

Time to Come Out Punching

It is time for us to shake off our hesitancy and come out punching.

This paper, as our readers know, has always lived on circulation and fund drives conducted by its readers and supporters. In this, we have not differed from other workingclass, socialist publications in the history of our land.

Each of these drives has been essential to our existence. None could fail.

But this year, for the first time, we have not yet succeeded in getting our circulation drive off the ground. Two weeks ago, along with with our opening of the annual \$100,000 spring fund appeal, we called for a renewal of this circulation drive. We had hoped to be able to organize both without using valuable front page space for urgent pleas.

It has not yet worked. As of now, we've reached only 30 percent of our Worker subscription goal, and less than half of our DW goal. Yet there are areas that have shown the job can be done. Thus, the Minnesota-Dakotas Committee of readers has virtually reached its campaign targets, and has turned in far more subs than areas much larger in readership and population.

Here in New York, Manhattan's lower east side committee has reached its goal. Committees in Yorkville, northeast Bronx, among garment workers have likewise shown results depend on getting out and doing the job.

It must be done if we are to have a Daily Worker or a Worker.

Failure to develop the circulation campaign has meant the loss of many thousands of dollars to the DW and Worker. As regards the \$100,000 fund drive, the total received in the first two weeks since the appeal was made is \$689—the bulk of it received Wednesday night at a New York Communist Party conference.

For weeks we've been putting off all obligations, scraping together what we could, borrowing heavily on the expectation that both drives would develop without emergency pleas in the paper.

We cannot hold out any further. We can no longer postpone obligations or hold off creditors or borrow. In fact, we need to meet heavy past obligations, as well as present ones.

We need immediate response to the \$100,000 fund drive, as well as rapid development of the circulation campaign if we're to meet these obligations and keep going.

We know many of our readers are entering into a holiday week. But despite this, we must ask for emergency measures NOW to keep your paper going.

We ask that individual readers and organized reader groups get busy over the weekend, and rush all money they collect to us.

Make checks and money orders payable to Robert W. Dunn. Send all funds to P.O. Box 136, Cooper Station, New York City 3, N.Y.; or bring to 35 E. 12 St., 8th floor.