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PRICE 5 CENTS

N. A. A. C. P. CONVENTION LARGEST EVER HELD

ALA. KLANSMEN LYNCH AL SMITH IN EFFIGY

STREETS DECORATED; CROWD AT STATION GREETS OFFICIALS

GOVERNOR AND MAYOR BRING PERSONAL GREETINGS; CROWDS PACK AUDITORIUM

Miss Ovington Goes To Seattle Wash.

Miss Mary White Ovington, founder of the National Association who spent a week in Portland as the guest of the local Branch of the National Association, after addressing the student body of the University of Oregon Extension Summer school Monday morning at Lincoln High School, which was the final engagement here, left for Seattle, Wash. After spending a few days in Seattle, Miss Ovington plans to return to her home in New York City. During her stay in Portland, she filled many speaking engagements. Noted amongst them were addresses on Sunday morning, July 15th before Mt. Olivet Baptist Church and Zion A. M. E. Church and in the evening before the First Congregational Church. At each of these meetings, the speaker told of the working of the National Association for the Advancement of Colored People. At an interracial tea held in her honor by Mrs. J. J. Handsacker, Miss Ovington explained the program of the Association and answered questions regarding same. In re-

(Continued on page three)

EDUCATOR IS HONO'D

Atlanta, Ga., July 15—Dr. John Hope, president of Morehouse College, this city, while in attendance upon the recent Congress of the World Baptist Alliance in Toronto, Canada, received from McMaster University, of that city, the honorary degree of Doctor of Laws. A like degree was conferred by the University upon John Thomas Forbes, principal of the Theological College of Scotland, while the degree of Doctor was conferred on nine eminent preachers and missionaries from six different countries.

The imposing ceremonies were conducted at a special convocation held in Yorkminster Church, Toronto, attended by the officials and faculty of the University and by a large number of delegates to the World Baptist Congress. Of the eleven men receiving degrees, Dr. Hope had the distinction of being one of the three from America, one of the three to speak in response, and one of the two to receive the degree of L.L.D.

Portland's Own Store

THE STORE FOR EVERYBODY

Meyer & Frank Co.
The Quality Store of Portland, Oregon

Those who had had the pleasure of attending the previous N. A. A. C. P. Annual Conference, were unanimous in their opinion that the 19th Annual Conference held in Los Angeles, California, June 27-July 3rd was by far the greatest.

It was pointed out that the reception tendered the National Officers and delegates who came on the special train at the station was the first of its kind in the history of the Association.

The streets all through the colored business section and down town in the white business section in the immediate vicinity of Philharmonic Hall and Shrine Auditorium were gayly decorated with bunting, flags and N. A. A. C. P. posters. To every entrance to business places on Central Avenue were placards bearing words of welcome and greeting to the delegates and others attending the Conference. The street decorations and other publicity were paid for out of the \$1500 appropriated by the Los Angeles Chamber of Commerce.

Dr. Boyd Has Full Program

Dr. Henry Allen Boyd and his party, including Mrs. Boyd, his daughter, Mrs. Miller and Secretary, Mrs. Wilson who are prominent guests in Portland this week-end, came here directly from Los Angeles where they attended the World Sunday School Convention July 11-18. The party was royally entertained by Texans of Los Angeles headed by Mr. James Warren at an elaborate reception held in the show room at the Hefflin Furniture Mfg. Co., 2330 Santa Ana Blvd., Saturday night, July 14th. Dr. Boyd himself a native Texan, is one of the outstanding business, fraternal and church men of the race. He is Secretary of the National Baptist Publishing Board, Nashville, Tenn., Director of a bank in that city and Secretary of the National Negro Press Association.

The exhibit of the National Baptist Publishing Board was one of the attractions at the World's Sunday School Convention. It covered a space of twenty by fifty feet and consisted of Sunday School literature, song books of 23 different makes and names; a miniature pulpit suite with some little pews, showing that they not only make everything from a postal card to an encyclopedia but that they manufacture furniture for churches from wooden collection plates to church pews and pulpits. The exhibit was in charge of some well informed Sunday School Supt.

Dr. Boyd will preach at Zion A. M. E. Church Sunday morning, July 22nd at 11 o'clock. His daughter, Mrs. Miller who is an accomplished musician has been requested to play.

How A Young Negro Succeeded In Business

(By Mrs. E. D. Cannady)
I don't know of any good reason why I shouldn't start this series of articles on my glimpse into the business, social, religious and political circles of the city of Los Angeles with a brief story of the Hefflin Furniture Manufacturing Co. There are good reasons why I should. First of all the founder of the plant is a Texan he got his start in a little town in Texas. That makes us kin by soil and geography. And then, his was the last place I visited before taking leave, and the good book says doesn't it something about last shall be first?

The Hefflin Manufacturing business is housed in a \$40,000.00 building which was designed and built by colored men and whose materials were purchased from colored people. I tell you this at the start so that you may know that Mr. Hefflin believes in his race. The building which was completed last October is located at 2330 Santa Ana Boulevard. Its president, Leon M. Hefflin,

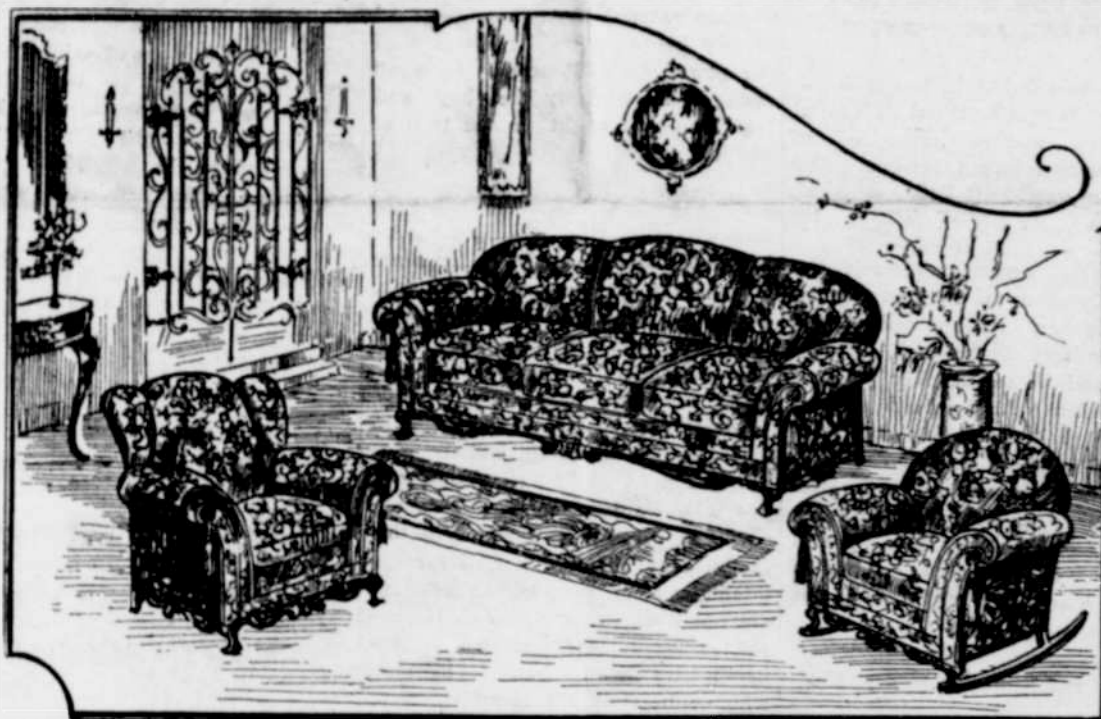
to resemble hammered metal and we asked if it were anything like the ones in which Flo Mill and Rudy Valentino were laid to rest. Mr. Emory V. Crain, Secretary and part owner, who was our guide, told us that it was just as beautiful but not nearly as costly. In another room we saw all sorts of machinery for the construction of furniture parts. Another room displayed the paint guns and other apparatus for finishing and last touches. And still in another part we were shown the prettiest knobs for auto gear-shift which this company manufactures in large amounts. After we had been shown the first process which presented a perfectly white knob, I asked our guide what they did to make them look like pretty agates when finished, and he politely told me that was their secret. So after purchasing one for our friend's car which she had turned over to me upon my arrival in Los Angeles, we proceeded to other parts of the building.

equipped the machine and veneering departments of this factory. His plans and methods are still in use in that factory today.

In the meantime, during his spare hours, Hefflin built a suite of bedroom furniture in the basement of his home without the aid of machinery. This furniture he sold for \$300 to a local housekeeper, bringing his idea, thereby, closer to its realization.

After three and half years' connection with the Angelus Factory, Hefflin with a stout heart, the \$300.00 he earned from making the bedroom furniture and \$200.00 more which he borrowed from friends, left his position and entered the manufacturing business on his own account in a rented shack on East Ninth Street. His initial equipment consisted of a saw table, a joiner and a rented band saw.

Now, began the real struggle for existence and the test of Hefflin's remarkable tenacity and tact. In his own words, Mr. Hefflin explains how he marketed his first products:



Living Room Set by Hefflin

lin, is a young man about 30 years old whom most people would term "good looking". His dark large eyes and kindly frank expression tell you he is not to strict but that he means business and they at once inspire confidence. His wife is a charming young woman of New Orleans, La. She is fair of color, and friendly and looks after the Hefflin baby. After seeing through the large plant and asking a million and one questions about it, then seeing its founder and inspirer, it was hard for me to believe that it altogether was the work of this young man (who looks to be not over 23 years of age) that had made it a reality.

The large show room contained pretty breakfast tables and chairs, dining room sets and a Spanish bedroom set. Then there were living room pieces in gorgeous Spanish upholstery all finished with detailed care. In another room we looked at and examined caskets of red-wood lined with soft white pillows. A large shipment of these were being completed for an Eastern mortuary. One of wood had been finished to the story of Mr. Hefflin's life is

one of persistent effort, perseverance, tact and thrift. It is a story of dauntless spirit pursuing its goal with that persistency and reverence that eventually brought its reward.

Hefflin began his training in the industrial world when a mere lad in the manual training department of grammar school down in Texas. Coming to Los Angeles at the beginning of the World War, he brought with him his idea and soon excelled his fellow pupils in the woodworking department of the 14th Intermediate School. It was here that young Hefflin attracted unusual attention by and exhibit if his fine handicraft at the State Normal School Exposition in 1915.

With the aid of Prof. Frank A. Bouelle, at the time Principal of the 14th Street Intermediate School, and now Assistant Superintendent of the City Schools of Los Angeles, Hefflin secured employment with the Angelus Furniture Manufacturing Co., the largest factory of its kind in the West. Here, with his characteristic energy, he won many friends and with his love of detail soon organized and

"When I started in, I made samples of a dining table, a library table and a few chairs of pine wood in Mission style. At that time Period Furniture was popular, but out of reach of the poorer people, so I had previously decided to manufacture that style of furniture in pine for two reasons: First, I couldn't raise enough money to buy hard wood, and second, I believe the smaller stores would buy pine more readily when they saw the advantages in price. That idea was successful.

"I hired a small truck on credit and went down on Main Street to the smaller furniture stores. In front of each store we would put the furniture on the sidewalk and then I would go in the store and bring out the buyer to show him our stuff. In this way we booked orders for more than \$1,000.00 worth of tables and chairs the first week.

"Our working force consisted of two men and myself. Our machinery was propelled by a gasoline engine that was so noisy we had to put it on the outside of the building and cut a hole through the wall for the

(Continued on page four)

CROWD SHOTS, SLASHES, THEN LYNCHES DUMMY

DRAGS FIGURE ABOUT HALL WITH ROPE SO ALL GET TO KICK AT DUMMY

Southern Educator Here On Visit

Professor I. M. Terrell of Houston Texas, was in the city the past week or ten days. Professor Terrell is touring the West in the interest of his health. For a number of years, he has been active in educational circles in the State of Texas serving as principal of the Ft. Worth public schools. The Ft. Worth colored High School is named the Terrell High School in his honor. He was for three years principal of the Prairie View State Normal School at Prairie View, Texas. After resigning from that position, in 1926 he influenced a wealthy white man to donate the money for building and erecting of a colored hospital; in Houston, Texas. The hospital is dedicated to the memory of Lieutenant John Halm Cullinan, son of the donor, 344th F. A., 90 Div., A. E. F. "one of the millions of young Americans who served in the World War to preserve and perpetuate human liberty without regard to race, creed or color, is dedicated to the American Negro, to inspire good citizenship and for the relief of suffering, sickness and disease amongst them."

Professor Terrell is the house guest of Mr. and Mrs. George Scott, 955 Tibbetts street. He has been the recipient of numerous courtesies while in the city: Mr. and Mrs. K. L. Culp entertained him at dinner Sunday and on Tuesday they took him for a drive over Columbia River Highway, after having lunched together. Sunday afternoon and evening, he was the guest on a sightseeing trip of Editor and Mrs. E. D. Cannady; Monday evening he was guest at dinner of Mr. and Mrs. J. A. Wisdom, 1512 Union Avenue N.; Tuesday evening he was the dinner guest of Mr. and Mrs. George Mullen, 318 E. 41st St., and on Wednesday he was the guest of Mr. Cooper on an automobile sightseeing trip.

Professor Terrell who left Thursday for California, will spend several weeks there before going on to his home in Houston.

PARSONAGE RENOVATED

The interior of the parsonage of Zion, 260 Cook Avenue, is being re-decorated from top to bottom. Rev. and Mrs. Moreland are all smiles over it.

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Portland, Oregon

Birmingham, Ala., July 11—Alfred E. Smith, Democratic nominee for president, was lynched in effigy at a recent meeting in the Nathan Bedford Forrest klavern of the Ku Klux Klan at Wauama, according to a report just received.

The gathering of Klansmen was an open meeting, and the curious mixed crowd numbered about 200 according to reports after some impromptu speeches denouncing the Houston convention had been delivered and volunteer speakers voiced their condemnation of Catholicism when two klaviers brought in a dummy, which was introduced as "Al Smith, Democratic nominee for president."

Those gathered were asked by the presiding officer what they wanted

(Continued on page four)

PULLMAN PORTERS TO STRIKE

N. Y. July 11—Definite decision to call a nationwide strike was taken Monday by the conference of officials and organizers of the Brotherhood of Pullman Porters at headquarters of the organization 2311 Seventh avenue.

The date of the walk-out will be determined at Friday's session of the conference, but its publication will be held in abeyance until the strike call is actually issued, it was announced by A. Philip Randolph, general organizer of the brotherhood. Mr. Randolph said the strike will have the backing of the American Federation of Labor and the four big railway brotherhoods.

Mr. Randolph declared that no more negotiations will be taken up by the porters' organization with the United States Board of Mediation.

The demands of the brotherhood are recognition of the union in the making of agreements on wages, rules and working condition; \$150 a month minimum wage, as compared with the present minimum of \$72.50; a 240-hour work month or the eight-hour day, and reinstatement with pay for time lost of all porters discharged from the service for affiliation with the union.

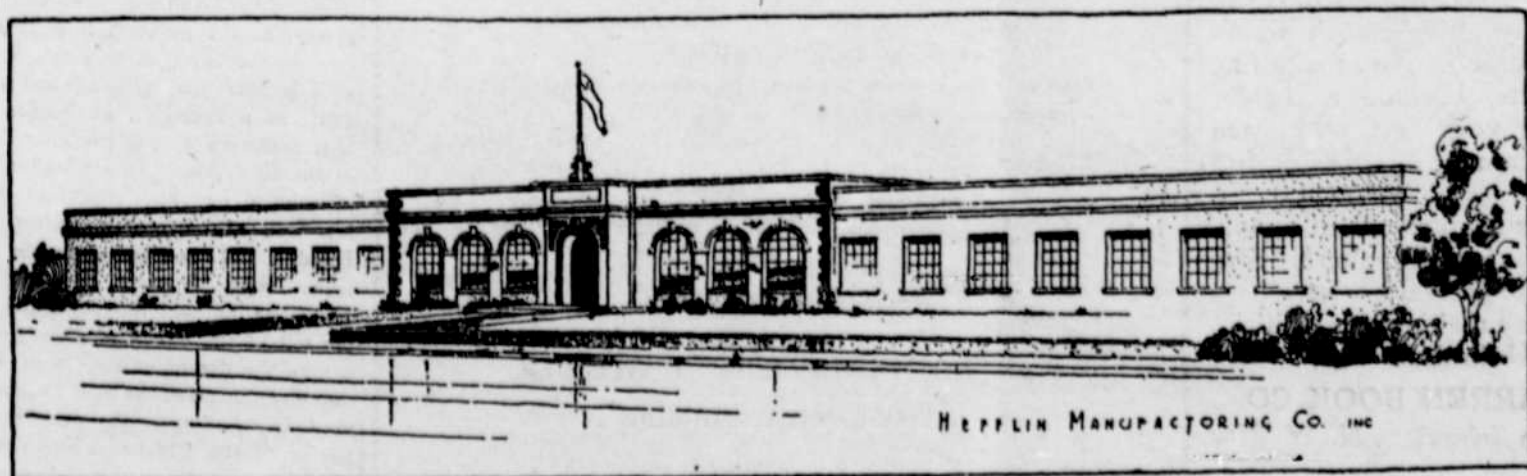
Sells Federal Offices Charge vs. Howard

Perry W. Howard, National republican committeeman of Mississippi was indicted by the Federal Grand Jury last Saturday. He is charged with having sold to the highest bidder a number of Federal offices in Mississippi. Mr. Howard's delegation was the only one that was headed by a colored man who was seated at the Republican Party National Convention in Kansas City.

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