

More About Hefflin

(Continued from page one)

belting. Our first order was delivered to Dearden's and to Goodan-Jenkins Co. Our financial problems were ever on the increase then. Pay-rolls had to be met, material had to be purchased and rent had to be paid. When I would deliver an order, the next morning I was standing at the cashiers' desk looking for a check. I did not know anything about 30 days net or 2 per cent ten days and so forth. As we got the money we reinvested in materials.

"One day, one of our customers, Mr. Foley, of the Foley, Furniture Co. asked me what I did with my money and I told him we turned it into materials as soon as we got it. He then advised me to start a bank account and pay everything by check because it was a better system. He offered to introduce me to his bank and I accepted the offer and went with him to the Guaranty Bank and started my first bank account."

Just as he had won friends in his school days, Hefflin began making friends in the business world.

Business began to grow so fast that the factory was moved to a larger building on Tivy Street. Here Mr. Hefflin thought his problems would be easier of solution but the same problems he had had at the Ninth Street factory had become larger. At the Tivy Street factory he began to manufacture dining room furniture in hard wood. The largest order turned out there was for the Star Furniture Co., for more than 100 sets. Pine furniture was a thing of the past with the factory then. Hardwood was better. He had an average of 15 men employed.

In 1923 the demand for Hefflin-made furniture presented a supreme opportunity for the Hefflin genius to show itself. With the lack of money and an ever-pressing need for more machinery, he set out to solve the most difficult problem of his career at that time. He chose the path that few men would care to follow. He decided to design and build his own machinery. Working day, night and Sundays and holidays, Mr. Hefflin, with his own hands, drew the plans, made the patterns, superintended the casting and machining of the parts, then assembled those parts for

the completed machines. In this way he made five pieces of machinery, exactly suited to his factory needs, at a trifle of the outlay necessary to buy such equipment. With this machinery he more than doubled his capacity for the production of hard-wood furniture.

In fact, so great had become the demand not only for furniture, but for furniture parts as well, that another move was made imperative about this time. The factory was then moved to 1020 East 14th Street. From this factory he sold thousands of dollars worth of furniture and furniture parts to the leading retail stores and factories in Los Angeles. This latter factory employs, at capacity an average of 30 men.

Last Year, Mr. Hefflin developed and began the manufacture of a toy automobile, known as The Wampus "8." During the Christmas rush the factory produced 1,000 of these toys which were sold to the dealers all over the United States. This year he output will likely reach over 100,000.

The Hefflin Manufacturing Company is incorporated under the laws of the State of California with an authorized capital of \$200,000.

Many of the colored people in Los Angeles appreciate Mr. Hefflin's wonderful business and they have him make all their furniture.

One cannot go through this plant without feeling a certain pride in the accomplishment of this man so young in years and so rich in talent and the other things that make success.

It is the hope of the firm that race men and women will buy its stock and help the firm to expand and operate on a larger scale and thus employ more colored people. Anyone desirous of knowing more of the Company should write to Hefflin Mfg. Co., 2330 Santa Ana Blvd., Los Angeles, California.

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Tells of Trip South

Aside from the principal address which the Associate editor of The Advocate journeyed to Los Angeles, California to deliver before the 19th Annual Convention of the National Association for the Advancement of Colored People on the evening of June 28th, she delivered an additional eight as follows: Two brief addresses before the young people's meeting and the M. E. church both afternoon and evening service in Pasadena on June 24th. On education, before the Sojourner Truth Club, June 25th; on the N. A. A. C. P. work before a congregational church (white) at 11 o'clock service Hollywood, Sunday morning July 1st where she had the entire sermon hour. The same time was allotted for her address before the Free Catholic Church (white) in Hollywood in the evening of the same day. She addressed an assemblage of Bahais on Thursday evening at a private meeting arranged for her. On Friday morning July 6th at "brunch" addressed the Iroquois Friday Morning Club on Interracial work, and on Saturday night delivered a 45 minute address before the Forum (white) in the City Hall at Long Beach, Calif. This address was followed by questions. She was programmed to deliver the principal address to the graduates of the Twentieth Annual reception of the Southern California Alumni Association held at Wesley M. E. Church on Friday evening, but owing to a conflict of engagements, was compelled to cancel same. On Saturday morning at a breakfast held in her honor she was specially requested to speak on the Pan-African Congress movement.

Mrs. Cannady was invited to address the District Conference at Rev. I. Albert Moore's church but lack of time prevented her from doing so. Rev. Moore formerly pastored the local Zion Church; similar requests, she was compelled to forego.

Among social affairs given in her honor and in which she shared honors aside from the social functions honoring the N. A. A. C. P. officers and delegates, were: Supper and radio dancing party by Dr. and Mrs. Elvin Neal and Dr. and Mrs. Pruitt at the latter's apartment on Hooper Avenue, luncheon by Mrs. Annee Kennedy and sister, Mrs. Wood, at the former's beautiful home, 1137 serrano street, covers for twelve; luncheon by Miss Ethelwyn Mills, President Los Angeles Branch of the Women's League for Peace and Freedom; luncheon, Miss Gladys R. Harris, Field visitor, Outdoor relief Department of Los Angeles, cover for two; breakfast, Mrs. Hattie Simpson and Mrs. R. L. Andrews, both formerly resided in Houston, Texas and knew Mrs. Cannady when she was a little girl, covers for sixteen; dinner and cards, Mr. and Mrs. M. Johnson formerly of Portland, covers for twelve; Dancing party, Mrs. Warren and daughter, Mrs. Laura Morris, at the home of the former; progressive breakfast, Mrs. Viola Curry-Dunn and Dr. Georgia K. Offut, covers were laid for twenty; sightseeing trip, Dr. and Mrs. E. V. Neal; sightseeing trip, Mrs. King; sightseeing trip, Dr. and Mrs. A. D. Bowers, owners of the Bowers Drug store; sightseeing trip, Dr. and Mrs. E. A. Johnson formerly of Spokane; picnic and barbecue at the Clariette ranch just outside of Corona, by Mr. and Mrs. Buddie Carrington, about 150 guests. Among other out of town guests were Dr. and Mrs. R. Foster of Iowa, Dr. and Mrs. Bledsoe of Watts and Mrs. McKeever of Tulsa, Oklahoma. Ocean bathing party and breakfast, Dr. and Mrs. H. Claude Hudson (Dr. Hudson is president of L. A. Branch of N. A. A. C. P. and an old school mate at Wiley College of Mrs. Cannady); afternoon tea on the lawn at her beautiful home in Pasadena, by Mrs. Bertha L. Turner, assisted by her sister, Mrs. Sadie Holt and Mrs. Wood. Approximately two hundred guests milled; later a buffet supper with Mesdames Turner and Holt, hostesses. Both were guests of Mrs. W. F. Smith of Portland last Summer; and a sightseeing trip to Pasadena, Monrovia and Long Beach by Mrs. Juanita Edwards, Women's Probation Officer, Los Angeles Police Department. Many other friends and old school mates et al requested to entertain Mrs. Cannady but her time was so limited she had to forego the pleasure. Mrs. Cannady was with her sister and brother-in-law, Dr. and Mrs. E. V. Neal, 1502 1-2 E. 23rd street during her stay in Los Angeles. Dr. Neal is one of Los Angeles' leading young dentists.

HOTEL NOTES

Talbert Allen relief waiter at the Portland has given up his bachelor quarters and has gone to rooming.

H. A. Childs, one of the popular waiters at the Portland had trouble with 2 of his biters for 2 days this week and had to visit a dentist while taking a lay off

William Lewis, a dish washer in the Woolworth store in Omaha, Neb., ran amuck last week with a gun and shot two of the white waitresses. One is dead and the other is not expected to recover. Williams said the girls were trying to have him fired.

Eddie Watson, the good-looking bell hop at the Portland has returned from a months vacation in California where he visited a number of the resorts and attended the Sunday School Congress and the N. A. A. C. P. National Convention in Los Angeles.

More About Al Smith

(Continued from Page One)

done with the dummy, and according to reports, there were loud and numerous replies of "Lynch him!" One of the officers of the klan produced a long knife and cut the dummy's throat, at the same time pouring a red fluid on the neck to give the effect of blood running down the chest of the figure. One of the klavlers then is said to have "shot the dummy through and through" after which a rope was tied around the neck of the figure which was dragged around the hall to give those present an opportunity to kick it.

One of the officers of the klan, following the mock lynching, is declared to have stated that such treatment was "too good for Al Smith" adding that the klan "would lynch the Democratic nominee with good Christian Democratic votes in November," and for "the first time in its history Alabama would go Republican."

The crowd witnessing the scene is described as being in a "wild frenzy during the spectacle."

Agitation against the Democratic nominee for presidency is being promoted in other klaverns also, according to reports. At a recent meeting of one of the New York Klans, the governor was roundly denounced on religious grounds and klansmen were urged to vote for the Republican nominee with the assurance that they will be entirely within their rights in doing so, and they were advised that they have no need to fear that they would be penalized by the Democratic party in Alabama.

At the meeting of this particular klan in New York, the new national countessign and password were given to klansmen, it is stated, the former being "Protect" and the latter "America." It is said to have been explained that the combination of the two words signified just what they said—"Protect America."

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MRS. MATTHEWS GIVEN POSITION

Washington L. C., July 17—M. C. Latta—executive clerk of the White House has just notified Dr. Emmet J. Scott that the request filed with President Coolidge several weeks ago by him as a member of the advisory committee of the Republican National committee upon the death of W. Clarence Matthews, Special Assistant to the Attorney General of the United States, that Mrs. Matthews, his widow, be appointed to a clerical position in the classified service without regard to civil service rules has been approved and an executive order to that effect issued by President Coolidge.

The order was issued by the President after concurrence by Postmaster General Harry S. New added his statement that he would interpose no objection to Mrs. Matthews' appointment in the P. O. Department. She has been assigned to duty in New York City at a salary approximating \$1,800.

Negro Professional

The Negro professional man in America, outside the larger cities, labors under tremendous handicaps. Considering the obstacles imposed on them, it is amazing so many have been able to succeed.

In the larger cities, brilliant Negro lawyers and singers, successful Negro surgeons and actors, are no longer a curiosity. But the Negro professional man has to contend with the prejudices of his own race, as well as those of the white people.

Many Negroes accustomed to take the white man at his face value, unconsciously accept his assumption of superiority in the profession, and when they are sick or when they need a lawyer, they prefer to entrust themselves to a white doctor or lawyer, although there may be Negro professional men who are much more highly skilled. These prejudices are as deeply ingrained in the Negro race as they are in the white race.

It is commonly observed, in states which permit traveling to eat in the dining cars, that the Negro waiters frequently take occasion to slight and to insult in small ways the Negroes who venture in. The Negro waiters feel that the Negro diner is "putting on airs" by eating in the dining car, and take occasion to show their prejudices.

The Negro race, if it is to gain equality in the professions with the white race, must respect its own professional men—its many brilliant teachers, actors, lawyers, doctors and ministers.

Negroes should be proud of the success of Roland Hayes, Charles Gilpin, Florence Mills and others who already have commanded the respect and admiration of the white people. Furthermore Negroes should assist in every way members of their own race, at present unknown, who are struggling for similar eminence.

For if these Negro professional men do not have the respect of their own race, they cannot hope to gain that of the white.

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