

True Stories
Achievement
Stories

The Advocate

Clean Fiction
Human Interest
Features

W. B. Ziff Co., 608 Dearborn St., Chicago BEN DAVIS, Jr.
Advertising Representatives Feature Editor

THE ILLUSTRATED FEATURE SECTION—March 28, 1931

Pictures in the Illustrated Feature Section were posed, and do not depict principals unless so captioned.

When Negroes are Black No More



*"Black No More," by George S. Schuyler. The Macaulay Co., New York, 32.93

Just Like Swift's Gulliver and France's Penguin Island, George S. Schuyler's "Black No More" Creates Pandemonium as it Viciously Attacks the Most Sensitive and Vulnerable Ideas About a Notoriously Misunderstood Problem.

If Negroes were chromatically but gradually changed into the superior appearance and superficial hauteur of the average so-called pure Nordic type, the political, social and economic effects of such a change would undoubtedly be tumultuous.

What with the seething vortex or racial animosity created by the corroding antipathy between the black and white peoples of this country, riots would become the bloody rule instead of the infrequent exception as now, and it would be as difficult to find interracial cooperation as to elect a Negro governor of Alabama the stable of the asinine and discredited Heflin. Yet the colorful imagery that might be pictured by the revolutionary treatment of such a tabooed topic must be apparent to even the most unimaginative thinker.

One person, George S. Schuyler who happens to be through his experience, singularly equipped to handle the immensely complicated ramifications of such a gradual chromatic change, has seen the teeming possibilities of a racially unidentifiable mass of Americans and has accordingly constructed one of the most readable and brilliant pieces of fiction based on the race problem that has appeared in the last few years.

One has to be more or less conversant with national interracial developments within recent years, and also with the characteristic qualities of the various schools of leadership among Negroes but more than this no specialized knowledge

is necessary in order to grasp the full significance of "Black No More." As in reading any author, the book must be read sympathetically; and if the reader has a sense of humor he will find 250 pages of unequalled hearty, rich, satirical comedy.

It was inevitable that at some time, some keen minded author, some virile, courageous writer would take advantage of the virgin satirical potentialities of the tragi-comic enigma called the race problem. Mr. Schuyler demonstrates satisfactorily too that the interracial situation in America viewed in its entirety is just as much a huge comedy, —an hilarious farce—as it is a tragic injustice.

There can be no doubt that to treat the race problem with severity and yet retain the full clarity of thought and method needed to handle properly the issues involved, an independent and detached point of view must be taken. Such an idealistic point of view is difficult to find among white or black authors. White writers are likely to find themselves victims of either a very subtle condescending or patronizing attitude or a frankly inimical and prejudiced attitude toward the black race.

Negro writers indulge the opposite extreme. Either spec-

The Illustrated Feature Section artist's conception of the immensely complicated machinery necessary to work a miraculous change from black to white, such as was described by the author in "Black No More."



Mr. George S. Schuyler. The latest picture of the brilliant writer whose pen has made him one of the most powerful and authoritative figures in contemporary life on the American interracial situation.

ial supplications for their own group or violent, direct condemnation of the white race is the sole content of

their literary efforts. The result is the works of Negro authors are concerned only with presenting the

Have You Ever Imagined the Political, Social and Economic Effects of the Discovery of a Serum that Turned Negroes Indistinguishably White? "Black No More," a Startling New Book by America's "Only Negro Satirist," Ventures a Hilarious and Amazing Answer to This Question.

wretched condition of an outraged and oppressed race in the most impassioned manner. They fail altogether to extend their interests to matters of more universal concern; and rather, in the instant case of the American problem, they fail to conscientiously observe the shortcomings of the black as well as the white side of the rather indistinct racial line.

It is with glorious realization that one observes in "Black No More" a brilliant work free of all special pleading and of all racial sensitiveness. Mr. Schuyler, although very much interested in the progress of the Negro race as a group in this country (see his weekly column in the Pittsburgh Courier and syllabus of the new organization—the Young Negroes Cooperative League), and although he has many times been subjected to the multifarious petty insults of race prejudice, has managed to run the whole nefarious gamut without becoming a victim of the miseries and the psychological handicaps of an inferiority complex.

He writes with the unbiased abandon of an artist who paints only what he sees, and constructs his story as would a stranger who chanced upon a humorous and ironical turn of fate.

The sweeping, desolating satire of "Black No More" is conceived in a most original plot. Dr. Junius Crookman discovers a serum which instantaneously turns Negroes white. The blackest and most confirmed Aframericans are so changed as to have the

idealistic skin and hair of their white brothers. Max Disher, an obviously colored brother, straightway becomes one of the first beneficiaries of the Crookman discovery. Max Disher then becomes Matthew Fisher.

As Max Disher he was actuated by a more or less secret passion for a Southern white girl who rebuffed him in a Harlem Black and Tan cabaret, when she informed him that she never danced "with niggers." But Matthew Fisher intends to conquer, and he quickly realizes that a quick and decisive treatment from the newly discovered Crookman method will erase what appeared to be the greatest objection of the fair Southern Confederate and thereby place him nearer the achievement of his heart's and body's desire.

It is not long before many other Negroes are Black No More. No doubt catering to the cosmic urge.

Fisher's quest for the elusive and haughty Nordic belle ends in Atlanta, Georgia. He finds her and finally marries her, after an alliance with her father who is the leading promoter of the Knights of Nordica, a rabidly anti-Negro organization.

Fisher, by nature a prehensible individual, soon finds ample field for his desires and talents by becoming the guiding genius of the Knights of Nordica. In this capacity he seeks to put an end to the Crookman process in as much as there must be some Negroes

Continued on Page Two