

EDITORIAL PAGE

THE ADVOCATE

Published Every Saturday at 520 East Twenty-Sixth Street N., Portland, Ore.
Telephone: GARfield 7523

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Subscription Rates (Payable in Advance): One Year, \$2.50; Six Months, \$1.50; Three Months, \$1.00
Entered as Second-Class Matter in the Post Office at Portland, Oregon, Under the Act of 1912

ON BEING ON TIME

The Advocate editor realizes, perhaps, more than does any one else, the importance of the paper reaching its subscribers each week on time. And we make every human effort to see that it does. However, there have been some weeks when it was utterly impossible for us to come out on regular publication day and your paper has been late in reaching you. There is only one reason for this tardiness—the lack of funds with which to pay for stock, press work, mailing, and a “thousand and one” other expenses connected with publishing a newspaper. At present, no other kind of business feels the economic depression more than does the newspaper business. When times are good and conditions normal, it is no easy sailing for a weekly newspaper, and any one with any ability at all to reason, knows that it is more difficult for any kind of business during these times.

When times were normal, The Advocate reached you with weekly regularity — and on time whether you paid us or not on time, or at all. We sent you the paper—often paying for same out of our own pocket with money which we earned from other work that we did. We cannot continue giving you the paper unless you pay for it promptly. Our books are filled with delinquent subscribers, many of whom have all kinds of alibis for not paying their bills with us. So, naturally, when their paper fails to come to them on time, they seize upon this fact as an additional and bona fide alibi.

Now it is just this: If you and each of our subscribers would pay your indebtedness to The Advocate, every subscriber would get his paper on time each week. We could then have time to work on the paper and give you service instead of having to spend all of our energy, time, talent and enthusiasm in chasing after the dollar to pay the expense of publication.

The Advocate costs you only \$2.50 for fifty-two weeks—twelve months, or shall we say, one year. Why not send that in promptly as it comes due? If all of our subscribers would do that—in and out of town subscribers alike—you would never have cause to complain about receiving your paper late at any time.

Of course, you will understand that a good many of our subscribers pay just as promptly as the time arrives and to these we are making no complaint. Others, on the other hand, pay everything and every body but their newspaper.

We are doing our level best to serve you—especially our own community. Will you not help us to do so by paying your Advocate bills?

Some of our loyal supporters are paying two years at a time, because they have some idea of cost and they know that all advertising is shot to pieces at this time. We certainly do appreciate this on their part which shows their fine spirit of cooperation and appreciation. We hope others will follow their example.

The Advocate has no apology to offer for its contents. Our first and paramount effort is to try to be of service to our community by publishing an up-to-date, high-class, informative, entertaining, and above all, an educational newspaper. We do not fill our columns with sordid trash and highly sensational rot, but with constructive material.

The Advocate offers more fresh news in its columns by actual measure than any other Negro newspaper published on the coast with the exception of the Los Angeles Eagle. We do not have more pages—but more inches of news type.

As to our staff. Practically all of our correspondents, and contributors, journalists, writers, and columnists are men and women of national reputation and at least two of them are internationally known. We have on our staff such well known writers as Kelly Miller, educator, author and essayist; William Pickens, author, lecturer and educator; W. J. Wheaton, political writer and fraternalist; Carter Woodson, the race's leading historian and editor of the Journal of Negro Life and History; Clifford Mitchell, columnist whose releases are used in more than seventy colored newspapers in all parts of the United States. Our local talent is among the best to be found anywhere; There is Kits Reid (nom de plume) one of the best informed writers on any publication whose column, "Arrow Tips," has elicited favorable comment from all sections of the country; Nancy Lee (nom de plume) whose advice to the young lovers is eagerly awaited each week and who is sought after for advice by many readers; Dr. DeNorval Unthank's health column which is vital to many who want to keep well. The doctor is rated as an authority on many diseases which he discusses in these columns; Ralph Clyde, a member of the City Council, an old newspaper man whose timely articles are

highly illuminating; Attorney John L. Jamison, graduate of Howard Law School, edits Legal Lights which give the reader much valuable legal help without additional cost and Mrs. Rosalie Holmes, our efficient and talented own, edits the social department which by many is said to be the best of any paper on the coast.

And lastly, but by no means least, your editorials are not “canned” or “borrowed” like practically all the editorials which appear in a certain other Negro newspaper which claims a large circulation in Portland. Your editorials are written by your editor and her associate, with special contributions from time to time by readers and Mrs. Myrtle Campbell, but always with the proper credit line. We very often use editorials from other newspapers but they also bear the proper courtesy or credit line. It is considered extremely unethical to steal another's brain work and is in the same category with stealing another's shoes or money, or what not. Any editor who does that is looked upon by the profession as a thief and an apology to make for the contents of The Advocate and we challenge any one to point to another Negro newspaper with a finer list of writers.

As we stated above, we have no apology to make for the contents of The Advocate and we challenge any one to point to another Negro newspaper with a finer list of writers. Lasting, if you are interested in having such a newspaper in your home to keep your family informed,—not only upon the questions and problems purely racial, but upon questions of wider and broader significance in which the whole of humanity is involved,—then pay your subscription just as soon as you have finished reading these lines. However if you are not interested in worthwhile, constructive news and features of an educational value, don't subscribe for The Advocate, read some other paper.

DESERVED CREDIT

The Advocate takes this method of publicly congratulating Mrs. Isadore Maney, upon the fine, artistic, helpful and wholly beautiful benefit entertainment which she staged in the form of a fashion revue recently at a local church.

Such evenings not only help to alleviate the depressed feeling but prove the church's contention that social enjoyment may be had by other means than “tripping the light fantastic toe.”

A WORTHY LEADER

The Advocate was one of those who opposed the building of a segregated Y. W. C. A. in Portland. We are still listed among those who are opposed to segregation of any and all kinds—because the principles of segregation we believe to be wrong. Our policy along that line, however, does not prevent us from recognizing ability whenever it may be.

It has been our privilege to observe the work of Miss Elizabeth Summers, acting executive secretary of the Williams Avenue branch Y. W. ever since she took over the work there, and judging by the reports of unbiased individuals and from what we have been able to observe, no one has made a better record and no one has better performed in an all round way her duties than this Portland young woman—Miss Summers. She has broad viewpoints; is kind, obliging, courteous, intelligent, alert, unselfish, selfless and above all—her character is above reproach. She is the kind of person who will make friends and win opponents over to her cause.

Miss Summers is not a mistaken Y. worker. And unless we are mistaken or have been misinformed, this branch has never had a secretary who had been thoroughly trained in Y. work. But there is no reason, with help from her able staff of co-workers and others particularly interested in his work, why Miss Summers cannot fit herself as she serves with time off at intervals for intensive special training under competent instructors.

We are all proud of Miss Summers and her record of service among the girls and women who avail themselves of the opportunities afforded by this organization. We are sure that all mothers whose daughters go there feel safe and secure in sending them to her.

There is no greater field of service to the Negro than through social welfare organizations and we hope Miss Summers will continue until she equals the standard and reaches the apogee of success.

She is a Portland maid of whom we Portlanders are proud.

JUST A SPOKEN WORD

A few days ago, Mrs. F. D. Young, an ardent Advocate supporter, told a business firm's manager about The Advocate and urged the firm to advertise in our columns. A little later, the firm's manager called The Advocate who sent its representative to interview the manager and the result of Mrs. Young's spoken word and timely boost we take pleasure in introducing our readers to the Prudential Hospital Association, whose advertisement begins in this week's issue of The Advocate. Upon your support of this advertiser, depends the

WHERE TO BUY THE ADVOCATE

Rutherford's Barber Shop, 340 Williams avenue, in Foster's Pool Hall.
The Elks building, 310 Williams avenue.
Medley Hotel Restaurant, Interstate Avenue (in Medley Hotel).
Friendship Pool Hall, Sixteenth near Hollisan (West Side).
Holiday and Holliday, 125 North Sixth street.

period of time the advertisement will remain in our columns.

Want more of our readers speak a word to the individuals and firms with whom they deal about The Advocate as an advertising medium?

THE FOURTH

Before another issue of The Advocate is published, the Fourth of July will have come and gone.

With the general depression on, we predict that this will be one of the mildest celebrations in our generation. More people will remain at home because they will be unable to buy license for the old flivver. In this connection, Attorney J. E. Harvey makes a timely suggestion: patronize parks in and around Portland, note their convenience and beauty and feel less tired when the day is done than you would if you took a long auto trip to some far away beach or other resort. That could happen if it makes us celebrate saner and wiser on the grand and glorious Fourth.

"IT'S INDECENT"

(Reprinted from the Baltimore Afro-American, Baltimore, Maryland)
Bright hued pajamas for both men and women in such shades as pink, pea green, lavender and robin's egg blue, are correct garb for burials. Several directors of Illinois decided last week.

The average man having seen women wear pajamas on the beach and probably, too, at exclusive dances, will not be much surprised that they are now adopted for shrouds.
But wonder what John Smith, who never wore anything in his life but an old-fashioned night shirt will think when he finds himself standing before St. Peter in robin's egg blue silk pajamas.

GLORIFYING THE QUOTA

(By David E. Cohen in THE SCRIBE Portland, Oregon)

One of the planks adopted at the Republican National Convention in Chicago, deals with the immigration restriction policy now enforced by the United States government. The Republican party takes full credit for the quota and pledges itself to continue the strict enforcement of the immigration laws. In view of the present economic status, few will find fault with these sentiments. It seems to us, however, that something should have been said in the Republican platform about immigration regulations. Something should have been said about the humanizing of said regulations. It is common knowledge that the officials in charge of immigration matters show a decided lack of tact in differentiating between desirable and undesirable types of immigrants. It is an open secret that family tragedies, resulting from the, alas, too often, stupid enforcement of the letter of the law could easily be avoided if more intelligence and discretion were used in the deciding of individual cases, and this in strict accordance with the spirit of the law. But the Republican plank on immigration is silent about these matters. It merely glorifies its policy of the closed gate and indirectly casts aspersions on the moral character of our immigrant element. This is regrettable. Without touching upon the merits of the Presidential candidates we feel it our duty to point out this strange lack of understanding on the part of the Republican platform makers. They could have reassured the labor element in regard to the continuance of the quota and yet at the same time, have pledged themselves to a more human, tactful and intelligent enforcement of the law. It is regrettable that they have not done so. It is not too late for the President or his spokesmen to make good the Chicago omission.

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CLIFFORD MITCHELL, ADVOCATE COLUMNIST CONGRATULATES ADVOCATE EDITOR ON SHOWING IN PRIMARY ELECTION

Clifford Mitchell writes the editor of an autographed photograph. His letter in part reads as follows:
My dear Mrs. Franklin:
Permit me to congratulate you on your excellent showing in your first political offering.
I noticed your picture in The Advocate, on several occasions recently, and I am writing to ask that you please send me an autographed photo of yourself, as I think is only appropriate that I should have, hanging on the wall of my den, the picture of the lady who gave me the first journalistic start.
We are writing to Mr. Mitchell at Jackson, Michigan telling him that just as soon as old man depression releases his strangle hold, we shall be happy to pose a special picture for him for at present we have no available photographs.

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Hoover At Howard

By KELLY MILLER

President Herbert Hoover delivered the commencement address to 356 graduates of Howard University at the Commencement on June 10th. This was not only his first appearance at this institution but his first formal address before a colored audience. Indeed, Mr. Hoover has evinced less formal interest in the colored group than any president since James Buchanan. This seeming ignoring of one-tenth of the American

When it was first announced that President Hoover was to appear on the University Commencement, some speculated that the President was seeking to curry favor with the Negro in view of the approaching election; others opined that the University administration was thereby seeking to demonstrate to the public that it stood well in the estimation of the government. We would like to discard both of these imputed political motives. It is to be hoped that Presidents, in the future as in the past will delight in paying Howard University at least one visit during their respective administrations.



KELLY MILLER

Mr. Hoover has the mind of the engineer and is practically devoid of political intuition. He practices the straight forwardness of his profession. There was not the slightest political implication in his address. He did not even follow the poor taste of Mr. Coolidge who it seems, utilized the Howard University platform as an occasion to indulge in flattering platitudes about the remarkable progress which the race has made since emancipation. He had undoubtedly had his clerk look up the recent issue of the Negro Year Book. With simple and unaffected dignity, Mr. Hoover expressed the greeting and good will of the Government, as a half dozen of his predecessors had done before him. His political status in the minds of black folks remains the same after his address as before. Education and politics will not mix. It will certainly be a bad day for the higher education of the Negro when Howard University becomes involved in the matrix of partisan politics.

people does not necessarily grow out of lack of interest or sympathy or an attitude of calculated indifference and studied neglect, but is in harmony with his well-known policy of dealing with the people as a whole, and not in segments. The Jew, the Catholic and the women might file a similar bill of complaint against their president.

Howard University has come to typify the atonement of the American people for their ancient and present day sins against the Negro race. For fifty years Congress has been voting liberal grants to this institution as a sort of sin offering to appease the national conscience. Both Republicans and Democrats have adopted this view as payment in part his just due of which he has been deprived. The South as well as the North has agreed to adopt this institution as a step-child of the federal government. Only here and there is heard a feeble voice of dissent from an occasional die-hard Bourbon of the South. There is no human likelihood that Howard University will suffer loss of public approval and support unless its intended beneficiaries should frustrate the national purpose by everlasting bickering and wrangling which would make this national largess of non effect.

Every president since Grant has paid this institution the homage of a visit except Wilson and Harding. The press of national business must have caused Wilson to break the precedent. He did, however, deliver a commencement address at Hampton. The untimely taking off of Harding undoubtedly accounts for his non appearance at this national Negro institution. Mindful of the line of precedents, Mr. Hoover, in his address, expressed regrets that the press of public business had deprived him of the coveted opportunity of visiting Howard during the past three years of his administration.

In his brief address, Mr. Hoover simply brought the greeting of the federal government to Howard University and upheld the justification of federal grants for the same reason as sundry of his predecessors had done before him. Mr. Hoover was accompanied by Mrs. Hoover, the second time that the presence of the University has been honored by the presence of the lady of the White House. Listen now to a bit of unknown history. The first public grant to Howard University was secured under President Hayes, at a time when both branches of Congress were heavily Democratic. It so happened that Dr. W. W. Patton, then President of Howard University, was a cousin of President Hayes. On the occasion of his visit to the University he was accompanied by Mrs. Hayes. The President and his wife were dinner guests of President Patton. This may have had something to do with the original federal grant to this Negro institution. President Patton then lived next to the Honorable John M. Langston, the famous Negro lawyer and statesman. On his way back to the White House, the President and Mrs. Hayes paid a social visit to their distinguished fellow Ohioan. The writer now occupies the estate in which this visitation took place.

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Eyes — eyes — eyes! Looking at you. Appraising you. And you want to win all these Beauty Contests each day brings! Then use Camay, the Soap of Beautiful Women, before you use powders and creams. Camay — gentle, luxurious, creamy — mite — will give you the sweet, clean loveliness the world will find so attractive. And you'll win each Little Daily Beauty Contest!

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