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## THE NATIONAL BENEFIT ASSN.

Makes a Splendid Showing and Enters Upon the New Century with Vim and Vigor—An Interesting Interview with the Business Manager—Some Prophecies and Predictions.

The scenes attending the birth of a Negro enterprise is fascinating and oft-times rich with inspiring suggestions. Nearly every great enterprise had an humble origin. The National Benefit Association is no exception to the general rule. Launched on the business high seas, with headquarters at the Capital Savings Bank building, this city, only a few short years past, with limited capital, other than the brains and pluck of its founders, this organization has enjoyed an uninterrupted march of progress; and has convinced the beneficial and industrial societies that the National Benefit Association is a factor to be reckoned within the future. Perhaps no organization in the country and certainly none in their line, can leave behind with the nineteenth century such a record, nor enter the twentieth century with such bright prospects.

The officers of the Association are more than pleased with their patronage and attribute much of their success to the fact that, in dealing with agents the National Benefit Association has always been actuated by a spirit of fairness and the agents reciprocate their appreciation and esteem by doing successful work. Such organizations affords an object lesson for the "haven't-got-a-chance" young men of the race.

### Our Interviewer Chats with the Manager!

While making his rounds the first of the year our reporter visited the bank building and seeing a number of persons entering rooms 12 and 15 he was curious to know the cause. He advanced gave the grand alarm and was admitted in due form. On entering the manager, Mr. S. W. Rutherford, extended to the Colored American a cordial new years greeting.

Seated at a long desk-table, ten or fifteen agents, men and women, aged from 17 to 50, were displaying unusual interest and skill in making out reports and turning in applications for new members. The scene reminded one of a business school room. In response to our interviewers queries, as to the past successes and future outlook for the Associations business, the manager said: "You may say to the readers of your paper that our Association passed through a most prosperous year in 1900. There was never a more favorable outlook than now. The retrospect is equally gratifying. Taking it as a whole I think it safe to say that we are securing our share of the general business prosperity. Our growth in numbers has been steady, but not too rapid for a health membership. The new century has been emphatically marked by a more general awakening of popular interest in the National Benefit Association, and by a more de-



THE COUNTING ROOM OF THE NATIONAL BENEFIT ASSOCIATION, 609 F Street, Northwest, Capital Savings Bank Building.

termination on the part of the people at large to make this institution worthy of its eminent location—at the capital of the nation.

### Born Under a Lucky Star.

The primary object of the National Benefit Association, which is to pay liberal benefits in event of sickness, accident or death is becoming universally popular. Every legitimate claim of whatever nature has been promptly paid, when properly presented. The people are not slow to appreciate this fact.

So phenomenal has been our success in meeting claims and at the same time piling up a snug surplus that our directors say that the National Benefit Association was 'born under a lucky star,' and is destined to do a great work for the race.

What do you predict for the twentieth century Negro enterprises? "I am slow to make predictions, but will say that we as a race, indeed have the love of liberty, but liking in the spirit of unity; this defect above all others must be remedied. We must learn from the proud Anglo-Saxon, the love of union. We must combine. We must concentrate. We must co-operate. We must work to organize industrial and commercial forces. We must acquire strickability. An enterprise once started must be hammered-a-way at until success is snatched from the very jaws of defeat. This done, Negro failures will be a thing of the past."

Will your organization always confine itself to beneficial industrial insurance? "I hardly think so, one success is not enough, when one thing is accomplished there is always something else to strive for."

### Negro Master of his Own Fate.

All eyes have been turned on the Negro. The powerful microscope of public opinion is ever focused upon him; ready at all times to magnify his weakness, and to cast shadows upon his success. This, however, is a tonic which if properly taken, will make the Negro a strong, robust factor in the industrial and financial world. His fate rests on his own efforts. Let him make integrity and thrift the foundation stone, and use enterprise for a lever, and the race will soon be prized up to an advanced position, among the powers that be.

Reverting to the subject of the National Benefit Association the manager said: "It is the purpose of this organization to rise above the great dead-level and reach a place of influence in this, our great country; lending help and encouragement, in building up diversified industries that will afford useful occupation for the thousands of young men and women of the race; young people who are hungering and thirsty for a chance to do something and be somebody."

The Colored American is always pleased to place before its readers such high ideals and evidence of race advancement, as is demonstrated by this unique organization that is giving regular and successful employment to scores of people in different sections of this country.

Let it ever be remembered that the projectors of the National Benefit Association in amelioration of human sufferings and opening new avenues of business, giving hope and stronger aspirations to the young have, "built ed better than they knew," and all connected with this noble work, will

leave a record behind them, the extent of which only eternity will reveal.

### Colonel Carson Canned.

Perry H. Carson was presented with a handsome gold-headed cane Monday evening by the Blaine Invincible Republican Club, as a token of its appreciation of his ability as leader of the organization. He organized the club in 1876 and has brought up the membership to 175. The club will parade March 4th in handsome uniforms. The officers of the club are: Perry H. Carson, President; J. W. Jackson, Vice-President; J. I. Thomas, Secretary; Charles W. Scott, Recording Secretary; Lewis York, Treasurer; J. M. Matthews, Sergeant-at-Arms. The members have presented J. W. Jackson, the Vice-President, with a handsome Masonic emblem.

Mr. Haley G. Douglass, son of Maj. Chas. R. Douglas, left the city this week, returning to Exeter College, where he is preparing for Harvard College.

The National Benefit Association wants good reliable representatives in every section of this country. Liberal terms to active workers. Parties in New Jersey, New York and Connecticut will address Mr. Lewis Biggers, Northern General Agent, 111 North Clinton street, East Orange, N. J. All others will address the Home Office, 609 F street northwest, Washington, D. C.

S. W. RUTHERFORD,  
General Manager.