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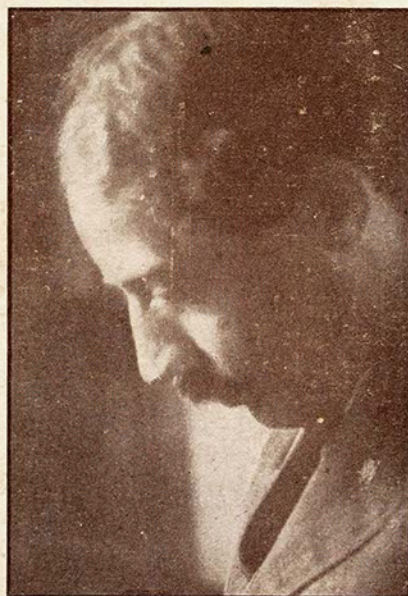
FEBRUARY, 1916

No. 1.

# NEW ERA MAGAZINE



AN ILLUSTRATED MONTHLY DEVOTED to the  
WORLD-WIDE INTERESTS of the COLORED RACE



WM. STANLEY BRAITHWAITE  
(See p. 61) Boston, Mass.



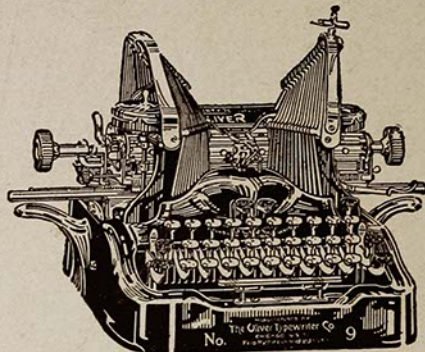
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BOSTON, MASSACHUSETTS.



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*Yet we have decided to sell it to everyone everywhere on our famous payment plan—17 cents a day. Now every user can easily afford to have the world's crack visible writer, with the famous PRINTYPE, that writes like print, included FREE if desired.*

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For while the Oliver's splendid new features are costly—we have equalized the added expense to us by simplifying construction.

Resolve right now to see this great achievement before you spend a dollar for any typewriter. If you are using some other make you will want to see how much more this one does.

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The standing of any race is determined by its mighty works and its men of genius

# ANNOUNCEMENT AND PROSPECTUS OF THE NEW ERA MAGAZINE

AN ILLUSTRATED MONTHLY DEVOTED TO THE  
WORLD-WIDE INTERESTS OF THE COLORED RACE

*Editor*, PAULINE E. HOPKINS

*Managing Editor*, WALTER W. WALLACE

*Associate Editors* { MRS. GERTRUDE CROMWELL  
E. T. MORRIS-GORDON

The New Era Publishing Company, of Boston, Mass., will begin the publication early in the fall, of an illustrated and thoroughly up-to-date magazine devoted exclusively to the best interests of the colored race, not alone in this country, but throughout the world. The rapid progress made by the race in this country during the past twenty to twenty-five years, as well as present-day progress will be fully and accurately shown. The magazine will deal fully and frankly with all questions affecting the real progress of the race, and will do its utmost to assist in developing the literature, science, music, art, religion, facts, fiction and tradition of the race throughout the world.

A publishing company has been formed by a number of successful business and professional men of the race, which fact, in itself, will insure our readers a "broad outlook" on all matters of racial interest, and with the ultimate aim of establishing in Boston, not alone a strong and helpful magazine, but a *Race Publishing House*, that shall stand as a permanent and lasting monument of race progress.

The management of the company feel that they have been particularly fortunate in securing Miss Pauline E. Hopkins, of Boston, Mass., as editor of the "NEW ERA MAGAZINE." Miss Hopkins certainly needs no introduction, as her many books and writings have already placed her in the forefront as one of our leading authors and editors. Her stories, "Contending Forces," "Hagar's Daughter," "Winona," "Talma Gordon," and many others, have been read and re-read by thousands in all parts of this country.

Miss Hopkins will be ably assisted by a large staff of associate editors that will include leaders of the race in all parts of this country and throughout the world. Among those at present engaged as associate editors, are Mrs. Gertrude Cromwell of Cambridge, Mass., and E. T. Morris-Gordon, Boston. Mrs. Cromwell is one of the best known literary and club women of the race in this part of the country, and she will keep our readers constantly informed as to the doings among all departments of the women's clubs throughout the country, while Mr. Morris-Gordon is a well-known contributor to the leading race publications in foreign countries and will bring to the "NEW ERA MAGAZINE" a wealth of world-wide information on all matters affecting our interests.



The following serials, short stories, series and short and timely articles are now being prepared for early issues of the magazine.

### TOPSY TEMPLETON.

The story of a modern Topsy, by Pauline E. Hopkins, will be one of the early attractions, and will run through several issues. We give herewith a brief synopsis of the story:—Cindy, a colored waitress in the home of a wealthy white family is permitted to keep a baby girl (presumably her own and fatherless) with her at her place of service. One morning Cindy is missing and the child is left behind with no clue to its family or friends.

Miss Newbury and her sister, Mrs. Hopkins-Templeton, assume the responsibility of rearing the child decently. They give the baby a name and provide her with a home in a respectable colored family, and are active in training the child-life of the waif for development into a noble womanhood. The story depicts the annoyances and discouragements that a negro endures in the north and shows how little Topsy Templeton overcomes these difficulties with a cheerful optimism that never fails in the most trying circumstances. The keynote of the story is the weight of individual effort in the solution of the race question.

Interest grows from the opening chapter until it is all-absorbing. How and where Topsy finds her parents is a thrilling and unexpected turning-point in the story.



PAULINE E. HOPKINS  
Editor, "New Era Magazine"

### SCENES FROM THE UNDERWORLD.

A series of absorbing detective stories by J. Alexander Thorpe, ex-Detective Agt., Atlantic City, N. J. Mr. Thorpe, who has had years of experience in all departments of detective work and investigations, will give in a series his most thrilling adventures.

### A WORD FROM AFRICA.

A series of articles that will give our readers a few comprehensive happenings in the life and struggle of the natives of Liberia, by Plenyono Gbe Wolo, treasurer of the Harvard Cosmopolitan Club.

Seldom, if ever, has Harvard or any other college had a student so interesting as Plenyono Gbe Wolo, the son of a savage African chieftain of Liberia, who has been honored by election as treasurer of the Cosmopolitan Club.

Mr. Wolo hails from Grand Cess some two hundred miles from Monrovia, the capital of Liberia. He is a splendid specimen of the native African, and it goes without saying that he is highly intelligent. His popularity among his classmates is proven by his recent election.

### PORTO RICO AND THE UNITED STATES.

Mr. Pedro Campos (Harvard, '16), a native of Porto Rico, and President of the Cosmopolitan Club of Harvard College, will write of his native country and its relations to America, especially those which concern the economic relations of our race here and there.

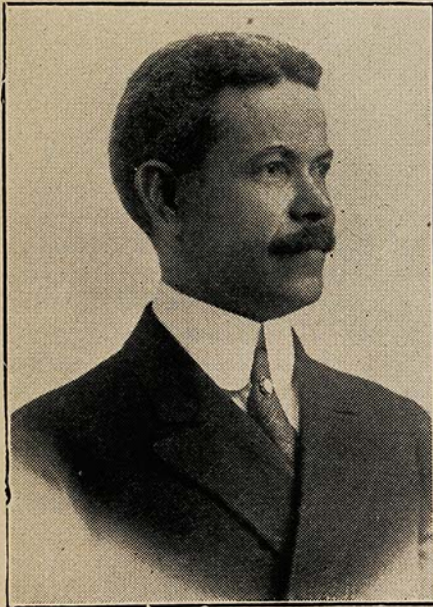


**COLOR PREJUDICE—Its Abuses and Uses.**

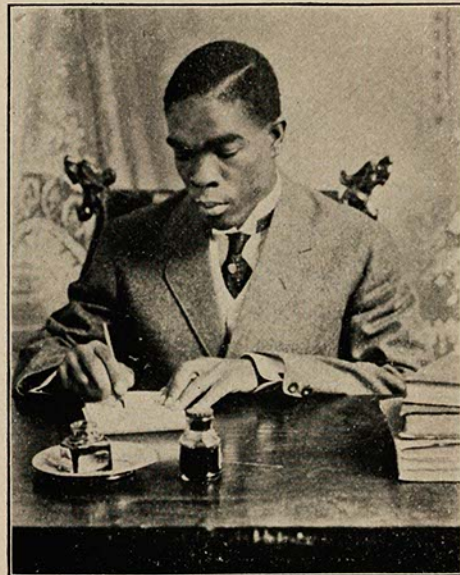
A symposium by three prominent white writers and three leading colored writers. Color prejudice as emphasized by the recent agitation over the photo-play, "The Birth of a Nation," and other recent happenings. A very timely and really helpful discussion of a vital question.

**RELATION OF THE BLACK AMERICAN TO TWENTIETH CENTURY CIVILIZATION.**

What part is the colored American to play in this, the greatest century of the Christian era? Are we not as a race to live up to those high ideals of citizenship and brotherhood that mean the real dawning of a new and bright day, not alone for us as a race but for our country—a really new era in America.



CHARLES ALEXANDER  
Western Correspondent for the  
"New Era Magazine,"  
Los Angeles, Cal.



E. T. MORRIS-GORDON  
Associate Editor, "New Era Magazine"

**UNION OF MATERIALISM AND IDEALISM IN THE MECHANIC ARTS.**

A new and timely series of vital interest to all those who are interested in any way in lines of business allied directly or indirectly with mechanical development.

"Cities are not great except as men may make them;  
Men are not great except they do and dare;  
Yet cities like men, have destinies that take them—  
That bear them on, not knowing why nor where."

**COLORLED MASONRY IN NORTH AMERICA.**

The real story of colored Masonry in this country from its earliest beginnings up to the present time, together with many portraits and illustrations of those who have been a vital part of this great order. Aside from the special interest to all members of the order this series will prove of much interest to the general public.

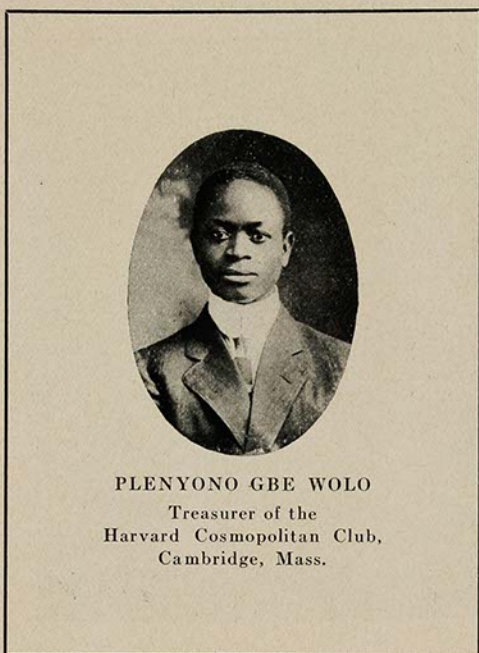


**WOMEN OF COLOR AND THE SUFFRAGE MOVEMENT.**

By Mrs. Gertrude Cromwell. All that is being done by the women of our race in this great movement will be regularly supplied to our readers by one who is in most intimate touch with all the leaders, in fact she herself is one of "our" leaders in all that pertains to the real development of the suffrage movement among our race.

**MEN OF VISION. By Pauline E. Hopkins.**

The series of sketches prepared by Miss Hopkins some years since on "Famous Men of the Negro Race," will have a worthy sequel in this series entitled "Men of Vision." It will include the lives of those men of the race who have clearly demonstrated by their achievements that they are really "Men of Vision," and the entire series will be fully illustrated.



PLENYONO GBE WOLO

Treasurer of the  
Harvard Cosmopolitan Club,  
Cambridge, Mass.

**FACTS PERTAINING TO THE EARLY GREATNESS OF THE AFRICAN RACE,**

and the possibility of restoration by its descendants. This series of articles is compiled and arranged from the works of the best known ethnologists and historians. Among the subjects treated are Original Man, Division of Mankind into Races, The Brotherhood of Man or the Origin of Color, Early Civilization of the African, etc. No student of racial development can afford to miss this series.

**NEGRO ARTISTS IN EUROPE.**

This series of articles, by Clarence Cameron White, will comprise exhaustive data of Ira Aldridge and Coleridge Taylor of London, Henry Tanner of Paris, Pushkin the Russian poet, Edmonia Lewis (sculptress) of Italy, and many others.

Mr. White will give us "personal contact" writings of these famous people, having met them in his sojourn abroad as a student. He will endeavor to let us have each month a sketch of some one person of color who is doing commendable work abroad.

**REFORMS IN LIBERIA.**

Major Charles Young (Military Attache of the U. S. Army at Liberia) will give us a series of articles on the various reforms and methods now in vogue to make Liberia a Republic among Republics. This will prove one of the most timely as well as interesting series on what the race is really doing in "Darkest Africa."

**HAYTI—POLITICAL AND HISTORICAL.**

Mr. E. H. Leonard, a native of Hayti, having served in the army in that country, will do research work for our magazine. Mr. Leonard is an able scholar in several languages, including French, German and Italian, and will give us many interesting happenings, both political and historical.

**A NORTHERN TEACHER AMONG SOUTHERN CHILDREN.**

Miss Margaret A. Henderson, having had a varied experience as teacher among the race in the south, will give us her impressions of a northern teacher among the southern children. A most valuable series for all those interested in any way in the vital question of modern education.



**THE GIRLS' SCHOOL AT MT. COFFEE, LIBERIA.**

Mrs. J. E. D. Sharp, missionary in charge of the girls school at Mt. Coffee, Liberia, will keep us informed of the advancement among the native girls, with interesting personal peculiarities and advancements in domestic science and home education.

The NEW ERA MAGAZINE shall endeavor to form among its friends and readers a society for the betterment and enlargement of the scope of the work now initiated by Mrs. Sharp in Liberia, thus giving her the means to instruct larger numbers of the young native girls of that country in the value of homebuilding and beautifying of environments, etc. Suggestions along this line will be very greatly appreciated and will be the means of great good. Remember that "the chain is no stronger than its weakest link," and surely Africa, is a substantial link in our general scheme of racial advancement.

**MUSIC AND THE NEGRO RACE.**

By Clarence Cameron White, the noted violinist. Mr. White, during the comparatively short time that has elapsed since his return to America from European study, has attained, while still a young man, a notable place amongst the artists and teachers of highest rank. He has not only attained to eminence through the possession of the natural talents that unquestionably are his, but because he has as well an unbounded capacity for hard work, and the intelligence necessary to guide that work in the right direction. These articles by Mr. White cannot fail to arouse great interest among all those interested in the musical development of the race.

**BREAD WINNING—**

Or help for the Young Man in choosing his life work. Many lines of business that will appeal to our young men will be thoroughly explained in such a manner that will be of practical value. Among many other lines to be written up we mention Automobile Building, Automobile Driving, Photography, Real Estate Development, the Grocery and Dry Goods business and many other every-day lines of business.

**USEFUL HINTS TO YOUNG ARTISTS.**

The magazine will publish from time to time articles that will be of lasting value to young artists. This department will be under the supervision of Meta Vaux Warrick-Fuller, our noted sculptress, whose personal interest in all young people of the race is well known. All suggestions and inquiries from young artists will be referred to our Art Editor.

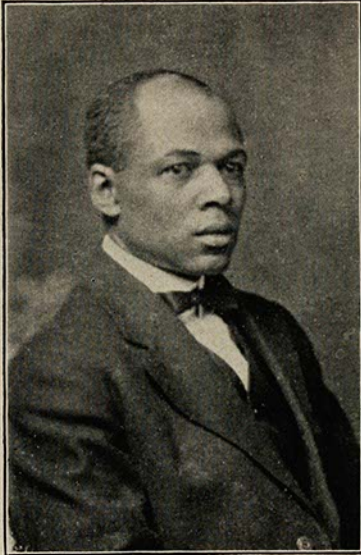
**WITH THE RACE ON THE PACIFIC COAST.**

Charles Alexander of Los Angeles, Cal., will represent the magazine in the far west, and will keep our readers advised at all times as to the important development



CLARENCE CAMERON WHITE  
Boston, Mass.





J. H. BLACKWELL  
President,  
New Era Publishing Co.



EMERY T. MORRIS  
Vice President,  
New Era Publishing Co.

in that section. All church, fraternal and business news will be thoroughly up-to-date, together with illustrated articles that will demonstrate the rapid progress our people are making in this "out-door" section of the country.

#### REMINISCENCES OF EARLY DAYS.

Miss Eliza Gardiner is perhaps better fitted than any other person to give us the real personal touch with those great leaders of fifty years ago, both white and colored, who played such an important part in the Civil War, and the exciting days that preceded that struggle. Miss Gardiner's recollections are in every case personal ones, and the entire series, which will run for several months, will be fully illustrated by rare prints and photographs.

#### OUR COLLEGES AND INSTITUTIONS.

We shall publish articles of especial interest relating to our colleges, institutions, etc. The story of Hampton, Atlanta, Tuskegee, Wilberforce, Fiske, Lincoln, Spellman and many others of our institutions of learning will be fully and entertainingly told. The actual work undertaken by the graduates of these colleges will be given in detail and should prove of real helpfulness and inspiration to every reader. It will give the best possible insight as to what we can accomplish when given an equal opportunity, in all lines of professional and business life.

#### BUSINESS PROGRESS OF THE RACE.

The advances made during the past fifteen to twenty years by our business men will appear in a series of special illustrated articles, each one written by an expert in their special line of business. In 1900 there were about 20,000 Negro business enterprises; now there are 45,000. In 1900 there were two Negro banks; now there are 51.





ARTHUR B. DUNSON  
Treasurer,  
New Era Publishing Co.



WALTER W. WALLACE  
Secretary,  
New Era Publishing Co.  
and Managing Editor of the  
"New Era Magazine"

In 1900 Negroes were running 250 drug stores; now they have 695. In 1900 there were 450 undertaking businesses operated by Negroes; now there are 1,000. In 1900 there were 149 Negro merchants engaged in wholesale business; now there are 240. In 1900 fifteen years ago, there were 10,000 Negro retail merchants; now there are 25,000. In the past fifteen years farm property owned by Negroes has made a remarkable increase. From 1900 to 1910, the value of domestic animals owned by Negro farmers increased from \$85,216,337 to \$177,273,785, or 107 per cent; poultry from \$3,788,792 to \$5,113,756, or 36 per cent; implements and machinery from \$18,586,225 to \$36,861,418, or 98 per cent; land and buildings from \$69,636,420 to \$273,501,665, or 293 per cent. In ten years the total value of farm property owned by Negroes increased from \$177,404,688 to \$492,892,218, or 177 per cent.

#### SHORT STORIES AND ARTICLES.

Among the many short stories and articles now in preparation for early publication are: "The Blind Graduate of the Perkins Institute," "The Story of the Colored Young Women's Christian Association of Philadelphia," "Judge Ruffin: His Life Work," "Mr. and Mrs. Sato: An Interesting Romance of the Black and Yellow Races," "A Life Sketch of Mr. De Mortie," and many other timely and interesting stories.

The above, together with the regular monthly departments, "Around the World of Color," "Here and There," "Publisher and Editorial Announcements," will complete a magazine that no member or friend of the race can afford to miss. The quality of the magazine will be of the very best, and both the illustration and typography will be of the very highest quality.

Price 15 cents a copy.

Yearly subscriptions \$1.50.

Address all orders or inquiries to the

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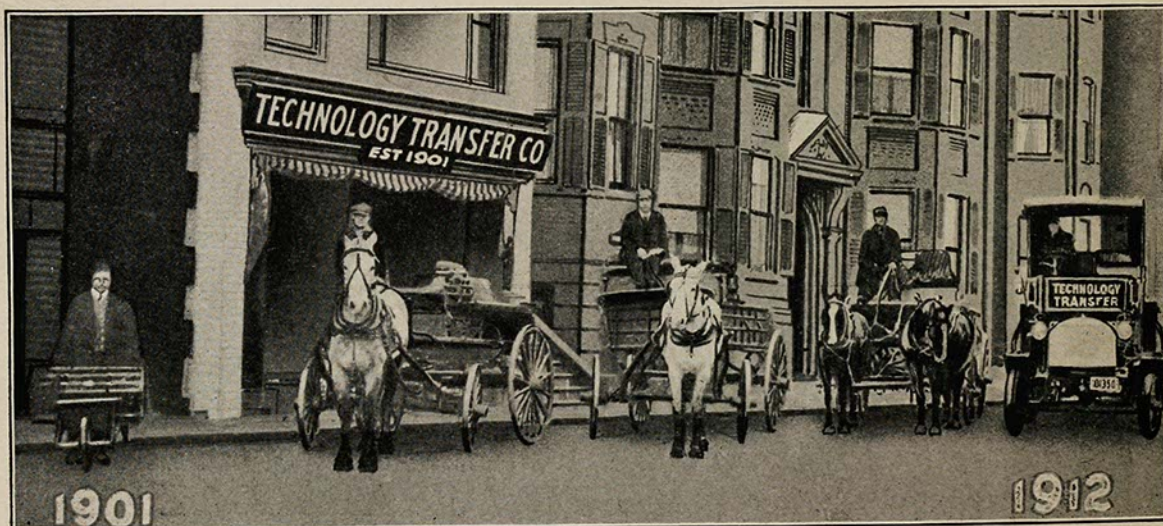
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# NEW ERA MAGAZINE

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