

Our DAWN Arrives

This week the 13 editions of the AFRO-AMERICAN Newspapers along with 36 other black newspapers throughout the country welcome the magazine supplement, DAWN, a new day for black Americans. This four color supplement promises not only to add a new dimension to our involvement with news and advertisement but also is a symbol of strong black unity.

Black newspapers in the United States have proved that they can stand together to fight injustice. They have worked together in the National Newspaper Publishers Association through which they got the first White House and press gallery correspondent.

They also have worked together in Amalgamated Publishers, Inc., an

advertising agency for 150 papers with headquarters in New York.

But this is the first time that one newspaper has developed an idea and had that idea accepted by 36 other newspaper Magazine names as Career, Travel, Black Woman's World and Olympiad. DAWN will replace these other magazines and say to the world that there is here at hand a new day for black americans in the publishing world.

For those who question whether the black press is a viable institution which can withstand the challenges of the times, the AFRO submits that dawn magazine is new evidence that these publications recognize and intend to meet the challenges and opportunities ahead.