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THE DAWN OF TOMORROW

NEGRO PRESS

Leading Negro newspapers are on the decline, says Time Magazine, and gives figures to try to prove it. Two of the reasons, it says, are lack of capital to modernize, and desegregation which makes many think that agitation for equal rights is no longer necessary. Time exaggerates. The Negro press, like the white one has its good seasons and its bad ones. And because a paper here and there fails it doesn't mean the end of all.

Still there's food for thought in the article. Any sharp decline in the Negro press would mean a similar one in the winning of equal rights. For the past seventy-five years or more, the Negro press has been the greatest single factor in winning such citizenship as Negroes now have.

IF THE Jews, who, thanks to color of their skin, enjoy almost every right Negroes who are fighting for, need a Jewish press to offset anti-Semitism, how much more do Negroes need their press.

Another reason given by Time is that "the white press is doing a more thorough job of covering Negro news, for instance, the Washington Post and Times Herald and the New York Herald Tribune have even carried stories about Negro activities on their society pages.

As a result most Negro publications are having circulation and other problems."

This sounds like sheer nonsense. How much would what they carry compare with even a small Negro paper. No white newspaper would also be interested in carrying personal items such as most readers in smaller papers, regardless of color, look for.

WE KNOW, too, that thankful as we are for what the white papers do, they can only go so far without offending many of their readers. I speak from experience. I have chosen to write for the Negro press because I'm so very much freer. Most of what I say would either be struck out or tossed out altogether in a white newspaper.

One objection I've heard against the Negro newspaper is its price. But the white dailies with their very little Negro news, run from thirty-four to fifty cents a week;—Negro ones from fifteen to twenty cents.

The present great need of the Negro is more knowledge of his past and of what he is doing. And where would he find it? In the white press which can devote little space to him? Letting the Negro press decline would be a tremendous backward step in every way. In fact, its circulation ought to be many times greater than it is. And what better spokesman could they have than themselves?

OF COURSE, there's room for improvement in the Negro press, even as there is in the white press. There

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