IN THIS GRIND-EM-OUT WORLD, IS THERE SUCH A THING AS A QUALITY CIGARETTE?

If the cigarette is Kent there is.

Kent is probably the most quality-tested cigarette made.

We try to get rid of any taste-robbing imperfections before a Kent ever sees the light of a match. (Over 200 different quality checks in the manufacturing end, alone.)

But Kent quality goes beyond that.

We go to 3 continents, 4 countries and 10 states to find the right kind of tobaccos for the milder Kent blend.

To complement this blend, we even invented our own filter, the famous Micronite filter — to smooth the flavor of Kent.

Why are we such sticklers about how Kent is made?

Because, that way we can give you the mild, smooth taste that makes Kent what it is: America's quality cigarette.

King Size or Deluxe 100's.

Micronite filter.
Mild, smooth taste.
America's quality cigarette.
Kent.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

The AFRO Story

(Continued from Page 5)

borrowed $200 from his wife to buy it at auction.

Later, Dr. Bragg merged the Ledger with the AFRO which for a time was known as the AFRO-AMERICAN LEDGER, with Mr. Murphy as publisher and the Rev. Mr. Bragg as editorial writer.

Abandoning the whitewash brush, Mr. Murphy, turned all his attention for the next 25 years to printing ink and when he died in 1922 left a successful newspaper property to his sons.

Most marvelous of it all is that John H. Murphy, Sr. was past 50 years old when he took his wife's $200 and overnight became a newspaper owner.

Always Independent

Money was to be made in politics, but the AFRO was an independent paper and still is. It was the first weekly to survive without the financial assistance of politics, or the support of fraternities or churches. Its editorial page carried the slogan, "Independent in all things, neutral in nothing."

The AFRO's rise from the small time weekly, however, dates from 1917 when it threw its job printing equipment out of the window and devoted all of its energies to publishing a newspaper.

It had 8,300 circulation then, chiefly in Maryland. In 13 years, (1930), it had grown to 38,377. Since 1930, the number of copies sold has increased to over 185,000 weekly.

The AFRO regards its special territory as the Eastern Seaboard, from Maine to North Carolina, with West Virginia added.

The AFRO-AMERICAN Company publishes the Baltimore AFRO-AMERICAN, Tuesday and Friday; the Washington AFRO-AMERICAN, Tuesday and Friday; the Philadelphia AFRO-AMERICAN, the New Jersey AFRO-AMERICAN, the Richmond AFRO-AMERICAN, as well as a special edition for New England, Virginia, North Carolina and South Carolina, and The AFRO-AMERICAN (National Edition).

Printing is done in the Baltimore production plant which houses editorial, advertising, circulation and business offices, composing room, typesetting machines, Photon, PDP-8, engraving plant, Comp-Star (which enables the AFRO to produce both hot and cold type), mailing room, photographer's developing and printing rooms, and a library.

Some 200 workers of both sexes are regularly employed.

Board of Directors

Sitting on the present Board of Directors are members of the third generation of the founder's family, most of whom were trained by the second generation for the jobs they are doing today.

They include family members Mesdames Frances L. Murphy, II, Mae E. Dyson, Arnetta Murphy Lottier, Elizabeth Murphy Moss, Alice Q. Murphy, Ida Murphy Peters, Messrs. Frederick A. Howard, George Chester Lottier, Howard H. Murphy, John H. Murphy, III, and John J. Oliver, Sr., as well as Messrs. Moses J. Newson, executive editor; Kenneth O. Wilson, vice president in charge of advertising, and Raymond H. Boone, editor-manager, Richmond AFRO-AMERICAN.

Heroes of the Past

By Eloyce Brooks
(See Cover)

John Brown Russwurm was the editor of Freedom's Journal, the first black newspaper published in the United States.

Russwurm worked along with co-editor and the paper's business manager, the Rev. Samuel E. Cornish, to publish the Journal's first issue in New York on March 16, 1827. The newspaper was born out of a need to answer the attacks of an anti-black publication in New York City which ridiculed free blacks and defended slavery.

Russwurm and Cornish set out in their first issue to establish the Freedom's Journal objectives, which were: to fight for the emancipation of slaves, to secure full citizenship for free blacks and to oppose any

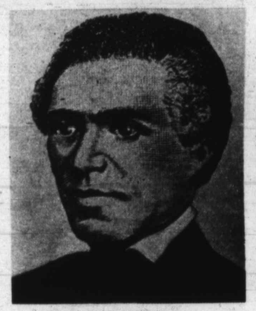
Freedom's Journal Born In 1827 To Fight Slavery

movement toward colonization — even to those blacks willing to return to Africa. The newspaper also served to inform the black community of what was going on in their society and to correct some misconceptions about black people.

Freedom's Journal published news accounts of the African Free Schools and other schools that were open to black children. They published historical facts about distinguished blacks and of living prominent blacks, notices of births, marriages and deaths and many other such items found in newspapers today.

John B. Russwurm was born October 1, 1799 in Jamaica. His father was his owner and his mother a Jamaican slave. His father sent him to Canada to attend school. Russwurm spent his college years at Bowdoin College, a school for boys in Brunswick, Maine.

He graduated with honors in 1826 and became the second black in America to receive a college degree, the first being Edward Jones of Amherst



JOHN B. RUSSWURM

College in the same year.

One year later, John B. Russwurm was assigned editor of the newly organized newspaper. He worked on the Journal until 1829 when he changed his position on colonization and was forced to resign. Cornish had resigned in 1827 to, supposedly, devote full time to the ministry.

Russwurm returned to Bowdoin College and received a master's degree and then moved to Liberia. There, he served as superintendent of schools, founded the Liberia Herald.

Standard Bearer For Its Readers

By Ruth Washington
Los Angeles Sentinel

Traditionally, since the days of "Freedom Journal" in the mid-19th Century, the Black Press has had the responsibility of being the standard bearer for the black community.

While it has not always met with approval of the general citizenry, the Black Press has had the awesome chance of spelling out inequities and basic inadequacies within the community.

The role of the Black Press is often tinged with ambivalence. Because of the necessary trade practices, many publishers have found themselves in a precarious position.

Despite the criticism on the part of the community people, the black papers are still read religiously. Because of this, we have a monumental task ahead of us. We must continue to deal with problems in this community. Each time we find a situation that should be corrected, we must bring that situation to the attention of the people who are affected most.

In short, the black newspaper must continue to be the catalyst for the solution of problems in this community.