

# Lincoln Memorial Building Co.

CAPITAL, \$400,000

WASHINGTON, D. C.

## FIRST OFFERING

**\$100,000 OF STOCK AT PAR  
\$10.00 PER SHARE**

To be paid for on the Easy Payment Plan

This is of importance to YOU and every Negro in the land!

**Why?**

It advances the interest of the Negro race. It affords the individual a safe and sure investment.

**Because**

It opens up new channels of enterprise. It presents the Negro in his true light before the eyes of the world.



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## IT IS THE NEW EMANCIPATION PROCLAMATION

WASHINGTON IS THE SEAT OF OUR NATION'S GOVERNMENT.

The eyes of the world are on Washington. One-third of Washington's population is Negro.

If all the Negroes in Washington were colonized in one place they would make a city larger than Richmond, Virginia.

There are seven theatres in Washington, supported by a white population of 241,923—and a few foolish Negroes willing to be colonized in the galleries, the only place to which the Negro is admitted.

THERE IS NOT A SINGLE FIRST-CLASS OFFICE BUILDING in the city of Washington, where a colored professional or business man or woman, and there are hundreds of them in the National Capital, can obtain business quarters.

JUST THINK OF IT! 100,000 enterprising, thrifty, intelligent people, through race prejudice, swept completely out of the business district of Washington; 100,000 genteel, prosperous, amusement loving people deprived of every form of theatrical entertainment unless willing to submit to the most humiliating conditions.

Every colored man and woman IN Washington.

Every colored man and woman VISITING Washington.

Every colored man and woman in America, familiar with the true state of the Negro in Washington, realizes that a theatre, store, and office building, operated by the Negroes, for the Negroes, is A NECESSITY.

The welfare of the race demands it.

The self-respect of the race demands it.

Any enterprise resting its hope of success upon a NECESSITY is bound to be a SUCCESS.

A THEATRE AND OFFICE BUILDING IN THE CITY OF WASHINGTON, built by Negroes, for the use of Negroes, is a NECESSITY.

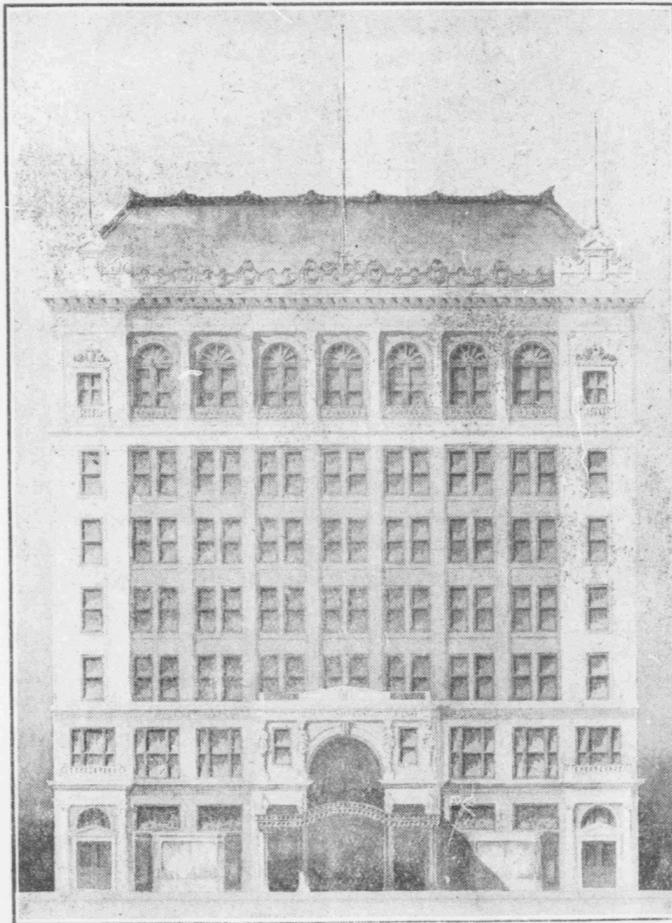
Appreciating to the utmost that fact—THE LINCOLN MEMORIAL BUILDING COMPANY proposes to erect in the Central Business District of the city of Washington a magnificent theatre, seating capacity 2,500, and a store and office building of splendid proportion, adequate in every respect to meet the requirements of prosperous professional and business men.

The enterprise is exceptional in two respects: First—It is absolutely safe.

Second—It promises enormous possibilities as a money maker.

Features that must appeal to every man or woman with a few dollars to invest, and you are such a man or woman or you would not have read this far.

THE LINCOLN MEMORIAL BUILDING COMPANY has surveyed the field carefully, and it KNOWS that hundreds of tenants are available for the offices, that dozens of merchants are ready to rent the stores, and that 100,000 people are anxious to patronize the theatre exclusively, and make it the best



Proposed Front Elevation  
LINCOLN MEMORIAL OFFICE AND THEATRE BUILDING  
WASHINGTON, D. C.

paying amusement place in America. IT KNOWS ALL THIS AND IT INVITES YOU TO PARTICIPATE in an enterprise ABSOLUTELY DEVOID OF RISK, where every dollar will be invested in the best of Washington Real Estate, that increases in value annually at the rate of 5% per cent—nearly DOUBLE bank interest.

Even that is good enough for most people, but the LINCOLN MEMORIAL BUILDING COMPANY will do better than that. It will have offices and stores and lodge rooms, which will earn, on a conservative estimate, at least \$23,200 per year. Equal to 5-9-10 per cent per annum.

It will also have a theatre, which, if patronized at prices ranging from 10 to 50 cents, by only 1 per cent of the total colored population of the city of Washington, will enable the Company to pay 15 per cent on its total capitalization. Equal in all to 20-9-10 per cent, to which may be added the land value increase of 5% per cent.

Now, all this is Conservatively Estimated. Banks and Insurance Companies engage in enterprises like this with their depositors' and policyholders' money—YOUR money, but YOU get only about 3 or 3 1/2 per cent. The banks or insurance companies keep the balance. THE LINCOLN MEMORIAL BUILD-

ING COMPANY is ENTIRELY NEGRO. Not one dollar of white capital will be accepted in exchange for its securities.

There is not one dollar of Promotion Stock, consequently there is no watered stock.

Every holder of stock from the President down must pay at LEAST \$10.00 per share for every share of stock allotted to him.

This does not mean that the price of stock will REMAIN at \$10.00 per share. It is \$10.00 NOW. It will advance in price far beyond \$10.00, just as railroad and public utility stock goes to several times par. So will the Lincoln Memorial Building Company's stock go to several times its present value.

This means that a share of stock costing \$10.00 NOW will be worth \$40.00 when stock goes to four times par. Estimates show that the Company's earnings will be 20 per cent, and that is four times par, with every dollar invested in Real Estate. THE BEST in the city of Washington, where values are as firmly fixed as the Rock of Gibraltar.

This does not mean that the price of stock will remain at \$10.00 per share. It is \$10.00 NOW. If the Company, as it is estimated, pays 20 per cent, a \$10.00 share of stock will be worth \$40.00. If it pays 40 per cent, a single share of \$10.00 stock will be worth \$80.00. Just as railroads and public utility stocks increase in value, so will the Lincoln Memorial Building Company's stock increase in price.

The first allotment of stock at \$10.00 a share is being rapidly subscribed, and the next allotment will be \$12.50 per share, to which point it will soon be advanced; therefore, you are urged to avail yourself of the present opportunity to get in as completely on the ground floor as any one of the Company's Directors are.

The Company's Directors, by the way, are men of sterling worth, integrity and honor, as you are possibly aware, or can easily ascertain through any COMMERCIAL AGENCY.

Their names are at the top of this page. They have unbounded faith in the future of the Company. They have invested THEIR hard earned money in it, and they advise you to invest YOUR money side by side with theirs.

DON'T WAIT UNTIL IT IS TOO LATE.

The price of stock is \$10.00 per share, payable \$1.00 down and \$1.00 per month for nine months upon each share subscribed for.

### DO IT NOW.

Before you lay this paper down cut out the coupon on the lefthand corner of this page and mail to-day, with remittance for first payment, if for but one share of stock.

We shall be glad at all times to give you any further information desired, and again invite you to join us in this enterprise.

Very truly yours,  
LINCOLN MEMORIAL BUILDING COMPANY,  
494 Louisiana Ave., Washington, D. C.

Tear off and mail with your remittance for First Payment

Lincoln Memorial Building Company, 494 Louisiana Ave., N. W., Washington, D. C.  
 Gentlemen:  
 Find inclosed.....dollars as first payment on.....shares of stock in the Lincoln Memorial Building Company, upon the following terms and conditions:  
 First. That the price at which I purchase this stock is ten dollars per share.  
 Second. That the stock issued to me shall be fully paid and non-assessable.  
 Third. That if purchased on deferred payments that the first payment shall not be less than 10 per cent of the purchase price.  
 Fourth. That my contract of purchase will be issued to me for the number of shares applied for upon my first payment.  
 Name.....  
 Street..... City..... State.....

Tear off and mail for Free Prospects

Lincoln Memorial Building Company,  
494 Louisiana Ave., Washington, D. C.  
 Gentlemen:  
 I have read your advertisement and desire further information regarding the Lincoln Memorial Building Company.  
 Please send me by return mail, free of charge, prospectus of the Lincoln Memorial Building Company. It is understood that there is no obligation on my part whatsoever.  
 Name.....  
 Street.....  
 City..... State.....