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The Dawn of Tomorrow

Devoted to the Interests of the Darker Races

Vol. I, No. 32.

LONDON, CANADA, SATURDAY, FEBRUARY 23RD, 1924.

Price 5 cents

A DIFFERENT KIND OF WHITE MAN

(By The Associated Negro Press)
Kansas City, Mo., Feb.—Common complaint against the white business man in Negro communities embodies the fact that these white men make their money off Negroes and take it to white districts to spend and invest without doing anything for the people who have made them. This city is witness to a different sort of man in Guy M. Shriner, whom the colored theatre going public of the city is lauding giving them the finest motion picture theatre with an exclusive Negro patronage in the U. S.

In opening the Gem Theatre, Mr. Shriner apologized to his patrons for being forced to inconvenience them during the period of renovation. His statement included the admission that in his sixteen years of business among them he had made money from their support. This money, he declared, he believed he should use to help beautify the community from which it had come and to bring pleasure to the residents of the community. The new Gem Theatre is large, complete and beautiful.

No detail of beauty has been overlooked, remarks the Kansas City Call, referring to Mr. Shriner as a public benefactor. From the imposing white terra cotta front with its quaint Spanish design and hanging lanterns, from the spacious lobby with its sky ceiling and indirect lighting system, to the heavy mulberry velour drapes around the screen on the far stage and the massive wrought copper chandeliers just over the stage, the theatre is a place of beauty.

Kansas City believes it to be the finest theatre in the West patronized by any race. It is without doubt the most elaborate anywhere built for Negroes from the money of Negroes. by a different sort of white man.

A NEW DEFINITION

Hobson—Marriage reminds me of a restaurant at a busy hour.
Dobson—Why so?
Hobson—Well, one simply grabs something that looks nice and pays for it later on.

NOTICE TO AGENTS

Address all communications to The Dawn of Tomorrow, London, Ont. instead of 95 Glenwood Ave.

Address Before Negro Business League in City of Toronto

Mr. Chairman and Gentlemen;

I would like to make clear the reason for my uniting with you gentlemen in helping to incorporate this body of business men's clubs so that from time to time that we gentlemen who are in business and have something we may think would be beneficial to business men that we may be able to meet and discuss the questions which may confront us.

There are a number of our men here who are in business but they do not seem to have time to unite with a body and try to enlighten our people along the business lines but I hope all the men who have joined this organization will do all in their power to promote and make it of interest to us. I am sorry that I shall not be able to devote as much time as I would like to as I have a business of my own which requires nearly all my time because it keeps me away from the city but I will give the club all the spare time possible. The principal thing in this club is to promote a business enterprise and to show our members how to make their businesses a success through co-operation.

Once a successful business man was asked by a salesman what reason he had for being successful, and he said it was because he had learned to buy and resist such salesmen as himself. The main point in being a successful business man depends on knowing how to buy. If every dealer, repair man, merchant and contractor could truthfully say that he knew how to buy there would be less failures and wreckages. The largest majority of failures are due to the lack of capital often through thoughtless buying. Tying up needed money in stock which will not sell and lays on the shelf is a matter of buying, therefore it becomes of supreme importance to buy intelligently. At least three factors must be taken into consideration. 1. Knowledge of the merchandise. 2. Needs of the community. 3. Purchasers financial limitations.

Suppose we take into consideration the first factor, a knowledge of the Merchandise. Every merchant is familiar with the stable items which he is handling in his line of business which are nationally advertised and are therefore most in the men's de-



REV. E. M. WOODS, under whose leadership the Hill Street Baptist Church, London is showing new spiritual fervor, and great progress seems imminent.

mand. Such articles enjoy the quickest turnover providing the seller is thoroughly acquainted with the brand he is handling. Suppose for instance Jones should drop in for a certain article and you are only handling one well advertised article and your price is a trifle higher than some other makers' articles are. often unadvertised goods are much cheaper than the one you are handling and unless the purchaser can be convinced that the advertised article is far superior to the unadvertised brand the sale is often lost. It is here that the intimate knowledge of the merchandise plays a part. Advertised brands may not be worth half the price asked yet any reflections upon inferiority are liable to be taken as a knock unless the salesman can prove the sterling worth and superiority of the article which he is trying to sell. If he would be able to convince his prospective customer why it is better value for the money than any other brand, he must make a careful study of the merchandise before it is purchased.

The needs of the community and

(Continued on page 6)

COMPOSER HALTS AN AUTO SHOW

(By The Associated Negro Press)
Minneapolis, Minn., Feb.—When it was learned and announced that R. Nathaniel Dett, Director of Music at Hampton Institute, Va., was a guest at the Annual Twin City Automobile Show, the entire programme was stopped and other activities ceased in honor of the distinguished musician. "Listen to the Lambs," composed by R. Nathaniel Dett and which has met with tremendous success both in America and abroad—being included as the American number on the programme of the Ukrainian Chorus of Russia when that organization made a tour of America, was played by Desdune's Famous Band of the Northwest. After the number was rendered, the eight thousand and more visitors showed their appreciation with a tremendous applause to which the composer was forced to acknowledge.

Mr. Dett is now on a concert tour with an itinerary which calls for appearance at Winnipeg, St. Paul, Detroit, Cleveland, Cincinnati and other points of the Southwest.

Colored Porter Saves White Youth

Chicago, Ill., Feb.—Maddened because some Negro loiterers called him a "cakeeater," Alvan Diven, young white man, started to fight. From a cake eater he soon became a pile of mush and was on his way to the hospital. The boys who he claimed had taunted him took up his challenge. His rescue was effected by William S. Parren, colored porter, who happened to be passing at the time.

Parren saw the plight of the white man and came out of his coat. There were twenty rowdies in the crowd. In a short time he had fought himself to the side of the white man and thrown his assailants off. He shouted to someone to call the police and then lifted the white man up, carrying him through the crowd while a target for bricks and stones hurled by the hoodlums. As he was about to put the white man into a passing automobile one of the bricks struck him on the ear.

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Editorial

SATURDAY, FEBRUARY 23rd, 1924.

THE MISSION OF A RACE PAPER

The so called scandalism among some of the biggest race newspapers has received a severe indictment from the editor of St. Luke's Herald. The editor claims to be disgusted with the wanton "do anything for the dollar" method of that portion of the race press which dishes up Negro crime and serves it to the public. He believes that an active movement should be instituted against these agitators to the worst in white journalism. He asserts that "if white papers treat us only as criminals and the Negro press does the same, the world will be compelled to believe that there is nothing else to us."

While it is the business of the press to print the news, and while crime is crime, whoever commits it, still we agree with the views of the editor of St. Luke's Herald, that race papers should not feature crime in glaring headlines on their front pages. The mission of race papers is to keep the world informed of our upward striving; to tell of the many good deeds we are doing and of the noble thoughts we are thinking. We have never yet seen a race criminals name fail to find its way into the columns of the daily papers; but often, very often the names of our men and women, the names of our boys and girls who have wrought deeds which are worthy of mention; who are doing much to advance civilization, who are heroes and heroines in their unassuming and modest way—very often—too often these names never find their way into the columns of the larger daily papers. It was to serve these neglected ones that the race press came into existence. Papers who have allowed their ideas of Negro journalism to become so perverted that they fail to serve this purpose are not fulfilling the mission for which they were created.

The editor of St. Luke's Herald has our hearty endorsement in the stand he takes against race papers who would commercialize the evils and crimes of the race. It is the business, not only of the race papers, but it is the duty of all race men and women to condemn such papers, and further, we should refuse to support them financially and morally, for they do more harm than good. They are not serving the race.

THE SANHEDRIN

Together with the citizens of Chicago we hail the coming of Kelly Miller's Sanhedrin. We gather from the Associated Negro Press that the subjects to be dealt with by this august body are: I. Negro people scattered throughout the world should effect some organization with world-wide influence to work in their behalf and against the various forms of persecution to which they are subjected.

II. Some such organization as the one started by Marcus Garvey should be put into practical and progressive operation. III. Negro churches and Negro newspapers should be the instruments through which Negroes generally should learn to feel and know of such an organization. IV. Strong able men should take up the work.

Any organization with such a programme as this is destined to do incalculable good for the race. We hail the coming of the Sanhedrin!

Sermon Delivered by Rev. E. M. Wood In Hill St. Baptist Church

Only in the throne will I be greater than thou. Gen. 41:40.

There is no more interesting history to be found in the Bible than that of Joseph. It has all the charms of romance, and, at the same time, all the instruction of historic fact. It abounds in such variety of incident, such tenderness of sentiment, such beauty of outline and such loftiness of teaching, that it becomes alike, a charm to the young and a fascination to the old.

A review of his life from every point reveals this fact as spoken by the sainted and God-loving David: "The steps of a good man are ordered by the Lord, and He delighteth in His way." In no life could the hand of God be more visible, for it leads him through all the trying periods of his life; but however dark the path or bitter the water, he found consolation in trusting God.

"Only in the throne will I be greater than thou." In this text is plainly seen the fact to which our attention is called: the elevating influence of Christian characters.

What is Christ's character? The word character is a generic term, and like many other words in our language, is variously used. But the proper and legitimate meaning of the term is to denote the real condition of the person or thing to which it refers. And in its use with reference to man's state, this only can be its proper meaning: The character of a man is what he is, irrespective of what men may think of him.

There is, it be understood, a distinction between character and reputation. Reputation is what men think and say of you; character is what God thinks of you, and therefore what you really are. Reputation is the parapets, the pinnacles, the cornices, the scrolls, and the other exterior appendages of the building, while character is the foundation, corner-stone, the girders, and other massive timbers that support and strengthen, and which make valuable that which is exterior. Reputation is not always the revealer of character. Reputation sometimes has its birth in envy, jealousy, or in bitter hatred of

an enemy.

Reputation may be fair and yet the character be most vile.

Were I to speak of the Mohammedan character, you would perhaps understand me to mean a life conformed to the teaching and principles of that religion, but not so. But when I begin to draw the outlines of the Christian character you will understand me to refer to a life formed after the life of Christ. He came to reveal the true dignity of manhood, and left the plan of its attainment in his own teachings. He is our great example.

A good character is the best tombstone. Those who loved you, and were helped by you, will remember you when forgetmenots are withered. Carve your name on hearts, and not on marble. Our character is but the stamp on our souls of the choice of good or evil we have made through life. A man is what he is, not what men say he is. His character no man can touch. His character is what he is before God and his Judge and only man himself can damage that. His reputation can be damaged, but reputation is for time, character for eternity.

A ROGUES' GALLERY

An elderly man of ultra-convivial habits, but withal learned and bookish, was haled before the bar of justice in a county town.

"Ye're charged with bein' drunk and disorderly," snapped the magistrate. "Have ye anything to say why sentence should not be pronounced?"

"Man's inhumanity to man makes countless thousands mourn," began the prisoner, in a flight of oratory. "I am not so debased as Poe, so profligate as Byron, so ungrateful as Keats, so intemperate as Burns, so timid as Tennyson, so vulgar as Shakespeare, so—"

"That'll do, that'll do," interrupted the magistrate. "Ninety days. And, officer take down that list of names he mentioned and round 'em up. I think they're as bad as he is."

Exchange

"Pop, I got in trouble at school today and it's all your fault."

"How's that, my son?"

"Well, you remember when I asked you how much a million dollars was?"

"Yes, I remember."

"Well, teacher asked me today and 'helluva-ot' isn't the right answer."

Exchange

Mrs. Benton was walking through the park when two ragged, dirty boys, playing nearby, stopped her, and the older called out: "Say, lady, me kid brother does some dandy imitation stunts. Give me a dime and he'll imitate a chicken for youse."

"What will he do—crow?"

"Naw! No cheap thing like that lady. He'll eat a worm."

Exchange

DRESDEN NOTES

Mrs. Sam Freeman is on the sick list.

The Ladies of the United Christian Workers met at the home of Rev. and Mrs. Pennick for a social time.

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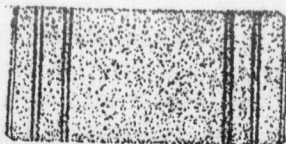
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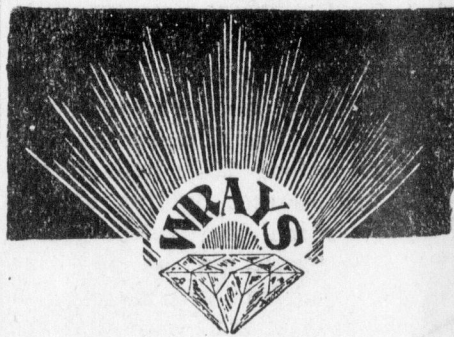
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Our Correspondents

BRANTFORD NOTES

The Valentine Comical Concert was a wonderful success.

A Brotherhood has been organized at B.M.E. Church with 13 members.

Beryl Johnson was presented with a box of chocolates for singing at the Valentine Social.

Master Basil Wilson was also presented with a box of sweets.

Mrs. Martha Malott is seriously ill.

Mrs. Sam Brown is indisposed but is improving.

Miss T. Malott of London was in our city last week.

Baby Arthur Baldwin has been seriously ill.

Miss Rosetta Wilson has returned home.

Mrs. S. Lucan is indisposed but is improving.

WINDSOR NOTES

On Feb. 28th the B.S.S. Dramatic Club will give the comedy "The Minister's wife's new bonnet" at the B.M. E. Church.

Mr. Dolman Brown, who has been seriously ill in Hotel Dieu.

Mr. Robert White and family are on the sick list.

Mr. Robert White and family are on the sick list.

Mr. and Mrs. Theodore Thompson, of 512 Mercer St. were entertained at dinner by Mr. and Mrs. Wade of Detroit.

Services at Tanner A.M.E. Church were well attended, it being the second Quarterly Meeting. Rev. Dr. Henderson preached.

Quarterly Conference was held on Monday.

The All Star Concert and Chicken Supper was a marked success. The programme was a splendid one.

The Trustee Board of Tanner will give an All Male Concert and Chattering supper on Mar. 6.

CHATHAM NOTES

Miss Selina Smith of Woodstock is visiting her aunt Mrs. Anderson.

Mrs. S. F. Lynn is slightly indisposed this week.

Mrs. G. W. Terrell is much improved after a severe illness.

Mrs. Gordon Currie is quite ill.

The final entertainment before the rally was held last Friday night.

Miss Blanche Gant won the prize for bringing in the largest amount of money.

Rev. Dr. Henderson conducted the Quarterly Meeting last Sunday.

Sunday, Feb. 3rd, three new members were added to the church.

Rev. Dr. Henderson Stayed at the parsonage while in the city.

STRATFORD NOTES

On Tuesday, Feb. 11, an aluminum demonstration was held at the home of Mrs. Wesley and some very helpful notes on cooking were heard by the 31 people who attended.

Mr. J. D. Hall has returned to take up his old position.

Miss Hilda Wesley has been on the sick list.

MONTREAL NOTES

Mrs. B. Johnson, Social Worker, has been very busy since he New Year making a tour of the city.

Those on the sick list last week were: Miss H. Hall, Mr. Demrey, Mrs. Philpott, Mrs. P. Scott, Mrs. Hight.

Mr. Wren spoke in the Union Church last Sunday in the interest of his newspaper.

The Willing Workers of the A.M.E. Church are having a Donkey Party on the 22nd.

The Ladies Art Club held a Valentine Party at the home of Mrs. McDonald.

Miss Chapelle of New York, guest of Mrs. Ollie is visiting this city.

Mr. Charles Ashby is enjoying his vacation at home and gave a social to his many friends on the 8th.

A Turkey Supper was held at the A.M.E. parsonage last Thursday.

The Union Church intend having a Grand Sacred Concert in the near future.

Mrs. Jerome Taylor is enjoying the visit of her mother from Boston.

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CORRESPONDENCE

TORONTO NOTES

Rev. Ball has returned from Windsor, where he spent a few days.

Rev. Guy, of the A.M.E. Church is in Atlanta, Ga. attending Bishops Council.

Mr. A. W. Hackley has returned to his position.

Miss G. Walker of New York is in the city the guest of her mother.

Rev. Jackson of Guelph preached in the morning at B.M.E. and Rev. Ball at night.

Revival services will be held in the church every evening during the week

Mr. and Mrs. Walters and Mrs. Quarrells and Mr. Lamb, of Buffalo, and Miss Edna Johnson of Oakville, were guests of Mrs. M. Wilson, Huron St.

The Y.W. of the missionary society held an observation social.

The National Tonsorial Parlors wish to state that they are very pleased with their ads in The Dawn and that since advertising business is much brighter.

The Praestamus Athletic Club now has a home of its own at the S.E. cor. of Queen and Spadina, which will be called the Big Brother community centre.

Mr. and Mrs. J. Decoursey spent Sunday in the city the guests of their daughter, Miss Mable.

The young infant of Mr. and Mrs. B. Shepherd was buried last week.

Miss Mary Burns has recovered from an attack of influenza.

Mr. J. J. Williams is confined to the General Hospital.

Master Kenneth Murrell has been sick but is improving nicely.

LONDON NOTES

Mrs. G. Workman entertained the choir on Friday evening after practice. A light lunch was served.

Hill St. Baptist Church Notes

Rev. E. M. Wood spoke morning and evening.

The church held a joint prayer service with Maitland Street Baptist. The meeting was much enjoyed and on Feb. 27th Maitland St. will visit Hill Street.

Mrs. Charles entertained at her home Sunday evening.

B.M.E. Church Notes

The usual services were held on Sunday Feb. 17th, the pastor conducting both services. Mr. John Elliott of Colborne Street Methodist Church was the speaker at Brotherhood, and his message was very timely.

The Sunday School Festival to be held in the basement of the Church on the 21st and 22 will be an interesting event.

Mr. Geo. Chandler continues to improve and his many friends wish him a speedy recovery.

Mrs. C. Charles invited a few friends in for tea, at the close of the evening service on Sunday.

The Five Hundred Dollar Rally is the all important feature for the month of March.

Little Ruthie Washington was successful in securing one of the large dolls from the Advertiser and a small doll from the Free Press.

EDMONTON NOTES

A large number of citizens responded to the invitation of Mrs. Mary Tucker and turned out to the reception given Mrs. Bob Walker at the A.M.T. Parsonage last Saturday night. All had a happy time.

Recently J. H. Clemans, a homesteader at Campsie, died. He was 54 years of age. He with his family came to Canada in 1912. He leaves a wife and two children.

Mrs. I. Golden was unable to go to Junkins last week on the account of sickness but will go down this week

Mrs. Blair of Edson, who had been in the city several days looking after her friend, Mrs. Larue who is ill, attended the morning service.

Mrs. Larue who was in the hospital for a few days is out again and doing nicely.

The eldest daughter of Mr. and Mrs. Hardin is still in the Royal Alexander but is improving nicely from her burns.

Edward Anderson has been transferred from Winnipeg so that his headquarters are now at Edmonton.

Mrs. Georgetta Hankins was called home on account of the sudden death of her sister, Mrs. Hankins of Chicago.

The boys club of Shiloh Baptist Church observed father and son banquet last Monday and Wednesday nights.

Some of our ladies are taking much to skating. Good thing. Splendid sport.

Mrs. Dempsey Anderson and daughter have returned from their extended visit to Arkansas, reporting a fine trip.

AMHERSTBURG NOTES

Mr. LeRoy N. McCurdy, of Conneaut Ohio, who has been spending a week with his mother, returned to his home on Sunday.

Lincoln Lodge No. 8, F. & A. M. annual entertainment was in the form of a Valentine Masquerade Ball, on the 14th. It was the most successful event of the season.

Revival services are being held at the First Baptist Church, by Rev. B. A. Shaw.

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NIAGARA FALLS NOTES

Mrs. Edward Smith entertained in honor of Mrs. Grover C. Banks, who leaves the latter part of this week to make her home in Detroit.

Miss Telma Johnson of Albion has returned home after several days in the city.

Mr. Myron Sutton and Mrs. Cyrus Johnson attended a reception in Buffalo.

Mr. Geo. Smith spent Friday in Pt. Colborne.

FORT ERIE NOTES

The stork visited the home of Mr. and Mrs. Norman Wilson of Welland and left a baby boy.

Mrs. R. Berry of Ridgeway is doing nicely after an operation.

Mr. Jas Bright is able to be at his work again after having a slight operation on his nose.

Rev. S. R. Drake was a visitor here last week.

Mrs. Thos. Parker and Mrs. Lavinia Chandler were visitors in Welland this week.

Mr. and Mrs. F. Taylor entertained last week.

Mrs. G. Taylor is on the sick list.

Mr. and Mrs. J. Parker of Pittsburg will make an indefinite stay in Fort Erie with Mr. and Mrs. T. Parker.

Mrs. Maude Bright visited friends in Buffalo last week.

Mrs. Lee Smith is on the sick list.

OAKVILLE NOTES

Mr. and Mrs. J. Decoursey visited Mrs. Decoursey in the hospital in Toronto on Feb. 10.

Mr. J. Decoursey treated the S.S. to a sleigh ride on Feb. 9, refreshments being served at his home afterwards.

Miss Nina Adams spent the week end in Toronto and returned to Oakville accompanied by Mrs. M. Wilson and Miss F. Johnson.

The Valentine Social last Thursday was a grand success.

Services at Turner Chapel were conducted Sunday morning by brother W. H. Budd, and in the evening song service was conducted by the choir.

NORTH BUXTON NOTES

Rev. H. D. Wright spent part of last week in Windsor.

Mrs. Rebecca Chase returned home from Pontiac where she had been called to her mother's bedside.

A shower will be given in honor of Mrs. Verna Shadd at her home, on the 21st.

A reception will be given in honor of Rev. David Lewis' 84th birthday.

Mrs. E. Lucas returned home last week after a visit in Detroit.

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Wednesday evening, Prayer Meeting.

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London, Ontario.

Rev. F. O. Stewart, Minister, P. 2822M
Residence, 424 Grey Street
Services:
10.00 a.m.—Brotherhood Meeting.
11.00 a.m. and 7.00 p.m.—Public
Preaching Service.
Prayer and Praise Service Wednesday at 8 p.m.
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REV. MARY E. TAYLOR, Pastor
Sunday Services
Preaching, 11 a.m. and 8.30 p.m.
Class, 12.30 p.m.
Wednesday evening, Prayer Meeting.
Harvest Home Services, Oct. 14-15.

TANNER A.M.E. CHURCH

Rev. Dr. W. H. Jones, Pastor
SUNDAY SERVICES
Preaching 11.00 a.m. and 7.30 p.m.
Class 12.30-1.00 p.m.
Sunday School 1.00 p.m.
Prayer Meeting Wednesday night.

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REV. WM. F. SEAY, PASTOR
Sunday Services
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St. John's A.U.F. C.M.B. Church
CHATHAM

Preaching 11.00 a.m. and 8.00 p.m.
Sunday School 2.00 p.m.
Spencer's League, 7.30 p.m.
Rev. Wm. A. Richardson, Pastor

Hill St. Baptist Church

Hill Street, London, Ont.
REV. E. M. WOODS, Pastor
Sunday Services

Brotherhood—10 a.m.
Preaching—11 a.m. and 7 p.m.
Sunday School—12 n.
Prayer Meeting—Wednesday evening

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REV. JAS. D. DAWSON, Pastor
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Sunday School, 1 p.m.
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B.Y.P.U. Sunday at 6 p.m.
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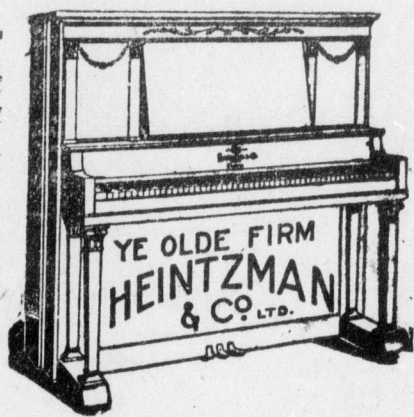
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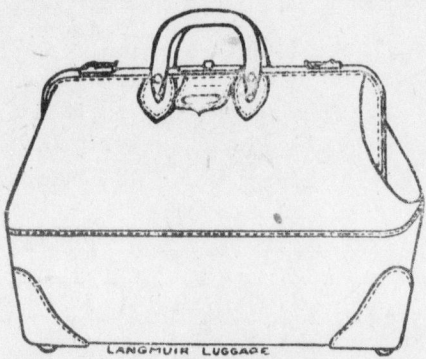
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Address Given Before Toronto Business League

(Continued from page 1)

also its whims must be taken into consideration. The dealer should know the amount of business that he may reasonably expect in his territory and buy accordingly. The knowledge of the number of people will also be found to be necessary. A careful checking up of all competitors is advisable so that the dealer will know when a new one springs into existence or an old one drops out of the running. As a volume of business which can be expected is governed by the amount of competition and changes in competition whether an increase or a decrease will have its effect upon the amount of merchandise necessary. The whims of the community can only be determined by observation and the dealer should be aware of them.

Knowing your financial condition, do not buy more than you are paying for at a time the bills fall due. Pay cash when possible and so receive the advantage of any discount.

Beware particularly of the salesman who allows 90 days or more to pay, such opportunities often offer temptations to over-buy, if the stock should not turn over as quickly as expected the dealer often finds himself in an embarrassing predicament and often money is spent for other merchandise without a thought of the bill coming due, with the result that the dealer finds himself short when the bill must be paid. Some dealers make a habit not to purchase anything unless it is paid for in cash. Though this may seem drastic and may in many cases retard expansion, this practice may well be followed. Purchase only from reliable jobbing houses because they will stand back of their goods. The fly-by-night salesman states that his low prices are due to the buying out of bankrupt concerns. This should start a train of thought in the minds of prospective purchasers as bankrupts is often due to the lack of capital which is tied up in stock which will not sell and had been gathering dust on other shelves and will do the same on yours. As the profits on any dozen items are generally tied up in the last 4 items and a few dozen dust catchers is a bad buy at any price or on any terms. There is only one kind of merchandise to buy and this is the advertised product.

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As the barber worked he made several slips of the razor, and at each of these occasions he would paste a small piece of paper over the cut to stop the bleeding.

When he finally got through the man passed him a dollar, and as the barber started for the change remarked: "Keep the change. It is worth a dollar to be shaved by so gifted a man. Why man, you are a barber, a butcher, and a paper-hanger."

I know a guy who gets my goat (I'd lick him if I could);
Whenever he sees me eating
He blats out: "That sounds good!"
Ex.

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