### THE CAMPAIGN OF 1928

OR the American Negro this has without doubt been the most humiliating presidential campaign through which he has passed. The agreement and accord of the two leading parties in regard to him has at last become perfect and complete.

Tentative gropings toward accord date back to 1876 when under the plea of healing the wounds of Civil War, the Federal Government decided to give up all attempt at supervising national elections. This put the nation in the humiliating position of having almost no control over the voters who elect its officials. From this compromise, we moved forward during a long period when it was the recognized function of the Republican Party to deplore disfranchisement and assert stoutly its intention to defend the rights of American Negroes in all ways. The Democratic Party, on the other hand, took a position which accepted responsibility for Negro disfranchisement and made it the declared enemy of Negro advancement.

As time went on, the indignation of Republican platforms cooled to a perfunctory declaration against the most outrageous of abuses, lynching, while the Democratic platform became silent

campaign of 1928. So far as possible gro leaders shown so great uniformity cal leader in the South, and made state- zation and advance. Starting with this South and laying its rotten boroughs ments which the South interpreted as and leaving the Valley of Humiliation of wholesale disfranchisement and hand, even in the North, refrained twelve million Americans of Negro black folk even when accompanied by sedulously from making any bid for descent. promises of free blankets to Indians the Negro vote.

The result of this is that the political strategy which thoughtful Negro voters have been pursuing for sixteen years comes to naught. Their ideal was political independence, which involved breaking away from customary subserviency to the Republicans, and placing their votes at the disposition of either party, which bade fair from its record and its promises to secure them the largest increase of citizenship of Woodrow Wilson, and recurring black folk a chance even for a weary

promises whatsoever, or any bid for Washington as follows:

the Negro vote; when both parties acquiesce in attacks of racial bigotry and assertions which show their utter contempt and indifference to the Negro voter, the Negro is compelled to seek a new political program.

He may as well give up immediately any thought of inducing either the Republicans or Democrats to favor any administrative action or legislation opposition on the part of the National which will decrease the exploitation of Office of the N. A. A. C. P. and its Negro political power, or which will operation of other branches, and of condemn the use of race hatred to in- other organizations, segregation has fluence and sway the ignorant pro- stopped as follows: letariat and the self-satisfied snobs of the ration. With unswerving determination and careful planning, the Negro must prepare to throw his whole political influence with a Third Party.

The Negro must ask as the price of his support of such a party: (1) the enforcement of the 13th, 14th and 15th Amendments, (2) Federal supervision of Federal elections, (3) the distribution of political power, based on the number of votes actually cast, and not simply on the population, (4) the socialization of wealth and income, so as to protect the interests of the poor laborer against the political power of the rich investor.

Two incidents in this campaign give because of the bid of Northern and hope of success for this new political Border state Democrats for Negro alignment. The first is the number votes. The Republicans, however, of other groups who find themselves proceeded to disfranchise Southern politically homeless: the women, the representatives in the party convention, liberal white South, organized Labor, and made repeated effort to transfer the Pacifists, and the Farmers are all the control of the Republican Party politically dressed up with nowhere to in the South entirely to the hands of go. They cannot even get a chance white men. The Democratic party, to vote against the thing they fear and in the South by indirect and sometimes hate. The second note of encourageby positive action, aided and abetted ment which comes is the unity of opinthese so-called Lily-White Republicans ion shown by the Appeal to America and threatened revolt if Northern which was sent out during the cam-Democrats treated with Negroes. paign. Never before in the history of Complete understanding came in the the United States have American Ne-Hoover overthrew every Negro politi- on matters fundamental to their civilia promise to appoint no Negroes to of- behind us, let us climb forward to cheating open to the nation. Silence fice. The Democrats, on the other real and definite political power for on fundamental human rights of

#### SEGREGATION

JERY slowly but with unexpected success, the fight against governmental segregation in the departments at Washington has reached a stage where a record of achievement can be made and a new alignment of forces elected to rule the United States by a for the future planned.

under President Harding, efforts were smile. The Lily Whites and the Ku When, now, neither party makes any made to segregate Negro clerks in Klux Klan are the political allies of

- . To establish separate Negro sec-
- 2. To segregate clerks in the same sections in different rooms.
- 3. To give separate service in cafeterias, lockers and restrooms.
- 4. To curtail the appointment of Negro clerks.

As a result of 15 years recurring Negro labor, the disfranchisement of branch in Washington, with the co-

- 1. No new segregated sections have been established.
- 2. Segregation in rooms by race has practically disappeared, the few remaining instances being not easily proven cases.
- 3. The discrimination in cafeterias, except in two cases, has been absolutely repudiated by the heads of departments over their own signature.

There remains, therefore, three things to be done:

- 1. Clerks who are discriminated against in the future must be ready and willing to test the legality of the discrimination.
- 2. Legal action must be taken against two cafeterias, one of which is in the Congressional Library, where deliberate and illegal discrimination is well-
- 3. Effort must be made to see how far clerks of Negro descent are being kept from appointment and from promotion simply because of color.

The N. A. A. C. P. will now address itself to these last two matters.

### THE ELECTION

HE Happy Warrior tried to trade the 18th Amendment for the 14th and succeeded in smashing the Solid and "boloney" for newsboys only availed to give Alfred Smith the most crushing defeat in American history.

But liberal America has no cause for rejoicing. Smith was beaten by Southern and Western provincialism, religious bigotry, moral puritanism and snobbishness; and Big Business was mandate which limits Wall Street only Beginning with the administration by the blue sky. Least of all have (Will you please turn to page 427)

ATLANTA UNIVERSITY

DIONEER in liberal education. Advantages of a growing city and iraternal relations with other institutions of higher learning. College and Normal Departments. Practice teaching in grade and High School work. Graduates make good in Northern Universities.

> FOR INFORMATION, Address The President, Atlanta University ATLANTA, GA.

## MOREHOUSE COLLEGE

(Formerly Atlanta Baptist College) ATLANTA, GA.

College, Academy, Divinity School 1 N institution famous within recent vears for its emphasis on all sides of manly development—the only institution in the far South devoted solely to the education of Negro young men. Graduates given high ranking by greatest northern universities. Debating, Y. M. C. A., athletics, all live fea-

> FOR INFORMATION, Address JOHN HOPE, President

#### TALLADEGA COLLEGE A Liberal Arts College of Highest Grade

Approved by Great Educational Agencies and leading Graduate Schools of the Country.

UNEXCELLED LOCATION. STRONG FACULTY. SPLENDID EQUIPMENT. Plant worth

one and one-half million For further particulars address The President or the Dean

TALLADEGA, COLLEGE ALABAMA TALLADEGA

# Knoxville College KNOXVILLE, TENN.

Reautiful Situation and Healthful Location. Best Moral and Spiritual Environment. Splendid Intellectual Atmosphere. Noted for Honest and Thorough Work.

Fully Accredited for Teachers' Certificates by State Board. Home-like Dormitory Life with Careful Supervision. Live Athletic and Literary Interests. wold. Arts and Music. High School, House

Expenses Very Reasonable Catalog and other literature sent free upon request. Address J. KELLY GIFFEN, President. KNOXVILLE, TENN.

# St. Mary's School

As Episcopal boarding school for girls, under the direction of the sisters of St Mary. Address: THE SISTER-IN-CHARGE. 6138 Germantown Avenue, Philadelphia, Pa.

TRAINING OF KINDERGARTEN TEACHERS

## ATLANTA UNIVERSITY

Professional Course of Two Years

Address Atlanta University, Atlanta, Ga.

## UNIVERSITY

Founded by General Oliver O. Howard

WASHINGTON, D. C.

### Purpose

To provide the Twelve

Million Colored people of the United States with College - trained and Professional leaders through its courses in ARTS, SCIENCES, SOCIOLOGY, EDU-CATION, ECONOM-ICS; its Schools of Music, Applied Sciences, Medicine, Dentistry, Pharmacy, Religion and Law.

> President Mordecai W. Johnson

Secretary-Treasurer Emmett J. Scott

### An Outstanding National University

A University located at the Capital of the Nation, with a campus of twenty-five acres. Modern scientific and general equipment. A plant worth approximately \$3,-000,000. A faculty of 176 members. A student body of approximately 2,400, from 36 different states and 14 foreign countries. Generally acknowledged to be the outstanding National University of the Colored Peo-

Students may enter for Collegiate Work at the beginning of any Quarter REGISTRATION PERIODS

AUTUMN QUARTER - - OCTOBER 1, 2, 3, 1928 WINTER QUARTER - - - JANUARY 2, 1929 SPRING QUARTER - - - - MARCH 20, 1929 HOWARD'S NEEDS

\$120 per year to cover incidental fees, etc. (tuition) of a student for a year. \$2,400 for Permanent Scholarship. An Endowment Fund of at least \$5,000,000. An Administration building, \$100,000 to \$150,000. A dormitory for Young Men, \$150,000. A building for the College of Education, \$150,000. Contributions for current expenses in any amount, however small.

FORM OF BEQUEST

give, devise and bequeath to The Howard University, an institution incorporated by Special Act of Congress, and located at Washington, D. C., the sum

# The NORTH CAROLINA COLLEGE for NEGROES

inamour mondiment mondiment and a mondiment an

Formerly the Durham State Normal School

### OFFERS THE FOLLOWING COURSES

1. THE LIBERAL ARTS COURSE

Leading to the A. B. Degree and offering sufficient work in Secondary Education to enable students to secure High School Teachers' Certificates, Class A, and High School Principals' Certificates at the completion of the course.

2. THE SCIENTIFIC COURSE Leading to the B. S. Degree.

3. THE PRE-MEDICAL COURSE

A two-year pre-medical course preparing students for entrance into medical colleges will be given,

4. SPECIAL COURSES IN COMMERCE AND MUSIC

The faculty consists of men and women from the best colleges and universities in the country and meets the requirements of the North Carolina College Con-

FOR CATALOG AND FURTHER INFORMATION ADDRESS:

THE NORTH CAROLINA COLLEGE FOR NEGROES JAMES E. SHEPARD President DURHAM, N. C.

THE PRIDE OF CAROLINA

STATE AGRICULTURAL AND MECHANICAL COLLEGE ORANGEBURG, SOUTH CAROLINA

AMONG THE MOST DISTINGUISHED OF THE SEVENTEEN LAND GRANT COLLEGES IN ORGANIZATION, EQUIPMENT AND COURSES LEADING TO BACHELOR DEGREES, INCLUDING TWENTY VOCATIONS. RECITATIONS AND EXTRA-CURRICULA ACTIVITIES. VALUED AT \$1,000,000.00.

FACULTY FROM THE BEST INSTITUTIONS IN AMERICA.

ILLUSTRATED CATALOGUE ON REQUEST.

S. WILKINSON, President.