

A PERSONAL MESSAGE FROM JOHN GATES

By JOHN GATES

(Editor-in-chief of the Daily Worker and The Worker)

Great events are sweeping our country this crucial year of '56. No day passes without important developments in politics, in industry, in Labor, both here and abroad.

As our paper has shown, the central menace to the nation today is the Dixiecrat conspiracy. This is further highlighted by the scandalous fact that Sen. Eastland, the Nation's No. 1 subversive, is now slated to head the Senate Judiciary Committee. There are the tremendous movements around the Till murder, the Autherine Lucy case and the Montgomery bus boycott.

Important strikes are going on in Westinghouse and Republic Aviation and great struggles are in the making.

A great debate is shaping up in the country on the achievement of a lasting peace.

All this is happening in a tremendously important election year.

Rarely has the Daily Worker

and the Worker been needed as it is needed now.

Its position is carefully followed by its opponents. We can see this when a big newspaper chain like the Scripps-Howard press is forced by the Daily Worker to take the defensive. This happened this week when the New York World-Telegram, the Washington News and other papers in the chain tried to explain away Alan Max's columns in the Daily Worker on the possibilities in the United States of peaceful and constitutional transition to socialism.

If our paper, even with its small circulation, is able to do this, imagine the impact a bigger readership would give to our presentation of the true views of the Communists and others on the Left.

As you know we have, since the beginning of the year, been engaged in a campaign to expand our circulation.

Where do we stand? We have, to date, achieved about 50 percent of our goals. New York has reached about 60 percent and the rest of the country about 45 percent.

Consequently we have de-

cided to set aside the month of March as Press Month for an intensive drive to get our campaign over the top. Circulation, it is clear, means more readers and the expansion of our influence.

Circulation means money which is essential to our paper's ability to operate and play an increasing role in the nation's affairs.

We are sure we do not need to belabor the point with you.

One big lesson evident to me since my return to the paper is that the potential new readers are there.

All that needs to be done is to reach them which can be achieved by planning and organization. If work is put into it the results are inevitable. Failure can only come from neglect.

We know you agree with Gil Green when he said upon his return that the Daily Worker is his "favorite newspaper."

Make it the favorite paper of new thousands as well.

We are confident you will respond to our appeal as you have always done. Let us hear from you in word and deed.