Questions of the day

By JOHN GATES, *Editor* of The Worker

QUESTION—Why is The Worker losing circulation and what can be done about it?

ANSWER—The fact is that there is a greater potential audience for The Worker than ever before, but we are declining in circulation because our readers and supporters are not fighting to maintain and increase our circulation.

At a time when millions of Americans have had their eyes opened and are expressing the same ideas on peace as those of this newspaper, no one can successfully argue that new thousands of people are not ready to receive our paper. Wherever an effort is made, results are gotten. The tragedy is that millions of awakening Americans never get the opportunity to see or hear about our paper.



GATES

The history of working class newspapers in this country and all over the world proves that the labor press can never be built spontaneously or automatically. A working class daily newspaper in a capitalist country has to fight against heavy odds and can only survive and flourish to the extent that it receives organized support and promotion from its readers.

The monopolies and banks that run this country and the government which carries out their will have not yet reached the point of outright banning of the main voice of peace in America, the Daily Worker and the Sunday Worker. But through indirect and less and less subtle methods they are striving for the same effect. Organized pressure has been exerted on our advertisers to the point where ads have practically disappeared. This places a great additional financial burden on the paper. Newsdealers have been intimidated against selling the paper. Many readers, because of the general atmosphere of repression and hysteria being generated by the pro-war and pro-fascist reactionaries, are fearful of taking the paper through the mails.

Unless our readers fight back in an organized way, the inevitable result will be a steady decline in circulation.

I do not believe our readers will stand idly by and watch the stiffling of their foremost spokesman for peace. I am confident you will respond. The potential audience for our paper will grow. Wall Street imperialism will suffer new defeats in its insane and hopeless quest for domination over a world that does not want it. The phony and illegal emergency declared by Truman heralds mass impoverishment of our people, the increased oppression of the Negro people and the danger of world war and fascism. Millions of Americans will resist this. This newspaper has both a greater role to play as well as great possibilities for extending its influence.

It is up to you. Without you we are nothing. With you there are no limits to our growth. Become a conscious builder of this paper. Read it daily and weekly. Renew your sub. Get a sub. Get new readers. Get your organization to take a bundle of the Daily Worker and the Sunday Worker. It is indispensable for your future peace, security and freedom.

(Readers should send their questions to John Gates, 35 East 12th St., New York 3, N. Y.)