

# Dawn is 10 years old



In the center is the very first edition of Dawn Magazine, which is dated April, 1973.

Dawn Magazine is celebrating its tenth consecutive year of publication. Our first edition was issued in April, 1973 and carried as a sub-title "A New Day For Black Americans."

It was in fact a new day for a lot of reasons. It was a new day because the AFRO-AMERICAN Newspapers had launched a full color magazine supplement to be distributed among thirty-seven newspapers in major markets.

It was also a new day for U.S. blacks. Economic development for black Americans was on the rise. We had lived through the troubled sixties and blacks were becoming more and more involved in the political process of this nation. Today there are more than three thousand black elected officials in states and cities throughout the country.

The list of the top one hundred black businesses just released by Black Enterprise Magazine indicates that there is growth in black economic development in this nation unparalleled in our history. To note that the lead in the Black Enterprise cast has sales of over one hundred million is gratifying for us all. The one hundredth

company just a few years ago was at five million in sales. That position now is occupied by a company that does eight million — thus continued progress.

Likewise, Dawn Magazine, we are told, is the pre-eminent publication of its type and class and an independent research has shown that over two million readers of black newspapers see Dawn Magazine monthly.

We believe that this publication provides for the entire black family information, photographs, features and opinions that impact heavily on the black life style in this nation.

On behalf of the AFRO-AMERICAN Newspapers, its board, its senior management and staff we want to thank our readers for continuing to challenge us with letters that bring about greater imagination and creativity in preparing stories that we hope will be of interest to you.

We also want to take this occasion to express our appreciation to members of the advertising agency community and to their clients for the confidence that has been expressed on behalf of Dawn

Magazine over the past ten years. We are challenged here for continued excellence in the preparation of the material that our editors provide for the multi-million readership of this publication.

In the months and years ahead Dawn will continue to be evaluated by the best trained and most experienced news people in the United States. We believe that our mission has been met over these past ten years and we pledge to you our continued efforts for positioning Dawn Magazine in such a way that it can be useful and effective in your home.

Just a word about the people that read Dawn Magazine. Leslie A. Riffkin and Associates, an independent public opinion and research company, recently rendered a profile of Dawn readers for our use. Summarizing that study we learned: "Dawn Magazine is the world's largest newspaper supplement directed to black consumers. Every month for eight years it has served as a guide to its readers because its editorial content is directed to the interests of black Americans."

KENNETH O. WILSON