

What types of goods and services did Black entrepreneurs provide for their communities?

The Crisis magazine is the official publication of the National Association for the Advancement of Colored People. The magazine was created in 1910 by W.E.B. DuBois. DuBois said the goal of the magazine was to "set forth those facts and arguments which show the danger of race prejudice, particularly as manifested today toward colored people." The magazine features news articles and stories about successful African Americans. It uplifts African American artists, writers, and entrepreneurs.

The magazine and the advertisements found in its pages helps historians uncover the things that were important to America's Black communities. Today, you will do the work of historians and analyze the advertisements to learn how Black entrepreneurs provided goods and services that members of their communities needed and wanted.

DIRECTIONS: Read over the advertisements shown below. What types of goods and services did entrepreneurs provide to this community? Put your responses in the chart.

Goods	Services

DISCUSSION QUESTIONS:

1. What evidence do the advertisements provide that show the goods and services provided by Black entrepreneurs met the needs of their communities?
2. Why do you think these goods and services were important to Black communities?
3. How did these types of goods and services help to build thriving communities?

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