SEW AND SAVE WITH

BEST SIX CORD

SPOOL COTTON



"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.

(Continued from Page 3)

real geniuses in business leadership. ities of adaptability, inventiveness, They are coming in Philadelphia more and resourcefulness, in business and and more to learn the necessity of be- in agriculture. ing producers as well as consumers. few trained hands to do it.

The younger generation chooses more worth living while it lasts. 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 fac- ever, of course, that the knee is where tory, 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

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.

are natural-born spenders. They get surgeon or dentist now examines subwhat they want, counting not the cutaneous parts of his patient's body cost. Musically inclined, almost every colored household has its musical instrument; yet in the City of Brotherly the General Electric company here. 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. large store that will fill one gap, they 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 the wall and doesn't know where to city's smart social clubs) have ar- find a solid place to drive a nail will ranged tentatively to engage in the not have to ruin the wall before findtea and coffee business. This comes ing the right spot. The new machine about, it has been said, by the fact may also prove a nemesis to smugthat 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 to its "corn and hog" fame, but rathand trade. Business has been made er in reverse English, with the a study, but the majority of Negroes announcement of the state automobile 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

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.

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NEGRO CITIES-PHILADELPHIA places. A Negro who engages in the larger trade must be a progressive of the higher type; he must see the dawn Negroes as a whole are becoming afar off; he must exercise the qual

The new Negro in the business and They reckon on a basis of production commercial world sees things from a per worker. There is being brought different angle. The rising tide of to bear constant economic pressure to living is an indicator of the creation enlarge the output of every pair of by human hands of more and more worker's hands, because there has of the things of common use which been so much to do and so relatively serve us; things which secure health and longer life, and which make life

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 whatthey 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 chin 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 cos rumes. 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 It would seem then that Negroes solid walls and floors as easily as a

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 They plan to erect on South street a Jewelers. To use the device it will only be necessary to connect an ordisay, in the commercial aspirations of nary extension cord to the nearest hold lighting system

Hereafter, the inventors say, the man who wishes to hang a picture on glers. 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 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.-Wend 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

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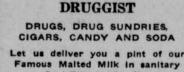
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NOTICE TO NON-RESIDENT DEFENDANT

To Hurrel Greenway, Non-Residnt

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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