

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
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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Secretary Laborers' Building and Loan Ass'n
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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 colon-
ized 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 colon-
ized 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 hun-
dreds of them in the National Capital, can ob-
tain business quarters.

JUST THINK OF IT! 100,000 enterprising,
thrifty, intelligent people, through race prej-
udice, swept completely out of the business dis-
trict of Washington; 100,000 genteel, prosper-
ous, amusement loving people deprived of
every form of theatrical entertainment unless
willing to submit to the most humiliating con-
ditions.

Every colored man and woman IN Wash-
ington.

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 suc-
cess.

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

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 propor-
tion, adequate in every respect to meet the re-
quirements of prosperous professional and busi-
ness men.

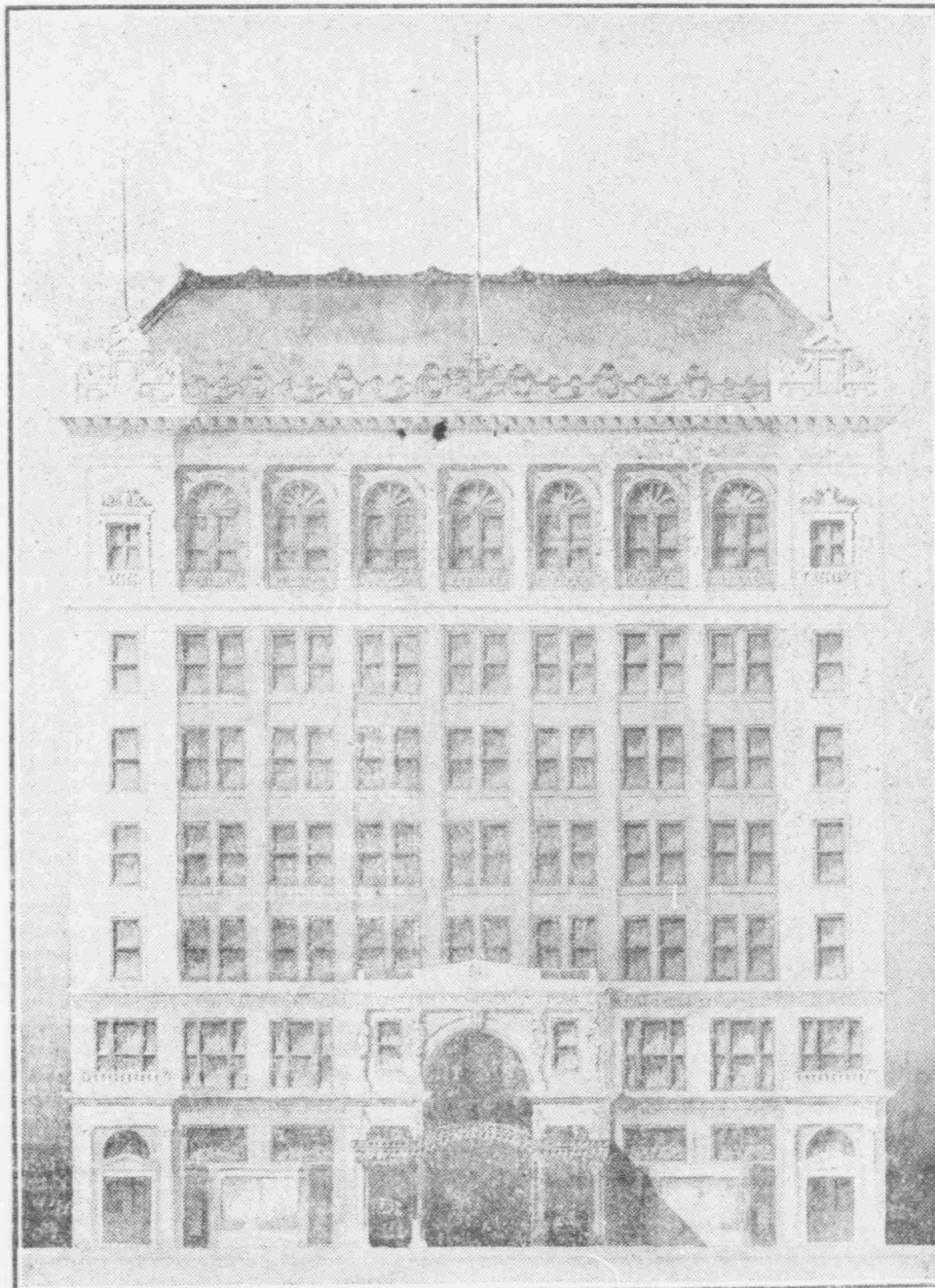
The enterprise is exceptional in two respects:

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 BUILD-
ING COMPANY has surveyed the field care-
fully, 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 IN-
VITES YOU TO PARTICIPATE in an en-
terprise 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 patron-
ized 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 Com-
pany to pay 15 per cent on its total capitaliza-
tion. 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 ac-
cepted 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 in-
vested 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 Build-
ing Company's stock increase in price.

The first allotment of stock at \$10.00 a share
is being rapidly subscribed, and the next allot-
ment will be \$12.50 per share, to which point
it will soon be advanced; therefore, you are
urged to avail yourself of the present opportu-
nity 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 in-
vest YOUR money side by side with theirs.

DON'T WAIT UNTIL IT IS TOO LATE.

The price of stock is \$10.00 per share, pay-
able \$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.....City.....State.....

Tear off and mail for Free Prospectus

Lincoln Memorial Building Company,
494 Louisiana Ave., Washington, D. C.

Gentlemen:

I have read your advertisement and desire further information regarding the Lincoln Memorial Build-
ing 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.....City.....State.....