

From Brazil.

Bahia, Brazil.
June 3, 1926.
Mr. John Mitchell, Jr.,
Richmond, Va., U. S. A.
My dear Sir:

Regardless of what some people think or say, the greatest source for the individual lies in that of the masses; and by serving the masses one profits by the masses. The government lives from taxes and tariffs, and it is only when the people are generally prosperous that the government is at its best. The same may be said about the individual; it is only when his neighbors are prosperous that his own chances and happiness are most certain and convenient. The more the landholder and the landlord fare better when prosperity abounds in all the classes and with all the people.

Education has proven to be second only to labor itself in value. A person without education or interest is not liable to read a newspaper, etc.; and those who read, mostly read for a purpose; these purposes vary.

But it is quite safe to say that the paper that satisfies the interest of its readers best will get their first support. The colored journalist, like all other specialists, must take this point into consideration. The colored journalists write altogether too optimistically and light-heartedly about the race they are supposed to give information to and about; when that same race and its interests are both in a most distressing condition. This explains how the Negroes are so sadly neglected of the benefits that society owes them. This is how they can be whipped and even killed, in the center of a large community, and beyond the bounds of that neighborhood nothing is ever heard of it. And the culprit walks about scot free to await the next victim. Those who know about it become afraid of him. And he, hearing about this, becomes less cautious in his brutality; only for selfish purposes he makes friends with those who are more apt to challenge his bragadoles. Thus he and his friends do as they please, until somebody has courage enough to expose them. But if a poor unprotected person attempts this exposure he and all of his belongings are in danger of a similar fate.

Now these things I have seen right near you, or to where you are. And neither the Negro teachers, nor papers would dare to make it known to the public. And if a stranger made too much fuss about it some of these very same cowards would go and tell the gang leaders, so as to get their favor in the future.

But no one makes serious inquiries about the happiness or unhappiness of the colored people, to give it publication in other parts. And, say, do not think that only other Negroes want to know about these things; because I will tell you now, that other people are more anxious to know than the best Negroes know how to be. It is for various reasons that the leading people of the country and of the world want peace and progress among the citizens of every quarter. These people may not be government officials but their influence sometimes exceeds that of a mere government official. Thus I plead for a more definite publication upon the general conditions of colored people everywhere, compared with those of other free people. But the one that reports should be able to understand what the differences are. If the publications can not conveniently be done too near the spot; then let it be done at a remote distance, let it be done. And this will lift the colored people faster than any other way. The truth will free them! There is a certain gang or group whom I hope to reach in an offhanded way. Because these think that they are beyond all earthly powers, they have blocked many efforts and done upon their efficiency to keep it up; but the light being turned upon the conditions of Negroes, in certain parts of the world, will cause them to enter into those of others. And besides this, such is the only way to make the colored press, in the U. S. A. respected. This may seem like nonsense to you, but it is just this kind of nonsense that makes the water run from the spring. And it was upon this kind of work that the late John E. Bruce differed with me, and thought to hurt me.

But I tell you I am trying to help the weak without killing the strong. It seems that certain Americans are beginning to feel alarmed about the safety of the Anglo-Saxon domination. But we here, are concerned more about the domination of right and equity; whether by the Anglo-Saxons or by the Zooloos of Africa. Of course, we do not forget what good the Anglo-Saxons have done, but we pray that they will continue. But if not; up steps the next best fellow.

As ever yours for equity and progress,
I. S. MOORE.

VIRGINIA MATERNITY DEATHS

By W. A. Flecker, M. D., State Registrar of Vital Statistics

While there has been a great decline in maternity deaths since the discovery that childbed fever is a germ disease and that it need not rarely occur if the rules of absolute cleanliness are observed, there are still far more deaths than should occur.

There were in Virginia in 1925, 417 Puerperal deaths, 215 white and 202 colored. This is 152 less than in 1920. One white mother gave up her life out of every 194 living children born, while the colored fatality was one mother to every 94 births, the rate being more than double that of the white.

This, of course, is accounted for by the fact that physicians are more generally employed by white families, while the colored rely upon the inadequate care of ignorant and usually dirty midwives.

In the practice of skilled and painstaking physicians not more than one maternal death to five hundred

I Can't Enjoy Anything

A Woman's Appeal for Happiness

Suffering day and night the misery known only to women. If your life and happiness are being suffered by suffering, read this message of cheer. There's Hope For You! If You Act At Once. Send your name and address on the coupon below. A woman who understands and sympathizes with your condition will receive your appeal of distress and send you particulars and generous Free Trial of Mrs. Summers Opioid Remedy.

Then, without the aid or knowledge of anyone, you can thoroughly try this treatment that has brought cheer and happiness to thousands of sufferers for more than 34 years.

Don't Spend Another Hopeless Day

Send me without obligation your 10 day Free Trial Offer Mrs. Summers Opioid Remedy.

Name.....

Street or R. F. D.

State.....

To: Summers Medical Co., Box 441, South Bend, Indiana

Children's Colds and Coughs...

Children love Luden's. And the exclusive blend of menthol with other ingredients works wonders in relieving colds, coughs, sore throat, sniffles—yes and even croup.

A grateful mother writes: "When my little girl is threatened with croup, nothing relieves this distress as quickly as Luden's Menthol Cough Drops." (Original letter on file)

5¢ LUDEN'S MENTHOL COUGH DROPS

births is expected, while some have attended double that number without a death. The question of safety is therefore largely the question of engaging a capable physician early, and accepting his watchful care and advice as to diet mode of life, and as to the functioning of kidneys and other organs.

In the rural sections small but good private and public hospitals are now to be found, convenient to a large part of the population. These offer the assurance of adequate and timely assistance, which may not always be obtained at home. And should go far towards solving the maternity problem where physicians are not always obtainable just when needed.

It is believed that the efforts of the Bureau of Vital Statistics and of the Child Welfare Bureau in teaching midwives and forbidding rules of cleanliness and forbidding them to practice dangerous methods, has been largely responsible for the reduction of colored deaths from childbed fever from 73 in 1922, to 57 in 1925.

Prospective mothers should write to the Bureau of Vital Statistics, Richmond, Virginia, for free helpful literature.

WOMAN TESTIFIES TO KILLING IN SELF DEFENSE; GETS TWO YEARS

(Pittsburgh News Service)
Pittsburgh, Pa., Nov. 19.—A self-defense plea was raised by Mrs. Mary Huguley, 39 years old, when she took the stand in her own defense before Judge H. H. Rowand in criminal court, arraigned on a charge of having shot and fatally wounded William Wallace, 35 years old, in his home, 5813 Kirkwood St., May 25. Wallace died in St. Francis Hospital four days later. Mrs. Huguley was sentenced to serve from two to four years in the Western Penitentiary by Judge Rowand. She was convicted by a jury on a charge of voluntary manslaughter.

OTHER PEOPLE JUDGE YOU NOW BY YOUR FURNITURE

When you can get FURNITURE and RUGS from an Old Established House like JURGENS—that's known to sell the best quality goods, just as reasonable as elsewhere—why not give your friends a good impression. It will give us the greatest pleasure to show you our wonderful stock of home-making, comfort giving FURNITURE and RUGS and—don't fail to ask our Salesmen about our BANKING PLAN which gives you \$5.00 or 15 months in which to pay for any purchase.

CHAS. G. JURGENS SON

ESTABLISHED 1880.
ADAMS AND BROAD

666

is a prescription for Colds, Grippe, Flu, Dengue, Malaria and Malaria It kills the Germs.

Girl Gained 7 Pounds

9 Years an Invalid

That's just what McCoy's Cod Liver Oil Compound Tablets did for the Babcock Girl—and is doing as much for tens of thousands of thin, underweight, weak and discouraged people all over America.

These sugar coated, pleasant to take, tablets should be given to children instead of the vile stomach upsetting oil itself—they surely do help the frail, delicate little ones and 60 tablets cost but 60 cents at any drugist.

Read this letter if you have a child that needs to gain health and strength:

"My little girl was stricken with infantile paralysis when she was 5 months old and was an invalid for 9 years—when I saw an ad in the paper that McCoy's Cod Liver Oil Compound Tablets would build up wasted tissues. I bought a box and she gained very slowly at first and after taking eight boxes, she gained seven pounds. Thanks to McCoy's Cod Liver Oil Compound Tablets, after trying almost everything else on the market. She is on the road to recovery and goes to school every day." Mrs. L. Babcock, Appleton, Wis.

Imitations of McCoy's may be offered but be sure and ask for McCoy's, the original and genuine and if after thirty days' treatment you are not delighted with results—why get your money back.

Checker Cab Low Rates and Prompt Service

WHEN YOU WANT SERVICE BADLY YOU WANT IT AT ONCE



THE CHECKER CAB SERVICE with its Polite Colored Chauffeurs is on equalled by the superb Yellow Cab Service with White Chauffeurs.

CALL RANDOLPH 456 and Surprise Yourself on Finding Out Just How Prompt They Are.

THE LOW CAB RATE can be Made Even Lower by the Doubling of the Service. You Can Do This by Increasing the Patronage of the Line.

Regular Stand,
Second Street Near Leigh Street.

Checker Cab Randolph 456

DO YOU KNOW THEM?

Vienna, Ga., Oct. 4, 1926.
I desire to know the whereabouts of my relatives, I am Millie Brook's daughter and I was sold away in slavery. I was born in Richmond, Va. My mother belonged to Jesse Brooks who had two sons, Ike and Nick. I was sold to Squire Fouse in North Carolina. I had four brothers: George Washington, Jerry, Ambros and Jim Brooks. Any information will be thank fully received by Lydia Webster, Vienna, Ga.

RHEUMATISM PROMPTLY RELIEVED with Wonderful New Remedy. Write Box 355, North Emporia, Va.

NEW VICTOR RECORDS

By Popular Colored Artists

Rev. J. M. Gates, Mamie Smith, Mable Richardson and others, made by the new Orthophonic method. Call and hear them.

OUR ANNUAL XMAS SALE

Offers a complete stock of Pianos, Victrolas, Radios and Everything Musical. Convenient terms arranged.

The Corley Company

213 East Broad
RICHMOND, VIRGINIA
214 East Grace

ONE WEEK'S SUPPLY Free



BRONZE BEAUTY Face Powder is made by a new French process, and is not affected by perspiration. Used satisfactorily on dry or oily skin. Makes the complexion soft and velvety—and stays on until removed. Three tints which blend with any complexion: High Brown, Bronze Glow and Flesh. Fill out and mail the coupon below and we will send you a whole week's supply free.

STRAIT-TEX CHEMICAL CO., 569 Sixth Avenue, Pittsburgh, Pa.

Name.....

Street and Number.....

City..... State.....

Amaze your Friends with your Lovely Complexion

Any complexion, no matter how dark, muddy or oily, Dr. Fred Palmer's Skin Whitener Ointment will transform it like magic into a lovely, soft, velvety skin.

Ladies in all walks of life, from Maine to California and from the Great Lakes to the Gulf, are improving their beauty, renewing the youthful texture of their skin and lightening their complexions with Dr. Fred Palmer's Skin Whitener Preparations—and there is a special preparation for each need.

Any complexion, no matter how dark, muddy or oily, Dr. Fred Palmer's Skin Whitener Ointment will transform it like magic into a lovely, soft, velvety skin—the blotches and tan marks vanish, pimples clear up, the skin becomes clearer and lighter and the excessive oil which causes "shine" disappears. Price 25c.

Women everywhere are simply wild about Dr. Fred Palmer's Soap and Powder. The Powder is delightfully fragrant, clings to the skin nicely and has a soft, satiny appearance. Wind does not blow it off, it prevents oil from forming on the skin and keeps the skin from chapping in all kinds of weather. 25c buys a generous box of Powder or a large cake of Soap.

Dr. Fred Palmer has developed one of the finest Hair Dressers known to science—it makes the hair straight, soft and luxuriant, removes dandruff, keeps the scalp healthy and makes the hair grow—no hair is too stiff or crinkly for it to improve—you can buy it for 25c.

Dr. Fred Palmer's Skin Whitener Preparations—four in all—Skin Whitener, Skin Whitener Soap, Skin Whitener Powder and Hair Dresser—may be had from almost any toilet goods counter serving race people, but be sure you get the genuine by insisting upon Dr. FRED PALMER's, and if your dealer cannot supply you, they will be sent direct from the laboratory upon receipt of price, 25c each, or the four for one dollar. If you want to try before you buy, send four cents in stamps for free samples of Skin Whitener Ointment, Skin Whitener Face Powder and Skin Whitener Soap, addressing Dr. Fred Palmer's Laboratories, Department A-372, Atlanta, Ga.

WANT A LAUGH?

Then follow each chapter of "Too Much Efficiency," a humorous, biting story by E. J. Rath, author of "The Nervous Wreck," one of the foremost comedy writers of the U. S. You will find a kick in every chapter of this "systemized" story. Page 6.

Kelly Miller's Authentic History of The Negro in the World War A Great New War History

In addition to its containing a graphic account of the War, includes many chapters on subjects of vital interest. Following are a few of the subjects treated: The Flash that Set the World Aflame—Why Americans Made Men Make the Battle—The Strange Devices—Wonderful War Weapons—The World's Armies—The World's Navies—The Nations at War—Modern War Methods—Women and the War. A volume of general information upon all subjects which have their bearing upon the World Conflict, as well as an authentic account of the Great World War.

The Book also includes the following subjects: The Horrors and Wonders of Modern Warfare. The Barbarity and Merciless Methods Employed to Satisfy the Ambitions of the Kaiser and His Imperial Government. The Ruthless Submarine Warfare—Waged to Starve England and France into Submission. The Story of the Hardships and Horrors which the Belgians and French were Compelled to Suffer. The Billions of Dollars Required to Carry on the Awful Struggle. The Terrible Loss of Human Life and the Desolation of Countries. The Weird and Wonderful Methods of Warfare. The New and Strange Devices that have come into being. The great "tanks," the "blimps," the submarine, the gas and poison bombs, and the marvels of science. Things about which you may never have heard. Marvellous guns that shot for miles. Feudal and Medieval weapons that again came into play. The plans of the Hohenzollerns to create a World Empire, which drew upon them the wrath of Nations and Navies and what they Represented in Men and Equipment.

This Great Book tells all about the Negro Everywhere in the World War—How He Did His Duty. In every capacity—from right up in the Front Line Trenches and on the Battlefields—Clear Back to the Work of Keeping the Home Fires Burning: On the Farms; in the Mills and Munition Plants; On the Railroads and Steamships; in the Ship Yards and Factories; Men and Women with the Red Cross; the Y. M. C. A., Y. W. C. A., the War Camp Community Service, the Liberty Loan Drive, etc.

This Volume tells the world how the Negro has won his place and his right to a voice in the affairs of mankind against prejudice, ridicule, race hatred and almost insurmountable obstacles. Many striking effects

monials from the Secretary of War and Army Officers of high rank and reputation are set forth in no uncertain terms. The following ringing words of Major General Bell, addressed to the famous "Buffaloes" the 367th Regiment, are typical of the high regard and respect of American and European officers for our colored troops. Every private in this regiment and most of the officers were Negroes. The General said:—

"This is the best disciplined and best drilled and best spirited regiment that has been under my command at this cantonment. I predicted last fall that Colonel Moss would have the best regiment stationed here and you men have made my prediction come true. I would lead you in battle against any army in the world with every confidence in the outcome."

THE NEGRO IN THE NAVY.

More than fifty pages of the Book devoted to the Achievements of the Negro in the American Navy—Guarding the Trans-Atlantic Route to France—Battling the Submarine Peril—The Best Sailors in any Navy in the World—Making a Navy in Three Months from Negro Stevedores and Laborers—Wonderful Accomplishments of Our Negro Yeomen and Yeowomen.

As we have fought for the rights of mankind and for the future peace and security of the world, the people want to be correctly and fully informed of the facts concerning OUR Heroes—and this is THE Book they are looking for.

THE ONLY HISTORY THAT WILL FULLY SATISFY THE AMERICAN COLORED PEOPLE.

This Book appeals to the Colored People. They are eager to buy it. Why—Because it is the only War Book published that thrillingly, graphically, yet faithfully describes the wonderful part that the Colored Soldier has taken in the World War and is absolutely fair to the Negro.

It relates to the world how 300,000 Negroes crossed the North Atlantic, braving the horrors of the Submarine Peril, to battle for Democracy. The loyalty and patriotism that characterized the black man's nature, his sublime self-sacrifice, his indubitable bravery, the wisdom of Negro Officers in command of their own troops.

A NEW REVISED BOOK WITH PEACE TERMS—750 Pages.

Cut out this Coupon and send us \$2.98 and we will ship you Kelly Miller's Negro in the World War. \$2.50 The PLANET, One Year, 2.00

\$4.50 for \$2.98. THE PLANET, 311 N. 4th St., Richmond, Va.

L. J. HAYDEN

Manufacturer of Pure Herb Medicines

TO RELIEVE ALL DISEASES OR NO CHARGE
224 W. Broad St., Richmond, Va.

DO YOU LOVE HEALTH?

If so, call and see L. J. HAYDEN, Manufacturer of Pure Herb Medicines, 224 West Broad Street. My medicines will relieve you or no charge, no matter what your disease, sickness or affliction may be and restore you to perfect health. I use nothing but herbs, roots, barks, gum, balsams, leaves, seed, berries, flowers and plants in my medicines. They have relieved thousands that have given up to die.

MY MEDICINES CURE THE FOLLOWING DISEASES: Heart Disease, Blood, Kidney, Bladder, Piles in any form, Vertigo, Quinsy, Sore Throat, Dyspepsia, Indigestion, Constipation, Rheumatism in any form, Pains and Aches of any Kind, Colds, Bronchial Troubles, Skin Diseases, all Itching sensations, Female Complaints, LaGrippe, Pneumonia, Ulcers, Carbuncles, Boils, Cancer in its worst form without use of knife or instrument, Eczema, Pimples on face and body, Diabetes of Kidneys, Bright's Disease of Kidneys. My medicines relieve any disease, no matter what nature, or your money refunded.

Medicines sent anywhere. For full particulars, write, send or call on L. J. HAYDEN 224 West Broad Street.

Richmond, Va., July 8, 1915.
A perfect cure has been effected by L. J. Hayden's Pure Herb Medicines. After waiting thirteen years and have not suffered from the horrible disease, Gravel, I desire to make a statement to L. J. Hayden: Thirteen years ago twelve leading physicians of my city treated me for Kidney trouble and gravel without the desired benefit. These doctors advised me to be operated on, as that was the only chance for me. I was advised to go and get some of L. J. Hayden's Herb Medicine and try before being operated on. I did so, and in twenty-four hours after using his medicines, I passed at least a half dozen gravel, some as big as a large pea. Since that time I have not suffered with the gravel. I highly recommend L. J. Hayden's medicine to all suffering humanity. I am, J. A. PAGE, 4 Auburn Ave., Richmond, Va.

Improvement noted at once. Mr. L. J. Hayden, 224 West Broad Street, Richmond, Va. I received your treatment O. K., and I have started to taking it already for a few days, and it has already begun to improve my ailment so I am sending to you for one more bottle of medicine for the blood. I have spoken to many of my friends and they say they are going to send for a treatment. I think it is a great remedy. I do not suffer with my pains as I used to and my appetite is just fine and I sleep much better every night and feel fine.

Yours truly, EDWARD BRYANT, Douglas, Arizona. Camp Harry J. Jones, Co. D, 25th Infantry.

FOUND GREAT RELIEF. Power, W. Va., Feb. 9, 1925. L. J. Hayden, 224 West Broad Street, Richmond, Va. Dear Sir: I received your medicine and I must say that it has done me so much good and it makes me feel so much better. I am writing you to please send me some more as you said in your letter that it would take more than one treatment to relieve a person of his trouble. Thanking you, I am, 224 West Broad Street, Yours truly, MRS. MARY GROCE, Power, W. Va.

MORE WANTED. Dauberville, Pa., March 25, 1925. Mr. L. J. Hayden, 224 West Broad Street, Richmond, Va. Dear Sir: Please send me your Blood Purifier and Stomach Remedy. I got some a few years ago which I found to be so very good for indigestion. So find enclosed money order for \$2.65. Please try to send the medicine as soon as possible as I am in need of it. Yours truly, MRS. CHARLES EBLING, Dauberville, Pa.