Publishers.

Personal Investigation of Promising Philips mission. Advertising Concern Made by the He was initiated in Triangle lodge Chairman of the Executive Committee National Negro Press Association, mitted into Perfect Ashlar lodge No. Who Says the Agency Is Reliable.

from a number of publishers in refer- as secretary about ten years. He was most cosmopolitan center in the world, at hand, but the Lord's time had not large pavilion. By N. BARNETT DODSON. Haynes Advertising agency in this city, I considered it my duty to make a personal investigation in order to furnish the members of the National Negro Press association with impartial and accurate information. To my mind an advertising agency is subject only to the control of the periodicals which it represents.

I had the pleasure of calling upon the Haynes Advertising agency a few days ago and was most cordially received by Mr. Haynes, who is the proprietor of the business. After a few brief preliminary remarks I stated my mission, and without the least hesitation Mr. Haynes in the most intelligent way outlined his method of op-

Mr. Haynes says: "This agency is the outcome of nearly two years struggle against many obstacles. One is that of general racial prejudice, which is a universal handicap. Another most vital feature is that in a number of cases we have not been able to get accurate and efficient service from many of the colored publishers. The methods of general advertising have been greatly changed in recent years. The most important additional feature is the 'key system,' which has been adopted by all of the big advertisers. By this method each medium carrying terms. an advertisement is recorded by the June 6, 1907, and is now secretary of advertiser and is known by different North Star consistory. numbers. For instance, one publication Mr. Sherwood succeeded in reorganis known by department 6, another is izing Fezzan temple in this city in

to systematically check up replies position the following year, after which from each medium carrying his adver- he served two terms as recorder and tisement, thus showing the actual re- was elected imperial chief rabban 1910 sults of each individual periodical in at Detroit, deputy imperial potentate which his advertisement appears. This 1911 at Atlantic City and re-elected at one feature alone has created extra ex- Washington 1912, with the promise pense in stamps, stationery and time, ringing in his ears that he would be corresponding with publishers, in- honored with the imperial potentatestructing them to insert key num- ship at Indianapolis this year. bers' correctly. We have written as He is a member of Bethei chapter, many as six letters to some of these R. A. M., and Pilgrim commandery, publishers on this one point before Knights Templars, jurisdiction of Miswe could make them understand it. | souri. Noble Sherwood has been a

newspaper advertisements until suf- the past ten years that pointed toward ficient proof of insertions is estab- the betterment of his people. lished. This important feature has He is intensely proud of the past as been entirely ignored by many.

rying advertisements from this office bitious, Mr. Sherwood is always work-bearing the advertisement. This also bearing the advertisement. This also shrinedom and the Negro. He is an has greatly disturbed our routine."

that legal action had been started against an advertiser in order to make collection for publications that had complied with instructions by inserting their proper key numbers and Achievements of a Hampton Student sending in voucher copies of their

premacy of this agency has been made was given recently at Hampton inpossible by my most comprehensive stitute. combination rate plan, and careful John Henry, who lives out in the ESTATE OF WEALTHY WOMAN study and experiment have proved that country, is influenced by a Hampton productive service to offer the big advertisers. There is no individual Negroes. On reaching Hampton he Negro publication having enough cir- is shown the modern buildings and is consequently the combination of from There he is given a lesson in bedmak. Description of the seven great "I and the seven great "I and the seven great "I and the seven great "I are t ten to a hundred publications offer- ing by his room mate. John Henry. ing a combined circulation of many after his work in doing various chores thousands is absolutely the easy propo- which tasked his stick-to-it-tiveness, to the floor true and bringing them into the sition that will attract the attention of enters the cabinetmaking department | to the Snow Hill Normal and Industrial | promised land. He said He would the big advertiser to this class of pub. and in three years becomes a pro-

grouping together any number of pubthat could not be done otherwise. I short course in manual training, shoemight add that through my most favor- making, harness repairing, bricklay- of the Religious Society of Friends How often in their later history He able connections with the United Publing and upholstery. He is also taught lishers' association and many of the how to plow and care for the common \$1,000 apiece to the Lincoln hospital Him and would not listen to Him, as large white advertising agencies of farm animals—pigs, chickens, horses and home, the New York Bible society in Ps. Ixxxi, 11-13; isa. i, 2, 3; xxx. 15;) will be a creditable asset to the colored tures give an excellent presentation ment for the insane) at Beirut, Syria hovab. Speak thou unto Pharaoh. publishers of this country. My advice of the Sunday morning room inspecto the colored publishers throughout tion, battalion drill, anniversary pro- \$205,071. the country is to give more attention cession, life in the student dining room to circulation. That is the essential and every day life at Hampton. John New Jersey Sunday School Convention. Lord-to receive the word at His chord on which the big advertisers | Henry is shown as a pupil teacher at | The annual meeting of the New Jer- mouth and give them warning from |

tional Negro Press association, and his to salute the flag. long practical experience in business. In the final scene, dealing with com- N. J., for two days beginning on Wed shalt speak" (Jer. I. 7). should give him first hand knowledge mencement day. Dr. Frissell presents needay morning, July 23. Delegates Even the Lord Jesus Himself said as to business principles, and I believe the transformed and useful youth with and visitors are expected in large num. "The Father which sent me, He gave that his agency is absolutely reliable a Hampton diploma. John Henry bers from every section of the state me a commandment, what I should and offers the most tangible and pract greets his parents, who have made a Among the out of town visitors who say and what I should speak" (John) tical proposition ever before brought sacrifice so that he could get an educa- will participate in the proceedings will git, 40s. Moses again objected, saying. to the attention of the big advertisers. Hampton's graduates, who influenced land Baptist Sunday school convention me?" (vi. 12, 30). Contrast the obedi represented by membership in the Na. and go to Hampton, witnesses the who will deliver an address at the ses who will deliver an address at the ses who will deliver an address at the ses who will go on Thursday evening July 24.

His Spurs on Merit.

and many other sections of the country, is a native of Macon. Ga., where he received the rudiments of his early

Upon leaving the far south young | nicil Sherwood located in St. Louis for about a year and then took up his residence in this city in 1895 and for eleven years has been a clerk in the postoffice. His activities in religious METHODS. postoffice. His activities in religious EPOCHS IN RACE PROGRESS. Episcopal church. For some time he was lay reader in charge at the St.

No. 53, F. and A. M., West Superior, Wis., jurisdiction of Illinois, 1895. Ad-4, St. Paul, a year latter. Passed the Oriential chair June 24, 1902; served



known by department 24, and so on. 1908 and was appointed potentate by "This system enables the advertiser the deputy and was elected to that

"Advertisers will not pay for any many movements in this city during

well as the present achievements of "A great many who have been car- his race and has great faith in its I was then shown sufficient proof

MOVING PICTURE STORY.

Portrayed In Didactic Manner.

not improper, unsafe or unwise in several other trades so as to be truly wards, and his wife, Susie Edwards. when Moses told these great things to

the Whittier school leading the pro- sey state Sunday school and Baptist | Him. As He said to Jeremiah, "Thou

d periodicals of America are John Henry to break his home ties including the president, N. B. Dodson, ence of Isalish, when the Lord said

New York Exposition.

In America.

by the legislature of the state of New | there in spite of their slavery. York. The influence for good which farreaching consequences.

of Negro blood throughout the world tions" (Ps. xxxiii, 11). and the growth of the race in America, lt was impossible for the children of (3) health and physique, (4) occupa- Israel to turn out as many bricks when tions, including moving picture demonstrations; (5) science and inventions, (6) education, (7) religion, (8) civics, (9) Israel were beaten because the work the work of women, (10) painting and was lacking. Then they cried unto sculpture, (11) literature, (12) architec- Pharaoh and said that the fault lay ture (this exhibit will be placed in a with the Egyptian taskmasters, who small central temple designed by a would not supply straw. He replied. colored architect and will include "Ye are idle, and that is the reason ye pieces of sculpture by Negroes, a li- want to go and sacrifice to your Lord." brary of Negro newspapers and books so the officers of Israel saw that there by Negro authors or relating to the was no hope for them, and they accus-Negro, paintings and decorations by ed Moses and Aaron of being the cause

to a pageant of Negro history illu- "Lord, wherefore hast Thou so evil enstrating (1) the discovery of the use treated this people? Why hast Thou |_ of iron, the Negro's method of smeltivered thy people at all" (verses 22. Learn to Grow Hair & Make Money livered thy people at all" (verses 22. of Egyptian culture. (3) Negro Mo- The Lord is not slack concerning His.

vision of the future.

Under the will of the late Ellen Col-" Ins of New York the following per the section begins and ends with "I am John Henry also learns enough of president of the institute, William Ed- cause of His own faithfulness. Te

Mr. Haynes is a member of the Na- cession of youngsters as they assemble Young Peoples' convention will be held shalt go to all that I shall send thee.

July 27, 1913.

Memory Verses, 1, 2-Golden Text. Matt. v, 4-Commentary Prepared by Rev. D. M. Stearns.

When Moses and Aaron gathered the Historical Significance of Tentative elders and Aaron spake the words and Program Offered by the Commission | did the signs as the Lord commanded | For Fiftieth Anniversary Celebration | the people believed and bowed their of Proclamation Freeing Colored Race heads and worshiped, as they heard from Fortress Monroe, Virginia. that the Lord had visited them and looked upon their affliction. It looked fishing. New York.—As New York city is the bright, indeed, and deliverance seemed elected grand secretary in 1906 and it is particularly valuable for the fu- yet fully come, for Israel needed to be grand master in 1909, serving three ture of the Negro race that this city made quite willing to leave Egypt. several bedrooms, baths, porches and an up-to-date kitchen. should be chosen as the place of the Even after they did leave we hear emancipation exposition, made possible them longing for the food they enjoyed larged and beautified.

The message to Pharaoh from the this exposition will have upon the peo- Lord God of Israel by Moses and Aaron ple of New York cannot fail to be of drew from him the sneering reply: "Who is the Lord? * * * I know not the To any one who has observed closely Lord; neither will I let Israel go" the salient features of the race prob- (verse 2). Then he accused Moses and lem it must have become apparent Aaron of hindering the people in their ress Monroe and Newport News. that the paramount need of all con- work and commanded the taskmasters race and, possessing this, to accord it stead of receiving it, and yet turn out its due privileges and opportunities for the full quantity of bricks (verses 3-9). the present and thus to render possible He also called the words of the Lord its attainment of a future still more by Moses "vain words" (verse 9). Thus worthy of recognition and considera- did Rab-shakeh speak to Hezekiah of tion than anything it has yet achieved. | the words of the Lord as vain words | The tentative program of the com- or words of the lips (II Kings 18-20.) mission covers an exhibit in thirteen margin). Thus do many wise and scholdivisions, comprising (1) Africa, show- arly men today speak of the words of ing a historical map of the continent, the Lord concerning the restoration of with particular reference to the parts | Israel and the coming of a great delivoccupied by Negroes and the arts and erer, but in spite of all unbelief "the crafts of the race at home; (2) charts | counsel of the Lord standeth forever. and diagrams indicating distribution the thoughts of his heart to all genera-

of it all. Then Moses turned to the Part of the exposition will be devoted | Lord and plended with him, saying:

hammedan civilization, (4) the Ban- promise, but is long suffering, slow to tu migration. (5) the fall of the em- anger and plenteous in mercy (II Pet.) pire of Soughay and the rise of the 3-9; Ps. ciii, 8). He has a time for ev slave trade, (6) the landing of the erything, and happy are those who can Negro in America. (7) the first at- say, "My times are in Thy hand" (Ps.) tempts at freedom, (8) Haiti, (9) xxxi, 15). The Lord's reply to Moses railroad, (10) the abolitionists, (11) do to Pharaoh, for with a strong hand, emancipation, (12) the struggle and shall be let them go" (vi. 1). There is something in the name Jehovah which With such a program as this of an Israel up to this time had not known exposition of Negro advancement to (vi. 2, 3). It is the greatest name of be held in New York city fifty years after the disgraceful draft riots of times. We know but little of the meanwhich the American metropolis was ing of any of His names, but to me C. J. Walker Mfg. Co., the scene, the state of New York may this great name comes with comfort as and the Lelia College, congratulate itself for having once I think of the great, the mighty God. 640 North West St., Inmore endeavored to retrieve its honor the Creator of all things, as my Reby giving an opportunity to its colored deemer, a sacrifice for my sins, the citizens to show why the effort to en- One who was and is and is to be, by list volunteers to fight for the libera- the sacrifice of Himself delivering me more than a normal amount of Dandruff? stion of the black man was justified. from the wrath to come and working Every member of the commission out His purposes because of His own Mr. Haynes claimed that he had noti- Years at Hampton" is the title of a which made this plan of the exposition faithfulness. Some do not, perhaps. fied the publishers to whom he was most interesting moving picture story is colored. The commission deserves know that whenever the word God or indebted that he would be personally of Hampton institute which has been the moral and material support of all Lord is all in capitals the name is alresponsible for all bills if collections prepared by Leigh Richmond Minor colored people, for the success of its ways Jehovah. In connection with were not made within a limited time. of the Hampton staff. The first ex-Mr. Haynes further said: "The su- hibition of the vivid moving pictures consideration and respect for the race. years had associated in my mind John would do." and there is great rest in both. May we know more fully the go quietly on to know Him and to for reply. AGENTS WANTED. Write for terms. make Him known.

Note curefully in chapter vi. 6-8, that

responsibility of a messenger of the

The most fleautiful cemetery in Baltimore. Owned and managed by the A. M. E. Churches of Baltimore and vicinity. Lots from \$16.00 up, on easy terms.

Office: 414 W. HOFFMAN STREET Office Hours: 9,30 A. M. to 5 P. M C. & P. Phone, Mt. Vernon 3118 Liberal Commission. Agents Wanted. Board of Directors:

D. G. Hill, President, I. W. Norris, Vice President C. H. Murray, Treasurer A. L. Gaines, Secretary

J. G. Martin P. J. Jordan Alfred Nixon

RIGHT ON THE BEACH..

The best summer hotel with the most delightful surrounding Situated on Chesapeake Bay, right on the beach, three.

A charming location, a fine and safe bathing beach and

Thirty-two bedrooms, spacious parlors, broard piazzas and The hotel has just been greatly improved by the addition of Our patrons will be delighted with "Dear old Bay Shore" en-

No restless nights here for breezes blow while you sleep.

Terms moderate. Address, THE BAY SHORE HOTEL COMPANY, P. O. Box 364, Hampton, Virginia,

P. Henry Robinson, Manager Good trolley car service between the hotel and Hampton, Fort-

cerned is to have a better, fuller knowledge of the past of the Negro to lay more work upon the laborers—let them gather their own straw, in. =24 lb. sack Matchless Flour, 75c. Granulated Sugar, 5c. per lb. - - PRICES GUARANTEED.

T. G. MARSHALL,

—DEALER IN—

Groceries & Provisions, Butter, & Eggs ..and Poultry...

535 Dolphin St.

Baltimore, Md.

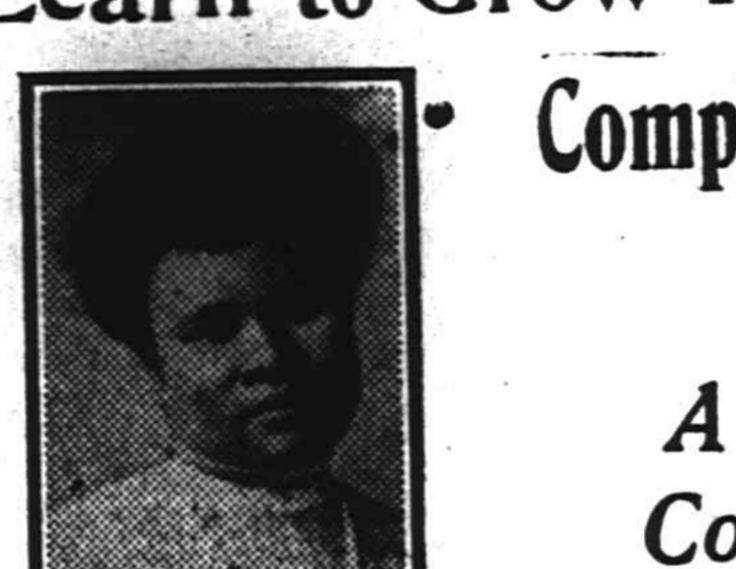


LADIES.READ!

Try the Electric Corset To wear these corsets means a perfect freedom from many ills that women are subject to. To try one pair means constant use. A most effectual remedy for backache, nervous-

will be glad to furnish you with the Guaranteed Gem Hai Tonic and Gem Hair Pomade 25c. Electric Hair Brushes and Combs. All kinds of Human Hair Goods. Lowest prices All Mail orders given prompt attention or I will be glad to call to see you. Ten years' experience. MRS. MAMIEE. JONES, . Baltimore, Md.

1506 Presstman Street Mad. 3322-M. omplete course at reasonable terms.



Complete Course by Mail or by Personal Instruction

A Diploma from Lelia College of Hair Culture Is a Passport to Prosperity

Breaking Off, Thin or

Falling Out? Have you Tetter, Eczema? Does your Scalp Itch? Have you

If so, write for MME. C. J. WALKER'S WONDERFUL HAIR GROWER, which positively cures all Scalp Diseases, stops the Hair from falling out and starts it at once to growing.

These remedies are manufactured only by

The Mme. C. J. Walker Manufacturer Company 640 N. West Street, Indianapolis, Ind.

A six weeks trial treatment sent to any address by mail for \$1.70 great redemption of the Lord and His Make all money orders payable to Mme. C. J. Walker. Send stamp

grouping together any number of publications in order to accomplish a thing lications in order to accomplish a thing short course in marical training shoets. Some short course in marical training shoets are short course in marical training shoets.

628 N. Eutaw Street

the country I am quite consident that and cows.

The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. The Hampton institute moving picwithin a short time this establishment. the State. Why not try it once and get results.

