A Day To Remember The Dream

onday, January 18, 1988 is the official federal holiday honoring the Rev. Martin Luther King, Jr. Although his actual birthdate is January 15, this holiday now joins the many other nationally-designated holidays which will be celebrated on the nearest Monday to the actual date.

The Act sets aside the third Monday of January as the official Federal holiday. According to the Act, "the holiday should serve as a time for Americans to reflect on the principles of racial equiality and non-violent social change espoused by Martin Luther King, Jr.

The Act calls for the Federal government to coordinate efforts with Americans of diverse backgrounds and with private organiza-

tions in the observance of the holiday.

Living the Dream has put forth the precepts which should be engendered in the national celebrations across the country. It is perhaps best stated in the litany expressed by the Federal Holiday Commission:

Living the Dream

- A day to celebrate the life and dream of Martin Luther King, Jr.
- A day to reaffirm the American ideals of freedom, justice and opportunity for all.
- A day for love, not hate, for understanding, not anger, for peace, not war.
- A day for the family: to share together, to reach out to relatives and friends, and to mend broken relationships.
- A day when the community rids itself of the barriers which divide it and comes together as one.
- A day when people of all races, religions, classes, and stations in life put aside their differences and join in a spirit of togetherness.
- A day for our nation to pay tribute to Martin Luther King, fr. who amakened in us the best qualities of the American spirit.
- A day for nations of the world to cease all violent actions, seek non-violent solutions, and demonstrate that peace is not just a dream, but a real possibility, if only for one day.

If for only one day, each of us serves as a drum major for justice and peace, then we will bring to life the inspiring vision of freedom which Martin "Oreamed."



November 1957 meeting between Dr. Martin Luther King, Jr., and Mrs. Daisy Bates, who rose to national prominence following her determined stand to integrate Central School in Little Rock, Ark. She was president of the Little Rock chapter of the NAACP at the time, and joined forces with the SCLC to continue the struggle.



WASHINGTON — March, 1964, the Rev. Martin Luther King, far right, was in Washington and appeared at a breakfast at New Bethel Baptist Church. At left, Dr. Robert E. Martin, director of Howard University Citizenship Project. Center is Dr. C. Franklin jackson.



ASBURY PARK, NJ — The Rev. Martin Luther King, Jr., third from left, addressed the General Baptist Convention of New Jersey in October 1960. (L. to R) Rev. Edgar G. Thomas, Asbury Park Mayor Thomas F. Shebell, the Rev. Dr. King, Sen. Clifford P. Cass (R-NJ); the Rev. Leon C. Riddick, convention president-elect, and the Rev. Alfred L. Pugh, host pastor.



ATLANTA — At the Martin Luther King Center for Nonviolent Change, memorial sits in a reflecting pool. It is included in the National Historic Site designations in the state of Georgia.



PHILADELPHIA — Kendali Bryant, a 4th grade pupil of the Germantown Friend School of Philadelphia in November 1963, presents a check of \$131.50 to Dr. Martin Luther King, Jr. during groundbreaking ceremonies of the Bright Hope Baptist Church. The money was collected from Kendali's classmates for the SCLC, in memory of the four children who lost their lives in the Birmingham Sunday School bombing tragedy.



hen the magazine supplement DAWN first rolled off the presses 15 years ago, our two million readers nationwide welcomed it as a forum for discussing vital issues in the black community.

Black America has changed in the last decade and a half. More of us own businesses, work in major corporations, run cities and make the important decisions that affect not only our lives, but the lives of other Americans as well. The national black community has grown and changed and DAWN has grown with it. Today, DAWN is more important than ever, as black America's opinions and attitudes increasingly influence policy and shape debate for all America.

Beginning with our first issue, in April, 1973, which featured articles on subjects ranging from the Nixon budget to heavyweight boxing champion George Forman to the latest fashions of 1973, DAWN has been an important and accurate reflection of black America.

In the pages of DAWN our reader has been able to count on being kept up-to-date on the political and economic issues critical to our lives, as well as learning what's hot in cars, clothes and vacation spots.

DAWN has more than fulfilled its intention to provide a unique setting for the important issues central to our lives in an increasingly complex world. We are proud of our past and eager to get on with our future.

Our readers can count on us as we head for the turn of the century together. As our world and our personal lives continue to change with space-age speed, DAWN will be there to separate the real

trends from the nonsense, to spotlight tomorrow's leaders in medicine, science, politics, religion and technology.

We will bring you previews of the cars, fashions, hairstyles and the stars of the future. From the most intriguing, most complete horoscope, to the very latest celebrity gossip, DAWN will have it all.

In 1988, DAWN's readers can look forward to features on business travel, fashion, the Summer Olympics and health and fitness.

Today, the average DAWN reader is a professional man or woman, earning nearly \$30 thousand dollars a year, a college graduate and homeowner living in, or near, a major city. But more important than statistics, the DAWN MAGAZINE reader cares about the world - the important issues as well as those designed to amuse and entertain. Our readers try the recipes, check the charts and shake their heads over the latest celebrity doings. They take personal pride in reading about black history and religion and read, with more than passing interest, about the latest economic and political trends. DAWN readers are passionate, they are involved.

In April 1973, in that premier issue of DAWN MAGAZINE, then-Chairman of the Board Frances L. Murphy, Il described the new supplement as part of "a new day for black Americans" and dedicated the Magazine "... to continuing its sensitivity to those gut issues which affect minorities within this nation and at the same time to provide for the national advertiser an opportunity and challenge to acquaint himself and his product or service with local black readers through DAWN MAGAZINE."

It is a promise we continue to keep with pride.