

SPEAK YOUR PIECE

A Michigan View on Improving the Paper

MICHIGAN.

Editor, Daily Worker:

The enclosed \$500—which we got by a lucky windfall—is in response to your desperate-sounding appeal. It is intended as a sign of our continued devotion to the paper as it is, and, even more, as it can be.

We have talked with several friends about the drastic drop in readership and what can be done from your end to make things easier on our end (circulation). Here are a few ideas:

1. We need more reader-writers — particularly workers who really know what's up in their industries. Thus we can avoid carrying material which is behind the times and short on what the workers really need. A criticism carried recently in the Worker from a Gary steel worker (contract getting fulsome praise from the Worker while all was not gay in the mills) has a parallel in auto.

2. Don't be shy about slanting and editorializing news stories. When you don't do so—on a story, say, regarding Stevenson's latest utterances or the AFL-CIO's stand on some matter — and especially when you give said story a splash headline— you imply full agreement. Moreover, you don't give your readers a lead on how to improve existing circumstances.

3. Relegate discussion on whether-the-Communist-Party to a CP discussion organ. Much of it is far too heavy an "inner" for a paper aspiring to mass circulation. This would not preclude news items regarding significant aspects of the CP discussion (as, for example, your recent summary of Foster's disagreement which will appear in the October Political Affairs).

4. Junk the recipes, patterns, household hints. A family page can deal with problems of bringing-up children, combatting false values implanted by schools, TV, comics, etc., and other serious matters affecting parents, consumers, renters, home owners etc.

5. Straight reporting of news dealt with by other papers, and on which we have nothing special to add, can be confined to one-paragraph items.

We want a popular paper which does not aim to be the only paper a worker reads, because that's a sheer impossibility money-wise and staff-wise right now. The sports column — certainly. Straight sports news — not necessarily. Movie criticism — yes. What's on in New York—no.

We feel the main approach of the paper must always be toward deepening the reader's understanding of what's wrong with capitalism, how to improve life here and now, and how Life Could Be Beautiful under Socialism. We particularly like factual articles by Labor Research, background and expose articles by Art Shields and Virginia Gardner, cultural articles — excerpts from classics, Ben Levine's column (mostly), articles on history and experiences of labor movement in U.S. and abroad, and on Negro history and struggle. The regular columnists generally offer much food for thought, but perhaps suffer upon occasion from deadline-itis.

We certainly hope the financial drive succeeds sufficiently to continue an eight-page daily and 16-page weekend edition. However, if retrenchment becomes necessary, we would vote for a four-page daily with ordinary news telescoped. And we feel sure this would only be a

temporary retreat because America needs a workingclass, socialist daily paper, and more and more Americans are on the road to realizing it.

—Two Michiganders.

Finds Worker Indispensable

Dear Everybody:

I cannot disclose my name because of my job. What an indictment of our democracy! But I have hope and faith it won't be this way always.

Though I read other newspapers daily and thoroughly, the news in your paper, which I want to know, cannot be found elsewhere.

Here's \$10 to help you stay alive and keep going!—A. Z.

Herald of a Better Paper

Editor, Daily Worker:

Despite certain shortcomings, the Daily Worker is still a most indispensable paper.

Its existence must be assured until such time, when another daily publication devoted to the high principles held forth by the Daily Worker during its entire existence, may arise on the American journalistic scene.

—S. B.

Contribution From the Coast

LOS ANGELES

Editor, Daily Worker:

In response to your fund drive as described in the Worker of Oct. 7, I am enclosing my check of \$5 as a contribution. It should be more, since I hope the paper will continue, but since I am on the West Coast I must put what I can spare toward our paper, the Peoples World, whose fund drive is lagging.—E. H.