Baptist Church gave a surprise party on Dec. 9th in honor of two members of the class, Miss Madeline Barnes and Miss Amy Wilson. They reported a good time.

Miss Barnes returned to her home at Cayuga on Monday after a visit of about a week.

Mr. Tom Wilson, the Misses Wilson and Miss Madeline Barnes of Cayuga, motored to Buffalo on Saturday. They were the guests of Mr. Ernest Barnes and Mr. Fred. James.

## COLLINGWOOD

Rev. Richardson took charge of the services in the B.M.E. Church on Sunday last. There was preaching and love feast at 11 o'clock and sacrament at 3 p.m. and preaching at 7. The services were enjoyed by all present.

On Saturday evening the Rev. Richardson met the church board and the half-year's work was gone over. A profitable evening was spent.

Messrs Russel and Alfred Sheffield are home again after spending the past two months sailing. Mr. Alfred Sheffield came by way of Guelph to his aunt Miss Jane Sheffield.

Mr. and Mrs. Herbert Morrison have arrived home after a successful season on the lakes. Mrs. Morrison spent a few days in Hamilton with her aunt Mrs. Cornelius Lewis and in Barrie with her aunt Mrs. William Rolling. All are looking splendidly.

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Preaching—11 a.m. and 7 p.m.

Sunday School—12 n.

Prayer Meeting—Wednesday evening





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## THE PRESS AND THE PEOPLE

(Continued from Page 1)

pressions that have become old stories to the ear of every active man of the press. They come from doctors who would not take the temperature of a patient without first being assured of his fee; from real estate men who not only demand the first month's rent in advance, but a deposit of the second; from political and fraternal organizers whose first personal function is to secure the advance on expense; and from show owners whose tickets are sold in advance even before their companies arrive in town. But why pick examples? They come from every walk of life.

We have developed within our group a fine intelligent set of writers that compare favourably with the best. Men who know their business and their public. The services of these men are available to their people. There is no reason today for a poor quality of advertising or publicity being submitted to the colored press; or to the general press about colored interests.

However, it is well for the social and business life of the race to know that to command this trained service they must be prepared to pay. They have no more right to expect this service without cost, than to expect any other form of technical or practical professional knowledge without any cost.

The practical knowledge, the information that encompasses the nation insofar as our people are involved, the latent talent, the sacrificial hours of schooling or apprenticeship and the lean days of newspaper employment gives value to their work and advice.

Trained advertising and publicity exponents can no longer serve gratis. They have the common human quality of needing to live, and are willing to exchange valuable service for that right to live. They have been too often called upon in the name of the Party, the name of friendship, and in the name of charity, to work at their vocation without price or pay. It is no more fair than to ask a lawyer to take a case without a fee.

Wake up folks. A new year is dawning. A new era is here. The new order demands first class press work, not only mechanically; but mentally as well. Efficient exploitation and descriptive talent cannot be had without a price. The demands of the particular job take up the time of the employed newspaper man; and when he consents to sacrifice his hours of recreation and leisure, he deserves pay for that sacrifice. The specialist lives entirely upon this work.

We must have publicity and advertising, if we would make good in this progressive age. We must have advertising and publicity based upon facts that can be sustained and it must be well presented. We have the fellows within the race who can do these things, but "the labor is worthy of his hire."

The bridegroom got his name from the custom of his having to wait at the table for his bride, taking the place of the regular servant, a groom.

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