

A Hard Decision

The Daily Worker faces some very hard decisions. These we want to share with our readers.

Frankly, we have reached bottom. For the past several months we managed to keep going only by tapping every source open to us, by heavy borrowings and individual sacrifice.

Today all this is exhausted. We can do no more.

Two alternatives have been discussed by us:

1. Cutting out the Daily Worker and keeping a 16-page weekly Worker.

2. Temporarily retrenching by issuing a four-page Daily Worker four days a week and a 12-page week-end Worker on Friday.

We have decided on the second alternative.

The reasons for the situation are well-known to most of our readers. Constantly falling circulation and a virtual ban on advertising have increased our deficits, while all efforts at cutting expenses were nullified by mounting publication costs

The sharp harassment of the Left in the cold war decade cut our circulation by about 80 percent. The crisis on the Left further aggravated the situation.

In round figures our income is running \$50,000 below last year's and our deficit is approaching the quarter-million mark. And our annual \$100,000 Spring drive has, at this late date, yielded only \$45,000.

Hence we cannot go on in the old way. Drastic changes must be made.

Neither can we contemplate the solution of cutting out the Daily Worker and keeping only a week-end edition. Without a daily newspaper, it is impossible to react swiftly to the great political problems of the day.

These issues—peaceful coexistence, the struggle around integration, the struggle against soaring living costs—mount in urgency daily. And the political atmosphere in which to make the fight improves.

The Daily Worker is proud of many things in its 33-year history. Not the least of these is our fight for civil liberties. Last week's decisions on the Smith Act freeing the Connecticut and Pittsburgh defendants are vindications of the great democratic fight.

Yes, the Daily Worker has a definite place in the struggles of America's working people, Negro and white. This is why we are determined to keep going.

To do this we are forced to cut every printing and editorial cost to the bone. We must reduce the Daily Worker to four pages a day four days a week, while keeping The Worker at its present 12 pages.

This will enable us to reduce our budget from the present \$370,000 to \$240,000—the maximum we can possibly allow. It will allow us to cut the deficit from a quarter million to \$125,000. We dare not permit a larger deficit than this.

With this change-over, which we expect to put into effect on or about Oct. 1, the Daily Worker will appear Monday through Thursday, and The Worker on Friday.

We know this is a bitter pill for our thousands of faithful supporters, as it is for us. We hope, by bolder planning and careful editing, to be able to give you a four-page paper which will be stimulating, informative and challenging.

But even this four-page Daily Worker will not be possible unless there is a rapid reader response to our \$100,000 appeal, and some increase in circulation.

For one thing, several changes in technical production are necessary which require substantial amounts of money.

For another, we will still be facing deficits amounting to more than \$10,000 a month which we cannot meet except through contributions.

Hence we are asking all our readers and reader groups to do these two things:

1) Help us stimulate, in every possible way, the \$100,000 fund appeal with the objective of reaching the total goal before the end of the year.

2) Undertake to assist in getting at least 1,000 subs for The Worker and 1,000 for the Daily Worker in the next three months.

As we said, we are working to make the change on or about Oct. 1. We hope, and expect, that the situation will change so as to make it possible for us to go back to eight pages, five days a week. We can do so at any time that the situation warrants.

Meanwhile, we would like to get the reactions of our readers, your ideas and suggestions regarding both the four-page Daily Worker and any alternative courses we might take. We'd like to hear from ALL of you.