STATEMENT OF THE PUBLISHER



John J. Oliver, Jr.

#### Dear Readers:

With this edition we celebrate our fifteenth year of bringing Dawn Magazine to you. During that time you have seen us make many changes in the style and content of this magazine to increase your reading pleasure.

Our ability to be able to survive in such a highly competitive market is primarily the result of the support shown by you, our readers, over the years. You have never hesitated to indicate your approval or, in some cases, your disapproval of the various aspects of the black experience which this magazine has examined over the years.

With the strong background provided by you over the last fifteen years, we look forward to providing you with improved coverage of the issues you care about, as well as providing a forum through which you can express your opinions or ideas on important topics and events.

We would also like to express our deep appreciation to our advertisers. Without their support the continuous publication of this magazine for such a long period of time would never have been possible. We look forward to their continued support in the coming years as we continue our efforts to make this magazine evermore successful.

For your enjoyment, and with your support, the AFRO-AMERICAN Newspaper family intends to make Dawn Magazine an even better and more readable publication.

Best wishes and, once again, thank you for your support.

Warmest Regards,

Jakos JOHN J. OLIVER, JR.

#### HAPPY 15TH BIRTHDAY

#### By Frances L. Murphy, II

Dawn Magazine, which was conceived in 1973 by the AFRO-AMERICAN Newspapers as a full-color magazine supplement under the theme "A New Day for Black Americans," is ready by over two million readers in 42 newspapers from the East to the West Coast.

Some 21 of the first 35 newspapers, which teamed up with the AFRO chain 15 years ago, are still inserting this slick magazine once a month into their newspapers.

Dawn, which is produced by the AFRO, started out as a quarterly magazine to feature articles to take readers' minds off of the bad news. By January 1974 it was so successful that it became a monthly supplement.

Through the years, editors like the late Art Carter, Robert Matthews and now Linda Harris have brought to our readers a wealth of information with their eye-catching feature articles and colorful advertising.

From its earliest beginnings, companies like Ford, Kraft, the Benson and Hedges, Sears, Philip Morris, Nabisco, the U.S. Army and the Navy have broken down barriers by using black models to advertise their products in Dawn. Thus, millions of our readers saw people like themselves doing the things the average American does.

A collection of Dawn Magazines, like our newspapers, are some of the best sources of black history.

The March 1975 Dawn had a story on baseball old timers. It featured an article by Vic Harris who remembers when he played with Dizzy Dean in Cleveland in 1934.

The December 1977 issue featured black composers of classical music, beginning with William Lawrence, one-time accompanist for Roland Hayes.

Some of the other most talked about articles are:

"Moby Dick Predicts Energy Shortage Will Bring Big Baby Crop" (January 1974);" and Dawn is Latest Spoke in AFRO's Wheel of Progress" (February 1974).

Introduced during the past 15 years were such columns as The Poetrie Gallerie, The National Roundup by Larry Still and Art Carter, the Black Culture Quiz, It's in the Stars and Ida Peters' Celebrity Roundup.

The multi-colored front covers have featured such outstanding personalities as John B. Russwurm, January 1974; Percy Sutton, September 1977; John Sengstacke, March 1978;

Through the years, readers have looked forward to the special editions put out for the holidays - like Easter, Christmas and Thanksgiving — packed with delicious recipes and things to do to make these special days more enjoyable.

Under the leadership of the new editor Linda Harris, AFRO president Frances M. Draper and AFRO Board Chairman John J. Oliver, Jr., readers can expect Dawn to continue to take its place as a necessary part of their reading life.

(Ed's Note: Dawn Magazine was started under the leadership of Frances Murphy, who was chairman of the board of directors of the AFRO-AMERICAN Newspaper Co. in 1973. She is now publisher of the Washington AFRO-AMERICAN. Most good libraries have available to the public on microfilm at least one or two black newspapers, with the Dawn Magazine included.)

### Congratulations from Our Colleagues

### BLACK

Congratulations on your 15th Anniversary from South Carolina Black News Group.

# F Journal & Guide

Congratulations to our friends at DAWN on the observance of your 15th Anniversary. Journal and Guide Published weekly since 1900

### The Savannah Tribune

Congratulations to DAWN from THE SAVANNAH TRIBUNE! Founded in 1875 and originally published until 1960, this beloved Savannah tradition was revived fifteen years

35 Newspapers

Baltimore Afro-American National Afro-American New Jersey Afro-American Richmond Afro-American Washington Afro-American Albany Times Alexandria News Leader Amsterdam News Atlanta Voice Augustus News Review Baton Rouge News Leader Berkeley Post Charlotte Post Cleveland Call and Post Cincinnati Call and Post Columbus Call and Post El Mundo Post The Dallas Weekly

The Facts **Houston Forward Times** Jackson Advocate Los Angeles Sentinel Lafayette News Leader Lake Charles News Leader Mobile Beacon Monroe News Leader Natchez News Leader Oakland Post Pasadena Post Richmond Post St. Louis Sentinel San Francisco Post Seaside Post Shreveport Sun

#### THE PHILADELPHIA TRIBUNE

The Philadelphia Tribune Company, the oldest black newspaper in America, celebrating 104 years of continuous publication, congratulates DAWN Magazine on its 15th Anniversary.

# Winston-Salem Chronicle

We at the Chronicle are proud to be a part of DAWN's 15th Anniversary celebration. We salute you for a job well done.

## THE ST. LOUIS AMERICAN

The St. Louis American proudly salutes DAWN Magazine for its contribution and promotion to quality black journalism. Congrats to the next 15 years in partnership as we set the pace.

#### Isos Angeles Sentinel

The Los Angeles Sentinel, the largest blackowned newspaper in the west, salutes DAWN Magazine on its 15th Anniversary. May we all succeed in our endeavor to serve the people of our respective communities.

42 Newspapers

Baltimore Afro-American National Afro-American Newark Afro-American Richmond Afro-American Washington Afro-American Albany Times Atlanta Voice Berkeley Post Big Red News Black News The Bulletin Cleveland Call and Post Chicago Defender Cincinnati Call and Post Columbus Call and Post The Dallas Weekly Gainesville Voice Houston Forward Times Indianapolis Recorder Indiana Herald Jacksonville Advocate

**Journal** and Guide Kansas City Call Los Angeles Sentinel Louisville Defender Macon Times Miami Times Michigan Chronicle Milwaukee Courier Mobile Beacon Oakland Post Oklahoma Eagle Philadelphia Tribune Pitsburgh Courier Richmond Post San Diego Voice and Viewpoint San Francisco Post Savannah Tribune St. Louis American Shreveport Sun Tri-State Defender Winston-Salem Chronicle