



"THE TEN COMMANDMENTS", a Paramount Production by Cecil B. De Mille. Moses (Theodore Roberts) warns Pharaoh of the tenth plague, the death of the first born. Brandeis Theatre starting Sunday, December 7, twice daily.

NEGRO CITIES—PHILADELPHIA
(Continued from Page 3)

Negroes as a whole are becoming real geniuses in business leadership. They are coming in Philadelphia more and more to learn the necessity of being producers as well as consumers. They reckon on a basis of production per worker. There is being brought to bear constant economic pressure to enlarge the output of every pair of worker's hands, because there has been so much to do and so relatively few trained hands to do it.

The younger generation chooses rather to enter a business because it feels there is a future to it.

What is desired among Negroes in Philadelphia as well as in other cities where there is a large Negro population, is a pooling of their money in a gigantic growing business. There is need in Philadelphia of a large race department store, a large factory, and with the large number of wealthy colored persons, recently augmented by those coming from the Southland, there is no reason why this should not be brought to a realization. There are any number of Negroes here with fortunes ranging from \$50,000 to \$200,000, and with the right leadership in business or commercial pursuit these could be prevailed upon to put their money to work.

There is enough money spent on South street, Philadelphia's downtown boulevard, in a single night to capitalize any kind of concern. In fact, one needs only to walk on South street to see that nine-tenths of the spending is done by Negroes, and of the large number of business establishments along this thoroughfare, the number owned by race men is negligible.

It would seem then that Negroes are natural-born spenders. They get what they want, counting not the cost. Musically inclined, almost every colored household has its musical instrument; yet in the City of Brotherly Love there is not an up-to-date establishment operated by Negroes, catering to the musical trade.

A concern has been incorporated to do business as a department store. They plan to erect on South street a large store that will fill one gap, they say, in the commercial aspirations of Negro life. Some race men had made plans for the opening of a shoe store, but that fell through, but several young men (representing one of the city's smart social clubs) have arranged tentatively to engage in the tea and coffee business. This comes about, it has been said, by the fact that one of the members has been to South America, and became interested in a small way in one of the Brazilian coffee plantations. That would be a step in the right direction, and it brings about the necessity for a careful study of the rules of commerce and trade. Business has been made a study, but the majority of Negroes have been contented to "follow suit". That is, colored business men have not heretofore studied trade conditions, and therefore have not done much on the expansion basis. Very few Negro banks have a foreign exchange standing, due no doubt to the fact that we do (or have done in the past) little traveling.

When all is said and done though the great wealth of Negroes represents a splendid record of human accomplishment, because wealth, after all, is but the result of human effort intelligently and properly applied. And Negroes have not had much chance to apply their efforts intelligently and properly along very many lines.

What the Negro needs is more progressive business; more business on the larger scale; more business looking after all the needs of all the members of our group.

All the Jews on South street in Philadelphia, on Seventh street and Four and a Half street in Washington, wax fat on Negro trade, but very few if any Jews buy from Negroes who are in business on South street in Philadelphia, or on Seventh street and Four and Half streets in Washington. The same is true in many other

places. A Negro who engages in the larger trade must be a progressive of the higher type; he must see the dawn afar off; he must exercise the qualities of adaptability, inventiveness, and resourcefulness, in business and in agriculture.

The new Negro in the business and commercial world sees things from a different angle. The rising tide of living is an indicator of the creation by human hands of more and more of the things of common use which serve us; things which secure health and longer life, and which make life more worth living while it lasts.

Golden Ankle Chain
Newest Fad in Paris

Paris.—The display of fashions at the Longchamps races indicated that skirts are now climbing back toward the knee, with no guarantee whatever, of course, that the knee is where they will stop.

Beauties from all parts of the world were among the huge crowd at the track, many of them introducing a novelty which will doubtless be the rage in America within a few days if it isn't in order there already. This consisted of a thin gold chain, worn on the right ankle, outside the stocking. As far as could be learned from close scrutiny and some inquiry, this chain has no use whatsoever.

Simplicity of lines, however, was observed in most of the brilliant costumes. Coats were of seven-eighths length with beige the prevailing color. They were trimmed with furs, which in many cases represented no more than ordinary rabbit skins, made up in imitation of various expensive furs.

Look Through Walls and Floors With New X-Ray

Schenectady.—X-ray machines by means of which one may look through solid walls and floors as easily as a surgeon or dentist now examines subcutaneous parts of his patient's body have been perfected. The inventors are Dr. W. D. Coolidge and his associates in the research laboratory of the General Electric company here.

The new apparatus, confined in a box 7 by 8 by 10 inches and weighing only 30 pounds, is expected to prove of great value, especially to plumbers, building contractors, electricians and jewelers. To use the device it will only be necessary to connect an ordinary extension cord to the nearest lamp socket or base plug of the household lighting system.

Hereafter, the inventors say, the man who wishes to hang a picture on the wall and doesn't know where to find a solid place to drive a nail will not have to ruin the wall before finding the right spot. The new machine may also prove a nemesis to smugglers. By shooting the rays through precious stones the jewelers would easily be able to determine the genuineness of any jewel.

Has Many Motors

Des Moines, Iowa.—Iowa has added to its "corn and hog" fame, but rather in reverse English, with the announcement of the state automobile department that on an average 97 counties have more automobiles than families. The department based the statement on a communication from a magazine's survey of the state.

Propose to Study Writings on Rocks

Virginia City, Nev.—Weed rock writings in caves ten miles northeast of here are to be studied with a view to determining whether they are the work of Indians, as heretofore supposed, or of ancient Chinese.

Gee Ding, Chinese student at the University of Nevada, made a visit to the caves recently and expressed belief that the writings are Chinese and depict a story of ancient Buddhist priests, an attempt to circumnavigate the globe and of the landing on this continent.

It is legend in China, according to Gee Ding, that long ago, perhaps thousands of years back, five ships under command of Buddhist priests set sail and never returned. Gee Ding believes it may be possible the writings were made by these people.

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NOTICE TO NON-RESIDENT DEFENDANT

To Hurrel Greenway, Non-Resident Defendant:
You are hereby notified that on the 29th day of July, 1924, Marie Greenway, as plaintiff, filed a petition in the District Court of Douglas County, Nebraska, against you as defendant, the object and prayer of which are to obtain a divorce from you on the ground of desertion.

You are required to answer said petition on or before the 22nd day of December, 1924.

Marie Greenway, Plaintiff,
By W. B. Bryant,
Her attorney.

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