

50,000 New Readers--- A Task for C. P. Units

Amter Asks That Each Nucleus of the Party Become Alert to the Tasks Facing In in Getting Readers for the 'Daily'

By I. Amter

Organizer of District Two, Communist Party (New York)

The letter from a non-party worker which Comrade Browder cited in the Daily Worker recently, in which the worker told of the difficulties he had encountered because a unit blocked the distribution of the "Daily" among his fellow utility workers, is, of course, a glaring example of a wrong attitude. But it indicates

that a real campaign of enlightenment is imperative if we are to make our Daily Worker the powerful organ that it should be.

Too often do we take the "Daily" for granted, and assume that it will continue to exist and function regardless of the support that it may or may not get. This is a dangerous illusion, for we must realize that without the greatest vigilance on the part of the workers, the paper is by no means assured.

There is no doubt that the Daily Worker has a devoted body of readers. The best evidence of this is the continued support it has received since the historic day it began pub-

lication on January 13, 1924, in Chicago. Every call for financial assistance is promptly answered by the loyal army of readers.

But the question of the moment is one of extending the influence of our paper. This is a burning necessity!

A Gap to Bridge

It must have occurred to many of our comrades when they saw so many thousands on the streets on May Day to ask why they are not readers of the Daily Worker. In New York, alone, for example, there

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were at least four times as many who participated in the parades and demonstrations than there are regular readers of the "Daily."

We must bridge this gap—and do it soon!

The "Daily" has proved itself to be an indispensable weapon in the hands of labor in every struggle of the working class. In the fight against the strike-breaking N. R. A., against the war plans of the imperialists, against the misleaders in the labor movement, and in the defense of the Soviet Union.

Broad Field

In the New York district there is a broad field for the Daily Worker. But we must become more active in actually placing the paper in the hands of the workers. Our "Daily" has improved and become much more popular during the last few months. It is a real fighter and organizer, but its influence is not as large as it should be.

Our first step should be the mobilization of at least 500 Red Builders who will sell the paper, not only on the important corners of the city, but also before shops and factories and at the docks at the waterfront.

There must be a still greater consciousness of the importance of the "Daily" in our units, and more effort placed on its distribution.

The New York district of the Party will pledge to achieve our goal—that of obtaining 50,000 new readers for the Daily Worker!