Display Ad 61 -- No Title
The Chicago Defender (National edition) (1921-1967); May 28, 1927;
ProQuest Historical Newspapers: Chicago Defender

"The New Negro'' Free

MINISTERS, PREACHERS AND TEACHERS

A Special Book Offer for You

Chicago A Defende

of "THE NEW book, edited by renown. Every Has made arrangements with the publishers of "THE NEW NEURO" for a special supply of this remarkable book, edited by Prof. Alnin Locke and approved by students of renown. Every Minister and Preacher, Public Speaker and Teacher should have a copy of this wonderful book. No home should be without it. It gives a perspective that will make any boy or girl proud of his Race and hopeful for the future.

"THE NEW NEGRO" is printed and presented in the highest ope of the printer's art and it is illustrated with striking pictures t leading Race men and women that are gems.

In his foreword, Alain Locke says: "In the last decade something beyond the watch and guard of statistics has happened in the life of the American Negro and the three norms who have traditionally presided over the Negro problem have a changeling in their laps. The Sociologist, the Philanthropist, the Race Leader are not unaware of the New Negro, but they are at a loss to account for him the new spirit is awake in these masses and under the very eyes of the professional observer is transforming what has been a perennial problem into the progressive phases of contemporary Negro life."

H. 1. Mencken: "This book is a phenomenon of immense signifi-

Heywood Broun: "The most beautiful book I have yet seen."

Carl Van Doren: "The art of the New Negro has now a chance to be built up on a firm critical foundation."

You can procure a copy of this celebrated book by a little effort on your part. Secure for The Chicago Defender Five (5) Annual Subscriptions, \$3.00 for each, a total of \$15.00, and we will send you FREE a handsome copy of "THE NEW NEGRO," pronounced to be the best work of its kind, and which sells for \$5.00 a copy.

Solicit Five New Subscribers and send \$15.00 with this coupon:

TO THE CHICAGO DEFENDER,
3435 Indiana Are., Chicago, Ill.

For the enclosed \$15.00 please send The Chicago Defender for one Sear to the following named subscribers:

(Write Plainly With Pencil)

City and State	Name	\$3.00
Street and No. \$3.00 City and State. \$3.00 Street and No. \$3.00 City and State. \$15.00 The above were solicited by me, therefore according to your proposition, pleasend a copy of "The New Negro" to Name \$3.00 Name \$3.00	City and State	.
Name. Street and No. City and State. Street and No. City and State. Street and No.	Name.	62.00
Street and No. \$3.00 City and State. Total \$15,00 The above were solicited by me, therefore according to your proposition, pleasend a copy of "The New Negro" to Name \$4.00 Street and No. \$15,00 Street and No. \$15,00	Street and No	\$3.00
Street and No. \$3.00 City and State. \$3.00 City and State. \$3.00 City and State. \$3.00 The above were solicited by me, therefore according to your proposition, plea send a copy of "The New Negro" to Name. \$3.00 Name. \$3.00		
Street and No. City and State. Name. Street and No. City and State. Total. Total. The above were solicited by me, therefore according to your proposition, pies send a copy of "The New Negro" to. Name. Solicit Street and No.	Name	\$3.00
Street and No. \$3.00 City and State. \$3.00 Street and No. \$3.00 City and State. \$15.00 The above were solicited by me, therefore according to your proposition, plea send a copy of "The New Negro" to Salicit Street and No. \$15.00	City and State.	<u> </u>
Street and No. Street and No. City and State Total S15.00 The above were solicited by me, therefore according to your proposition, plea send a copy of "The New Negro" to. Name Salicit	TO THE CONTROL OF THE	\$3.00
Street and No. \$3.00 City and State. \$15.00 The above were solicited by me, therefore according to your proposition, pies send a copy of "The New Negro" to Solicit Street and No. \$15.00		
Total	Name	\$3.00
Total	City and State	
Name Solicit Street and No.	Total	\$15.00
Street and No.	The above were solicited by me, therefore according to you send a copy of "The New Negro" to	r proposition, piess
		Solicito
Methit by tapiers of this oute money order.		F.

NOW SCIENCE TREATS HAIR ROOTS



\mathbf{AY} BANISHED OVERNIGHT NEW SCIENTIFIC WAY RESULTS—OR NO COST

No matter how gray, faded or streaked your hair is, this new double treatment easily used in your home will give you lustrous black, silky hair—no muss or stains. Easy and harmless to use. Will not wash off.

SEND NO MONEY

Just send your name and address and we will send you the regular \$2.00 home treatment for only \$1.43. Try it one pight and if not delighted send it back and it could really in the property of the property o