Baltimore Afro-American

90th Anniversary Edition

1892-1982

For any enterprise in this millisecond fast 20th century America to endure for 90 years, we feel in all objectivity, is remarkable.

For such an enterprise to be a black newspaper is even more singular. Everything speaks against our having a voice of our own.

Our answer to those who ask "how has it been possible" is simple. The founders of this company had far-ranging vision and courage. Succeeding generations of managers, journalists, salesmen, printers and administrative workers have redefined and expanded upon the original vision.

So while the AFRO-AMERICAN as an entity is 90-years-old the idea of this newspaper is born again and again replenished a new and kept youthful, as we have noted, as each wave of new talent enters this old edifice to make its mark. Each cycle of talent adjusts the product to the needs of the community at a particular time. The basic mission - to report our community's experience of course, is never forsaken.

More importantly, community support by readers and advertisers has been consistent and if there is any reason at base for our longevity it has been the goodwill and continuing support of our readers and patrons.

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In this 90th edition supplement, our intent is two-fold. First we want to share with you some thoughts on three themes crucial to our community as the Eighties unfold: education, unemployment and black entrepreneurship.

Secondly, we hope through vignettes, nostalgic words and pictures, to remind older readers of our common past and stimulate younger residents to probe their immediate roots.

By depicting the past and reporting on some basic conditions which confront Baltimoreans presently, quite frankly, we are asking readers to shape their own perceptions about the relative degree of progress our community has made in areas vital to its existence.

Even more explicitly, as a very important Primary Election nears, (Tuesday, Sept. 14) we are quite hopeful that the commentary herein relating to the themes of education, joblessness and entrepreneurship help Baltimoreans reach their own independent conclusions as to the kind of political leadership we need in order to help us solve contemporary urban problems in the most forceful manner.

What our writers have reported upon in this 90th edition cover the facts and the feelings of black Baltimoreans on these three important issues.

They cite disparate voices, but the underlying theme of people depicted in our reports, to us seems to be that political leadership, effective political leadership which rises from our community, is a very important factor in any progress we might hope to achieve.

Please read the material therein. Is black Baltimore better off now than it was in 1892, the year of this newspaper's founding? The question many not be so rhetorical as it sounds.

The old saying is that the more things change, the more things remain the same.

Our sense is that strong winds: harbingers of change, are once again beginning to gain strength in our Baltimore.

Politics, winning politics, is one of the strongest of these currents and if we do not have this spirit in our community - the clock may be running backward for us.

Finally, on behalf of the AFRO-AMERICAN Newspaper family, comprising some 200-plus employees, we say thank you — one and all.

JOHN H. MURPHY III
Chairman of the Board

JOHN J. OLIVER JR.
Vice-chairman of the Board

JOHN J. OLIVER SR.
President

Brickbats and orchids

NOTE: The AFRO-AMERICAN Newspapers have had a long-standing reputation for stinging attacks on racism, homegrown and global. Editors and writers never have minced words reporting on any injustice, major or minor. The editions always have strived for lively, colorful reporting.

Depending upon your perspective, AFRO editions have been "too crime-news oriented" — "too black" — "not black enough" — "conservative" — "radical" — "anti-white" — "trashy" — "tame!"

If there is a name we have been called it. One thing - friends and foes alike always have agreed upon, no one ever found us "dull" the one adjective which would have broken the hearts of all AFRO writers and editors

On this 90th anniversary, we find ourselves still knee-deep in controversy.

None of this fuss is new.

For those of you who have jsut begun to love or hate us, we reprint portions of an editorial written for our 50th anniversary edition.

Then, as now, we manage to elicit all manner of response from readers. This, of course, is called communication, which after all is our business..

Reprinted from the Baltimore AFRO Sept. 19, 1942.

The editorial for this week's golden jubilee edition of the AFRO-AMERICAN is written by its readers.

For 50 years this column has expressed its opinions.

We did not want this celebration to be the usual thing in which we recounted the history of the past half century. We wanted it to be different.

We wanted AFRO readers to do the talking, to express their frank judgement and appaisal, to omit no grousing, peeves and criticisms, to take their pens in hand and chuck at us their best brickbats.

This is their day. They answer back, and do we love it! **The AFRO Is Intolerant**

Gov. Colgate Darden of Virginia minces no words. Says he:

"In your approach to the more pressing war problems, you have evidenced an intolerance of those of both races who have expressed opinions not wholly in accord with your views. It is not helpful, and in the long run will make no contibution to what ought to be accomplished."

Dr. W. E. B. DuBois admonishes us that the AFRO "cannot entirely avoid sensationalism, the stressing of crime, and personalities,But it is time for it to begin. Hereafter, we ought to see a stronger, a much stronger editorial page."

Well, we asked for it, and we should be able to absorb punishment, even if it comes in double barrels.

More Sugar, Less Vinegar

Maryland's Governor Herbert O'Conor is not quite so blunt. He says: "If at times one is inclined to question the methods employed to achieve the paper's aims; or if sometimes the old adage that 'sugar catches more flies than vinegar' comes to mind when reading the AFRO, it merely means that here in America we are all privileged still to think our own thoughts and to disagree whenever we like, with the expressed thought of our fellow Americans."

A Swift Kick with Pleasure

Don't think AFRO readers do not get a kick out of the chance to fling brickbats.

Baltimore's Mayor Howard W. Jackson declares:"Your request for a verbal candid camera shot is acceded to with pleasure. The vigor of

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IT CAN MAKE YOU LAUGH. IT CAN MAKE YOU CRY. IT TAKES YOU AROUND THE WORLD AND AROUND THE CORNER. IT FILLS YOU WITH FACTS AND PROVOKES YOU WITH IT TELLS YOU ABOUT PLACES TO GO AND THINGS YOU CAN BUY. IT INTRODUCES YOU TO PEOPLE YOU DON'T KNOW AND TELLS YOU ABOUT YOU WANT TO KNOW MORE ABOUT...

AND IT'S BEEN DOING IT FOR 90 YEARS WITHOUT MISSING AN ISSUE.

The Baltimore Afro-American

HAPPY ANNIVERSARY

Miller High Life

The Miller Brewing Company