GREETINGS TO THE READERS OF THE NEGRO WORLD

It is a pleasure for the MANAGEMENT of this, your newspaper, to greet you and thank you for your continued support as one of its readers. We hope you have a great time being pleasantly surprised by our PATRONAGE; that is why we write in our business. You are OUR HUMOR, and to CHAMPION as fiercely yours as well as your cause.

We feel that out of all the Race papers published in America, ours should be given a full-featured, nondiscriminatory medium of information. Our paper CAN be read by the ENTIRE population. We publish only news that is FIT to read. For the growing child it is an INSPIRATION and for the older citizen, a MOST FORTUNATE thought.

We want to get closer to you and know you better. Therefore, our readers are asked to write to us and tell us how they like our general makeup, and also to give us any suggestions they may have that would be of benefit.

Now, readers, we want to take you into our confidence. We feel that if in any way you could help us from a financial standpoint you would do so. There are times when all business terminations become strained. It is one of those moments that any actual doing service to a cause, racially or otherwise, whose profits are so narrowed that it seems then from expanding. We want to EXPAND! We want to search out as we write. In all of this expansion, OUR readers, will be the ones to benefit, as we are doing it FOR YOUR SALTS. But we are FINANCIALLY handicapped and if there is any possible way you can, either in financial aid or service over this obstacle, we would thank you from the uttermost depths of our hearts.

We want to raise $1,000 (TWO THOUSAND DOLLARS) between now and November 1st. CAN YOU HELP? WILL YOU HELP? Let us feel your hand; extend it 18 yr and we will be blessed.

Send whatever you can direct to the NECESITY FUND OF THE Quick Wits, 546 Lexington Ave., New York. City.

Allow me to thank you a thousand times in advance for whatever your consideration.

ALL DONATIONS WILL APPEAR IN OUR CHRISTMAS NUMBER—LET YOUR NAME APPEAR THEREIN.

Yours for the true spirit of cooperation,

HAROLD G. SALTUS, Publisher.