

# Our Existence and Future-- We Put Both Up to You

To Our Readers:

We want to speak frankly to you today about the future of our paper.

As you may know, there has been some talk about the Daily Worker discontinuing or becoming a weekly.

This speculation did not come out of thin air. It arises from the critical situation which faces the paper at this moment. Our financial situation has never been an easy one in these 32 years of proud maintenance of a working peoples' newspaper without big business advertising. We hardly have to tell you, our supporters who have kept the paper alive, that the financial drain has been a tremendous one.

At this moment, however, the existence of the paper hangs by a thread. This is the hard fact. It is this situation, coming in the midst of a discussion by our readers on many other still unsolved problems, which has created speculation on whether there can, in fact, be a Daily Worker.

For us—the publishers, editors and staff—there is no question about the continued existence of the Daily Worker. We feel it is more important now than ever before. We see it as our duty—not only for today's tasks, but for a glorious socialist future of peace and brotherhood for our America—to fight with all our might to keep publishing, and what is more, to increase our circulation and influence. Despite many painful mistakes and inadequacies of the past now seen clearly for the first time, we are proud of the Daily Worker's great contributions to our country over the years. We believe too that these are times of challenge, change and opportunity in which we can eventually play an ever more effective role in the market place of ideas. We firmly believe our country would be much the poorer for the closing down of a daily newspaper with a socialist perspective beholden to nobody but the American people.

But we alone cannot determine these things. The decisions rest, in the first place, with you, the readers and supporters of the paper.

We open today a drive to **SAVE OUR PAPER.**

We simultaneously open today a discus-

sion among our readers in the columns of the paper. We invite your views on the drive and on the paper's future; on whether you agree with us that the Daily Worker must continue; and if you agree, your ideas on the present and future contents and concept of the Daily Worker and The Worker.

## I—The Fund Drive

Immediately, we must have, to continue publication until the end of the year, a minimum of \$50,000 in donations. With this issue, we therefore launch our annual year-end drive to raise this amount.

As you know, this is our second fund drive this year. In this, we have followed the pattern of the past six years. The first drive—for \$100,000—opened in April and was scheduled to run until July. By Labor Day, we had raised about \$90,000. Because we did not want to be in a continuous drive for funds, we dropped it and decided to live, until today, by some heavy borrowing. Our original schedule called for opening this drive on Labor Day.

The \$50,000 for which we ask is not enough to continue operation and pay back all we've borrowed. But it is all we dare ask for now, and we cannot do with less. Because we've delayed opening this drive, we need a quick response to this plea. We urge:

- That every reader make a personal contribution now, today!
- That every active supporter of this paper who can possibly do so undertake to raise \$100 in the course of this drive, from friends, shopmates, fellow-readers and through affairs. Just 500 such volunteers would guarantee the success of the drive. We urge all local freedom of the press committees to help organize this group of volunteers. And we urge you start now and get money to us at once!

- That every reader do whatever is possible to increase the circulation. Increased circulation means lowering the deficit.

All checks and money orders must be made out to ROBERT W. DUNN. Mr. Dunn is treasurer of the committee which is cooperating in this drive as it did in the last. But checks and money orders must be made out to him.

All contributions in whatever form should

be sent to P.O. Box 231, Cooper Station, New York 3, N.Y., or brought to 35 E. 12 St., 8th floor.

We recommend, too, that each contribution be accompanied by some note that can be identified—by initials or other description—which we can acknowledge in the paper. We shall try to do so within two weeks after receipt, and urge you check to be sure we received your contribution.

## II—Your Views

While the fund drive—without which the paper cannot continue from one day to another—goes on, we need your views on many matters:

- Do you agree with us it would be a grave setback if the Daily Worker had to give way to a weekly?
- Is it possible to maintain a daily socialist paper?
- What do you think is good and what is bad about the present Daily Worker and the present weekend paper, The Worker?
- What kind of papers should the Daily Worker and The Worker be? What new questions arise in view of the conditions in the world and in our country today, that must be taken into account?
- What can we do to help bring about a new birth of the socialist press in our country in the light of conditions in 1956?
- What methods should be used to increase the circulation of a daily paper? What methods for a weekend paper?
- What new methods can be used to raise funds?

Please note that all checks and money orders sent as contributions are to be made out to  
**ROBERT W. DUNN**

We want it straight from the shoulder in the fine, wide open, deep-going style of **Speak Your Piece.**

We look forward to your early response to our double-barreled drive to **SAVE OUR PAPER** and to **DISCUSS THE PAPER'S FUTURE.**

JOHN GATES, editor-in-chief, for  
The Publishers,  
The Editors,  
The Staff.