The purpose of this project was to collect data concerning the black magazine in order to assess whether or not there was sufficient material to merit further study of black publications. A pilot study revealed that the purely mass magazines act as forums for expression and appear to have the following recurrent themes: black awareness, survival, identity, liberation, black aesthetics, and pan-Africanism. The trend in black magazines appears to be from religious to general to nationalistic. It was concluded that black publications do merit further study. This document also contains a list of the titles, addresses, and editors of the black magazines included in the study. (LL)
BLACK MAGAZINES: AN EXPLORATORY STUDY

Marvin Kimbrough

January 1973
Black Magazines: An Exploratory Study

by

Marvin Kimbrough

A project done under the supervision of DeWitt C. Reddick
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Black Magazines: An Exploratory Study

by

Marvin Kimbrough

The purpose of this project is to collect data concerning the black magazine in order to assess whether or not there is sufficient material for further study. Three items are attempted: (1) a pilot study with a limited number of black magazines, (2) a compilation of names, addresses and editors of as many black magazines as possible and (3) a bibliography.

For this paper, a black magazine is defined as one whose audience is predominantly black and/or whose ownership is black. The terms Black, Afro-American and Negro will be used interchangeably.

A study of the literature in journalism and in black studies shows that there is no single source with a near complete listing of Negro magazines.
The need for such a study might be: (1) There are so many black studies programs throughout the country, such a study would provide a useful resource tool for such programs. (2) In the field of journalism, it would be useful for persons interested in pursuing black communication systems and for those who want a complete picture of magazine journalism in this country. (3) The status and relevance of the black magazine are changing within the black community; hence, its history is important. Roland Wolseley in The Black Press, U.S.A. ( Ames: The Iowa State University Press, 1971, 116) stated: "There is reason to say that the modern black magazine of general circulation is coming to symbolize the black press whereas in the past black journalism was dominated by the newspaper."

Background information was gathered from three sources: (1) Literature on black journalism, (2) Lists which included traditional journalism sources, black resource data and literature, and U.S. Government information and (3) Other.

The author of this paper is beginning with literature on black journalism because the broader areas, that is, general texts only mention the title and sometimes the name of the editor of black journalism (See Mott and Emery in the General Bibliography).


In the former reference, 126-129, Detweiler stated that about 35 publications plus perhaps 82 school periodicals were in existence. School publications, he stated, should perhaps be included because such bulletins served the student and supplied information and inspiration to the entire constituency (126).
He listed some periodicals by schools such as *The Southern Workman* of Hampton and the *Rural Messenger* of Tuskegee. He listed fraternal, church, music, literary and race propaganda magazines.

In the latter reference (165-171), Detweiler dealt briefly with New York magazines including the *Crusader*, *Challenge* and the *Triangle* for which he said: "All these magazines are intelligently and ably edited. They show interest in history, in the drama, in music and in poetry. A vein of radical and undefined protest runs through them all (66)." More space is devoted to Chandler Owen and A. Philip Randolph's *The Messenger* than to the other periodicals. Detweiler noted its program, content, method of distribution and contributors.


The former reference (116-134) deals with what Wolseley calls the "Frontrunners." These are the magazines which are consumer-aimed, have large circulations, more advertising revenue and volume and a broader influence than the others. They include three companies: the Johnson Publishing Company, Tuesday Publications, Inc., both in Chicago and Good Publishing Company of Fort Worth, Texas.
The latter is owned by a white man, George Levitan. Historical data, circulation figures, etc. are given for the magazines published by the three companies. Wolseley also includes Soul Publications and the women's magazines, Essence and Our Lady as members of this category.

The latter reference (135-162) treats magazines which are scholarly, political, literary, and organs of organizations and business publications. He includes: Crisis, Phylon, Journal of Negro History, Black Scholar, Black Theatre, Black Sports, Journal of Black Poetry. Data similar to that given the "Frontrunners" including history, circulation, and objectives are included.

(2) Lists. Three types of lists were consulted for data: (a) traditional tools for journalism: N.W. Ayer and Son's Directory of Newspapers and Periodicals and Writer's Market, (b) black resources: The Negro Almanac, The Negro Handbook, Black World, and the Directory of Afro-American Resources and (c) U.S. Census Reports.

Items are not indexed according to newspaper or magazine.


(b) Harry A. Ploshi and Roscoe C. Brown, Jr.'s *The Negro Almanac* (New York: Bellwether Publishing Company, Inc., 1967, 835-844) listed separately, newspapers, religious publications, collegiate publications and commercial magazines and journals. Name, address, city and state, circulation and type, and open ad rates are given. Arrangement is in alphabetical order by city and state. The breakdown is useful, yet, it is difficult to distinguish some periodicals from newspapers. It is also noted that Bellwether acknowledges assistance from the Ayer and Son's *Directory*.

Although not a list in the sense of the above items, Black World, a monthly (Chicago: Johnson Publishing Company), contains a regular feature, "Perspectives," which has information on books, writers, artists and arts. Examination of the following issues, July 1971, August 1971, September 1971 and December 1971, showed an average of five new magazines per month. Addresses, editors, purpose of magazine, subscription costs are usually noted.

Walter Schartz (ed.), Directory of Afro-American Resources (New York: R.R. Bowker Co., 1970) provides a valuable source. A sample entry is:

Walter G. Daniel, Editor-in-chief.

Publ.: Journal of Negro Education, quarterly.

Bureau of Educational Research. Files 1932- Includes complete run of the Journal of Negro Education; correspondence about, and ms copies of articles run in the Journal. (p. 39)

However, all entries are not as easy to find as the above example. The Directory deals with many organizations, personalities, personal papers and various types of collections. Because there is no index, sifting through a huge amount of material is necessary. This, however, is valuable because often copies of magazines are noted in papers and other collections.
Three issues of the Bureau of the Census, U.S. Department of Commerce's "Negro Newspapers and Periodicals in the United States" were examined. These were issues for 1939, 1943 and 1945.

The 1939 report, issued in April 1940, listed 140 Negro magazines and bulletins. The list was according to state. Type of magazine, address and frequency of printing were also noted. A chart gave statistical data on circulation for the 1938 and 1939 period. Categories were suggested which included advertising, business and trade, collegiate, educational, fraternal, general, health, medical and scientific; pictorial and theatrical, religious and miscellaneous.

The 1943 report, issued August 1944, listed 105 periodicals. It noted that the twenty-seven religious periodicals accounted for practically 90% of the average net circulation per issue for all magazines and bulletins reporting that item.

The 1945 report, issued August 1946, listed 100 periodicals, 24 of which were established during the war years 1942 and 1945. The highest number of publications printed during that period were general in scope. The report noted that more than one-third of the circulation was for general magazines, the next highest proportion for the religious magazines.
3. It may be noted that Time's special issue "Black America 1970," (April 6, 1970, 89) stated:

"Black journalists who prefer to work for black-managed or black oriented publications find the choice severely limited." Time then lists only the Johnson publications, Ebony, Jet and Negro Digest. It is, perhaps, true that the average white layman is familiar with only these publications. It is perhaps for this reason that Dick Gregory used Jet in one of his presentations:

"I know we finally got the papers downtown to stop using the word "Negro" over and over again whenever they report a crime. But they've got ways of getting around that now. They let you know it was Negroes who did the job anyway. Like in this report of a supermarket robbery last week; they said the safe with $10,000 in it was opened but the money was untouched. The only thing that was missing was forty pounds of chitlins and one six-pack of Pepsi-Cola. And a witness said she saw two men leave who had kerchiefs over their faces and around the tops of their heads, too. The fuzz (cops) found a copy of Jet with Moms Mably on the cover at the scene of the crime. Now you'd never guess who pulled off that job, would you?

I. Pilot Study

During the fall of 1971, questionnaires were sent to 160 magazines. A copy of the questionnaire is in the appendix. The mailing list is on page 24. Thirty-nine (indicated with A) completed and returned the questionnaire; 97 (B) did not respond to the questionnaire; 18 (C) were returned because publication had moved and left no forwarding address; 3 (D) were out of print; 4 (F) were not applicable because they were not magazines. That is, they were newspapers or letters, or, they were a one-shot publication which was not continued.

Discussion

The following section will discuss briefly the results of the questionnaire. Each question will be handled separately. One calculation, that of size of the magazines, was not based on the questionnaire but was done with available magazines. A final section will give concluding remarks.
Question 1. Name of Magazine.

With the exception of the periodicals connected with an institution or an organization such as the Ivy Leaf of Alpha Kappa Alpha Sorority or the Morehouse College Bulletin, many magazines tend to reflect the black experience. The word "Black" is used in 12 titles or subtitles: Black World, Watu with subtitle "Black Literary Journal," Black Theatre, Black Communicator, The Black Collegian, Black Sports Magazine, Black Writers' News, Focus in Black, The Black Politician, Black News Digest. Three magazines used "Negro" in their titles: Negro American Literature Forum, Journal of Negro History and Journal of Negro Education. One used "Afro-American": Afro-American Story; one "ebony": Ebony and one "African": African Opinion. One used "cocoa": Beau-Cocoa. It is noted that Black World was once called Negro Digest; The Divine Messenger was Colored Missions and St. Augustine's Colored Catholic Messenger; and Afro-American Story was Negro Story.

Three titles used African words: Watu, Watoto Wazuri and Nommo. Other words, often used in connection with the black experience but not exclusively with it are "soul" as seen in two titles: Soul Illustrated and Body and Soul; "freedom" in one, Freedomways, "liberate" as in Liberator and "equal opportunity," by the magazine of the same name. General words include New Lady, Essence and Etcetera.
Question 2. Present Circulation.

It is noted that the largest number, eight, had a circulation of 0-1,000. Seven had 1,001-5,000, five had 5,001-10,000. However, two had circulations of over 1,000,000; three over 100,000 and two between 95,001 and 100,000. (see page 72 for further data).

Question 3. Year of founding.

There were nine magazines which reported that their publications were founded in 1970; 14 between the period 1960 and 1969; 3 between 1950 and 1959; 6 between 1940 and 1949; 1 between 1880 and 1889. None were reported between 1920-29; 1900-1909 and 1890-1899. (see page 75).

Question 4. How often published.

Of those publications completing the questionnaire, 11 are quarterly publications, ten are monthly, five bi-monthly, three semi-annually, two annually and two weekly.

There seems to be an irregularity for some publications. One publication reported "Quarterly, if possible." New Lady marked the item "monthly" but made a footnote that it was published when finances made publication possible. The magazine was founded in 1967; but only one issue was published that year. In 1968, there were two issues; then from September 1969 to 1970 consecutive issues were published with the aid of Ford Foundation. Two issues were published in 1970 and two in 1971. (see page 74 for further data.)
Question 5. Brief note about the nature of your readers.

The following categories listed were: (1) race, (2) specific disciplines or interest groups, (3) socio-economic status, (4) age, (5) sex, and (6) audience.

(1) Under this category where race was noted by the publication, a further division can be noted. That is, some periodicals mentioned black and white readers and others noted black or non-white readers.

Afro-American Story noted that their stories were written by blacks and whites. Etcetera noted that appeal was to blacks and whites. However, this periodical sells best in suburban areas and black masses do not seem to be reading it. Ebony in "Profile of Ebony Magazine," noted 92.7% non-white and 7.3% white.

The word "black" was noted by 13 magazines in describing the nature of the readers.

(2) Beau-Cocoa noted that its readers are mostly other poets. Readers of Black Writers' News are writers and other persons interested in the arts and in communication.
Students were considered the readers of *Etcetera*, *Studies in Black Literature*, *Freedomways*, *Delta* and *Delta Newsletter*, *The Black Collegiate*, *Journal of Negro History*, *Black Theatre*, *Negro American Literature*, *Liberator*, *Drama Review*. Magazines serving as organs of organizations such as *Delta Newsletter*, *Ivy Leaf* and *CLA Journal* serve their respective memberships. *The Journal of Religion* serves theologians, religious leaders and philosophers. However, another magazine, religious in content, *Divine Word Messenger* stated that its readership was nation-wide with concentration in the north.

(3) Socio-economic status. *Ebony* and *Body and Soul* noted that their readers were middle class. *Ebony*, in "Profile" noted that 60% of their readers graduated from high school and college, their median incomes are $8,594 or $8,600.00 annually, 58.4% are home owners and 69.1% own cars. *New Lady* stated that the magazine's audience cuts across age and economic separation as the black population holds in common its new emphasis on black awareness.

(4) Age. Only five magazines noted an age group. They were: *Watoto Wazuri*, children 8-12; *Essence*, 18-34; *Soul Illustrated*, 18-35; and *Focus in Black*, 20-40. *Ebony* in "Profile" noted the median age of male readers as 33.2 and females, 29.2 (10 years and over).
(5) Sex. With the exception of Ebony, only those oriented toward women or women's organizations noted sex. That is, sorority organizations such as the Ivy Leaf, Alpha Kappa Alpha sorority and Delta and Delta Newsletter of Delta Sigma Theta sorority noted such. Essence and New Lady noted female readers. However, New Lady noted that there is considerable comment and support from men for their magazine. Ebony, in "Profile," noted 46.2% male readers and 53.8% woman readers.

(6) Mass audience with interest in blacks. This group cuts across several areas. Black Communicator is read by media, corporations, government and others interested in minorities and communities. Black News Digest is read by groups and individuals interested in black American involvement. The Black Politican is read by congressmen, state and local governmental offices and the grassroots communities and schools.

Question 6: What would you consider to be the purpose of the publication?

Note that many of the observations might seem to be responses to the preceding question. That is, number five. However, responses are repeated here because they were given as responses for the question numbered six.
The magazines propose to serve two types of audiences: (1) specific and (2) general. That is, specific magazines serve as vehicles for the expression of greek letter organizations, alumni groups and professional groups. Others serve the public at large. Delta and Delta Newsletter, the organ of Delta Sigma Theta, and Ivy Leaf, the organ of Alpha Kappa Alpha Sorority, serve their respective organizations. Atlanta University Bulletin and Morehouse Alumni serve their respective alumni groups to inform them of campus activities, recognition and other data about the alumni. The Black Writers’ News and CLA Journal serve their memberships, the Black Writers’ Conference and the College Language Association. However, the CLA does publish scholarly work by non-members.

The remaining magazines serve the general public. However, within this group, certain magazines are of interest to certain sex, age or interest groups. For example, Child Play and Watoto Wazuri are of interest to children. Note that no questionnaire was sent to Child Play: but its editor, Alice Browning, who edits or has edited Black Writers’ Conference, Travel News, Afro-American Story (formerly Negro Story) and Zip Magazine, noted when answering the questionnaire for Travel News that her magazine Child Play published the works of young children.
New Lady and Essence, as noted in question five, are of interest to women. Travel News is of interest to travelers. Black Enterprise is of interest to business men and women.

Another group relates what is happening within certain disciplines which affects Negroes. For example, Black News Digest, a Department of Labor publication, informs the reader of Labor Department policies that concern black people. Black Communicator transmits relevant information concerning what is happening in TV, CATV and videotape.


The purely mass magazines appear to have re-current themes such as (1) black awareness, survival, identity, liberation, black aesthetics and pan-Africanism, and (2) a forum for expression. The need for such a forum is (a) there has been neglect in the white media, (b) a general need for black expression, (3) training in writing and editing, and (4) entertainment.
Those which stress (1) black survival, awareness, etc., include: Body and Soul, Essence, Focus in Black, Beau-Cocoa, Nommo, Ebony, Black Theatre, The Black Politican.

Those which stress pan-Africanism include African Opinion, whose purpose is to keep all Africans abreast with the affairs of each other, at home in Africa, those domiciled in America, Carribean, South and Central America. Also with the purpose of pan-Africanism are Freedomways, Black World and the Journal of Negro History. The Journal of Negro History aims "to treat definitively the history and culture of the black man both here and throughout the world."

(3) Provide a forum. Liberator, Freedomways and Black World serve as a platform or forum for expression. Etcetera informs the reader of facts not usually reported in the current media. Black Sports Magazine proposed to present sports from a black point of view. Soul Illustrated proposed to elaborate on the black point of view. Watoto Wazuri, a periodical for children, proposed "to fill a void in publication." Index to Selected Periodicals proposed to supply an index for magazines that are not indexed elsewhere.
(4) Several magazines propose to provide a training for blacks interested in writing and a market for their works. Black Writers' News and Afro-American Story serve to "inspire writers and provide a market to writers." Freedomways "provides a medium of expression for serious and talented writers—for those with established reputations, as well as beginners seeking a ready audience for the first time." Watu provides experience in the editing and publication of a magazine for students at Cornell.

(5) Entertainment is one of the purposes of The Black Collegiate, Beau-Cocoa and Ebony.


Of the returned questionnaires, 22 used offset, 11 used letterpress, 1 offset and letterpress, 1 offset and mimeograph. None used rotogravure or mimeograph alone. Five failed to respond.

Question 7. Method of circulation.(see p. 75).

Magazine size (see p. 76).

II. List of Magazines

The following lists are included in this paper:
List no. 1, p. 24, gives a mailing list of 160 magazines;
list no. 2, p. 32, gives names and addresses of black magazines not sent questionnaires. List no. 3, p. 43, gives 37 names
of magazines found in the literature but without addresses, place of publication, publication status and list no. 4, p.44, lists 26 magazines known to be out-of-print according to the literature or so marked on return of the questionnaire. A total of 421 names of magazines are included in this study.

III. Bibliography

The bibliography has two sections: Section A treats individual magazines and their specific references as found in the literature. Section B deals with sources of data on black magazines in general.
Conclusion

This section contains general impressions. The items might or might not be worth exploring later. However, because this report is exploratory, this section will simply take the reader along with the author's thinking. Hence, the view is subjective.

1. First, it is the impression of the author that there is enough material to explore further, despite Wolseley's (1971, 10) comment on the ephemeral characteristic of some magazines. Wolseley made the following comment concerning his experience in his research on the black press:

   Today...the black press is changing in number so rapidly that figures on how many publications exist are incorrect the day they are published...some are born and die without ever getting into anybody's listing.

2. Considering the Census report, the Wolseley study and this pilot study, the trend in black magazines seems to be from religious to general to nationalistic.

3. If expanding this study, the author might want to re-defining or re-categorizing terms such as black magazines. Items contributing to this trend of thought include the following facts:
(a) National Reformer had a black editor but was owned by whites. Contemporary magazines such as Divine Word Messenger and the Good Publications are also owned by whites. (b) Black News Digest, a U.S. Government publication is not considered a magazine yet the format looks very similar to publications which call themselves magazines. Wolseley noted that many of the black magazines had the formats of newspapers and many of the newspapers had formats similar to magazines. (c) Black News stated that Essence, which according to the publicity is a black magazine, is actually owned by whites.

4. It is noted that editors of 97 publications did not respond to the questionnaire. Because the nature of the magazines seems to be moving toward nationalism, the author wonders if, for example, stationery from a black institution rather than The University of Texas would have brought better results. That is, because studies show that most of the research on the black press has been done by whites, few blacks are in journalism and few blacks attend The University of Texas.

5. There seems to be a lot of confusion on answering the question on "method of circulation." That is, the 1, 2, 3 requested was answered by a few. Perhaps this question should be re-worded for future surveys to secure better results.
6. If future surveys, it should be useful to determine something specific about the readership, as studies seem to indicate that the readership for black periodical and newspapers is usually about three or four times that of the circulation figures. Traditionally, black newspapers and magazines have been taken to churches, barbershops, etc. for further re-distribution. *Ebony*, for example, in "Profile of Ebony Magazine," stated total circulation of 1,250,000 and total readership of five million (four readers per copy).
II. List of Magazines

List no. 1

Key:

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<tr>
<td>B</td>
<td>Magazines did not answer and return the questionnaire.</td>
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<tr>
<td>C</td>
<td>Questionnaire returned to sender because publication had moved and left no forwarding address.</td>
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<tr>
<td>D</td>
<td>Magazine is out-of-print</td>
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<tr>
<td>E</td>
<td>Questionnaire returned because of insufficient address.</td>
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<tr>
<td>F</td>
<td>N/A. Publication not a magazine, but a paper, letter, etc.</td>
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<td>African Opinion</td>
<td>A</td>
<td>Ball and Chain Review</td>
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<tr>
<td>African Progress</td>
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<tr>
<td></td>
<td></td>
<td>University Station</td>
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<td>Syracuse, New York</td>
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<td>Afro Magazine</td>
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<td>72 West 126th. Street</td>
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<td>&quot;Feet&quot; Maganews</td>
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<td>Focus in Black</td>
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Index to Selected Periodicals
Hallie Q. Brown Library
Central State College
Wilberforce, Ohio

Ivy Leaf
5211 South Greenwood
Chicago, Ill.

Jet
1820 S. Michigan Avenue
Chicago, Ill.
Editor: John Johnson

Jive
Box 2255
Fort Worth, Texas 76102

Journal of Black Poetry
1308 Masonic Ave No. 4
San Francisco, California 94117
Editor: Joe Goncalves

Journal of Human Relations
Central State College
Wilberforce, Ohio

Journal of the National Medical Association
30 Rockefeller Plaza
New York, New York

Journal of Negro History
1538 Ninth St. N.W.
Washington, D.C. 20001

Journal of Religious Thought
The School of Religion
Howard University
Washington, D.C.

Kappa Alpha Psi Journal
1520 North 17th. Street

Liberator
244 East 46th. Street
New York, New York 10017
Editor: Daniel Watts

Link Magazine
243 West 125th. Street
New York, New York

Mazungumzo
African Studies Center
Michigan State University
East Lansing, Michigan

Miss Black America
245 Chelten Avenue
Philadelphia, Pa. 19144

NAMDI Emphasis
National Association of Market Developers
Box 2826
Washington, D.C. 20013

National Scene Supplement
507 Fifth Avenue
New York, New York
Editor: L.H. Stanton

Negro American Literature Forum
School of Education
Indiana State University
Terre Haute, Indiana 47809

Negro Digest (now Black World)
1820 S. Michigan Avenue
Chicago, Illinois 60616
Editor: Hoyt W. Fuller

Negro Educational Review
Florida Memorial College
15800 N.W. 42nd. Ave
Miami, Fla. 33054

Negro History Bulletin
1538 Ninth Street N.W.
Washington, D.C. 20001
Editor: Charles Wesley

Negro Story (now Afro-American Story)
4019 Vincennes Avenue
Chicago, Illinois

Nkombo
Box 51826
New Orleans, La. 70150
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<th>Magazine/Newsletter</th>
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| New Lilly          | 1335 A. Street  
Hawyard, California  
94541          |            | A         |
| Newsletter          | St. Paul Urban League  
401 Selby Avenue  
St. Paul, Minnesota 55101          |            | B         |
| Nommo               | OBAC Writers Workshop  
3606 S. Michigan Avenue  
Chicago, Illinois 60653          |            | A         |
| On the Ball Magazine | 754 East 169th. Street  
Bronx, New York          |            | C         |
| Opportunity, Journal of Negro Life | 1138 Broadway  
New York, New York          |            | C         |
| Our National Family | 201 Ashby Street N.W.  
Atlanta, Ga. 30314          |            | B         |
| Pan-African Journal | 51 Riverside Avenue  
Westport, Conn. 06880          |            | B         |
| Phat Mama "Her Black Mind" | 503 W. 121st Street  
New York, New York 10027          |            | C         |
| Phylon              | 223 Chestnut Street S.W.  
Atlanta, Ga. 30314          |            | A         |
| Pilot               | National Insurance Association  
2400 S. Michigan Avenue  
Chicago, Ill. 60616          |            | B         |
| Proud Black Images  | Ohio State University  
Columbus, Ohio  
Editor: Garfield A. Jackson          |            | B         |
| Quarterly Review of Higher Education | Johnson C. Smith University  
Durham, North Carolina          |            | B         |
| Renaissance II     | 84 Yale Station  
New Haven, Conn. 06520          |            | B         |
| Revolt              | Nat Turner Theatre  
Box 52218  
New Orleans, La. 70150          |            | C         |
| Roots               | A Journal of Critical and Creative Expression  
Box 579  
Texas Southern University  
Houston, Texas          |            | B         |
| Roots in Revolt     | Black Community Research and Communications Project  
San Francisco, California 94101  
Editor: Pleasant Carson, Jr.          |            | B         |
| Sepia               | Box 2255  
Fort Worth, Texas 76102          |            | B         |
| Soulbook            | Box 1097  
Berkeley, California 94701          |            | B         |
| Soul Confessions    | Good Publishing Co.  
1220 Harding Street  
Fort Worth, Texas 76102  
Editor: Edna Turner          |            | B         |
| Soul Illustrated    | A  
271 Melrose Avenue  
Los Angeles, Calif. 90046          |            | A         |
| Spelman Messenger   | 665 Ella Street S.W.  
Atlanta, Ga.          |            | B         |
| St. Augustine's Messenger | (now Divine Word Messenger, formerly: Colored Missions, St. Augustine's Colored Catholic Messenger)  
Bay St. Louis, Mississippi          |            | A         |
Star of Zion
P.O. Box 1047
Charlotte, North Carolina

Studies in Black Literature
Department of English
Mary Washington College
Fredericksburg, Va. 22401

Tan
1820 South Michigan Avenue
Chicago, Illinois 60616

The African Scholar
African Academy of Political and Social Science
Box 6555
Washington, D.C. 20009

The Black Arts Magazine
401 East Adams Street
Detroit, Michigan 48226

The Black Buyer Bulletin
Resource Management Corporation
Black Buyer Survey
7315 Wisconsin Avenue
Bethesda, Maryland 20014

The Black Collegian
3217 Melpomene Street
New Orleans, La. 70125
Editors: N.R. Davidson and Val Ferinand

The Black Cultural Weekly
433 West 21st Street
New York, New York

The Black Scholar
Box 31245
San Francisco, California

The Bluefieldian
West Virginia State College
Bluefield, West Virginia

The Broadcaster
A. & I. State University
Nashville, Tennessee

The Center
Interdenominational Theological Center
Atlanta, Ga.

The Claverite
Knights of Peter Claver
1821 Orleans Avenue
New Orleans, La. 70116

The Delta, Monthly Journal, The Delta Newsletter
Delta Sigma Theta, Inc.
1814 M. Street N.W.
Washington, D.C. 20036

The Digest
Southern University
Baton Rouge, La.

The Faith
Box 27
566 La Guardia Place
New York, New York 10012

The Forum, Bulletin of the Pan African Congress
Box 551-A
Detroit, Michigan 48232

The Gold Torch
Central State College
Wilberforce, Ohio

The Herald
Texas Southern University
3201 Wheeler Avenue
Houston, Texas
The Journal of Negro Education
Howard University Press
Howard University
Washington, D.C. 20001
Editor: Walter G. Daniel

The Lamp
Florida Memorial College
15800 N.W. 42nd. Avenue
Miami, Florida 33054

The Maroon Tiger
Morehouse College
113 Graves Hall
Atlanta, Georgia

The Message Magazine
2119 24th. Avenue, N.
Nashville, Tennessee

The Negro Traveler and Conventioneer
8034 S. Prairie Avenue
Chicago, Illinois 60619

The Pyramid
1116 Rhode Island Avenue
Washington, D.C.

The Register
A. & T. College
Greensboro, North Carolina

The Review
414 Eighth Avenue, S.
Nashville, Tennessee

The Review of Black Political Economy
112 W. 120th. Street
New York, New York

The Sphinx
Alpha Phi Alpha
4432 S. Parkway
Chicago, Illinois 60655

The Voice
200 West 135th. Street
New York, New York

Third World
1320 Vermont Avenue N.W.
Washington, D.C.

Travel News
4019 S. Vincennes
Chicago, Illinois 60653

Umbra
Box 374
Peter Stuyvesant Station
New York, New York 10009

Umoja
Black Concern and the College Achievement Program
Wagner College
Staten Island, N.Y.

Union Review
523 Second Avenue N.
Nashville, Tennessee

Urban West
593 Market Street
San Francisco, California

Voice of Missions
112 West 120th. Street
New York, New York

Wakra
Box 404
Presidential Center Station
Boston, Mass. 02199

Watoto Wazuri
Box 7762
Philadelphia, Pa. 19101

Watu
Cornell University
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Westchester County Press
5819 S. Vincennes
Hastings-on-Hudson
New York, New York 10706
List no. 2

Abdemelch and Debbora (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee

Adolph's Beauty Briefs (bus.)
330 North 55th. Street

Adult Quarterly (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Advance (frat. semi-mo.)
Centre Avenue Branch Y.M.C.A.
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1939

Advanced (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee

Aframerican Women's Journal
1318 Vermont Avenue, N.W.
Washington, D.C.
Source: Census 1945

Alumnus (alumni qu.)
223 Chestnut Street, S.W.
Atlanta, Ga.
Source: Census 1945

American Musician
Source: Detweiler, Frederick. The Negro Press in the United States (College Park, 1968), 127-128

Apex News (gen. qu.)
1726 Arctic Avenue
Atlantic City, N.J.
Source: Census 1939

Arts Quarterly (educ. qu.)
Dillard University
New Orleans, La.
Source: Census 1939

Atlantic Life Weekly Report (bus. wkly.)
Atlantic Life Insurance Co.
148 Auburn Avenue
Atlanta, Ga.
Source: Census 1939

Beauticians Digest (bus qu.)
519 East Humboldt Street
Fort Worth, Texas
Source: Census 1945

Beauty Mart (pictorial qu.)
801 Bryn Mawr Road
Pittsburgh, Pa.
Source: Census 1939

Beginner (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee
Source: Census 1943

Belmeadian (edu.)
Rock Castle, Va.
Source: Census 1945
Bible Band Topics (rel. qu.)
130 Madison Street
Jackson, Tennessee
Source: Census 1945

Black and White (edu.)
685 Greensferry Avenue, S.W.
Atlanta, Ga.
Source: Census 1945

Boule Journal
Organ of Sigma Pi Phi
Source: Clark, Kenneth.
Dark Ghetto (New York, 1965), 192

Broadcaster (ed. qu.)
A. and I. State College
Nashville, Tennessee
Source: Census 1945

Bronzeville Magazine
418 East 47th. Street
Chicago, Illinois
Source: Census 1945

Brown American (industrial qu.)
716 South Nineteenth Street
Source: Census 1945

Bulletin (coll.)
A. and I. State College
Nashville, Tennessee
Source: Census 1945

Bulletin of the National Dental Association (prof. qu.)
P.O.Box 204
Manassas, Va.
Source: Census 1945

Campus Life
P.O.Box 2137
Greensboro, North Carolina
Source: Census 1945

Campus Mirror (coll.)
665 Ella Street, S.W.
Atlanta, Ga.
Source: Census 1945

Cedar Y.M.C.A. Informer (edu. wkly.)
7615 Cedar Avenue
Cleveland, Ohio
Source: Census 1943

Central Christian Advocate
631 Baronne Street
New Orleans, Louisiana
Source: Census 1945

Challenge
New York, New York
Source: Detweiler, 129

Christian Index
109 Shannon Street
Jackson, Tennessee
Source: The Negro Almanac, 842

Christian Plea (rel.)
P.O.Box 445
Nashville, Tennessee
Source: Census 1945

Child Play (edu. bi-mo.)
4019 Vincennes Avenue
Chicago, Illinois
Source: Census 1945

C.I.A.A. Bulletin (athl. ann.)
Box 455
Lawrenceville, Va.
Source: Census 1943

Color
1032 Bridge Road
Charleston, West Virginia

Colored Harvest (rel. bi-mo.)
1130 North Calvert Street
Baltimore, Md.
Source: Census 1945

Colored Morticians Bulletin (bus.)
250 Auburn Avenue, N.W.
Atlanta, Ga.

Commercial Journal and Business Men's Bulletin
Chicago, Illinois
Source: Detweiler, 127
Competitor
(no address given)
Source: Detweiler 129

Co-Operation (frat.)
(Formerly National Fraternal Review)
F. and A.M. Illinois & Associated Clubs
3506 Indiana Avenue
Chicago, Illinois
Source: Census 1939

Cradle Roll Director (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Crusader
New York
Source: Detweiler, 129

Cumberland Flag (rel.)
630 East Matthews Street
Union City, Tennessee
Source: Census 1943

Detroit Civic Rights Bulletin
(educ.)
3762 Sewburn Avenue
Detroit, Michigan
Source: Census 1939

Downington Bulletin (edu. mo. -9 mos. yr.)
Industrial School
Downington, Pa.
Source: Census 1943

Eastern Index
1622 Henvis Street
Source: Census 1939

Encore (music magazine)
Cambridge, Massachusetts
Source: Detweiler, 127

Enterprise, Bulletin of Negro Business (bus.)
162 Decatur Street
Brooklyn, New York
Source: Census 1945

Fenton Johnson's Favorite Magazine
(no address given)
Source: Detweiler 128

Fisk Herald (coll.)
Fisk University
Nashville, Tennessee
Source: Census 1945

Fisk News (alumni four times a year)
Fisk University
Nashville, Tennessee
Source: Census 1945

Football Forecast (sport ann.)
P.O. Box 2197
Atlanta, Ga.
Source: Census 1939

Foundation (rel. qu.)
Gammon Theological Seminary
Atlanta, Ga.
Source: Census 1945

Free Lance
6005 Grand Avenue
Cleveland, Ohio 44104
Editors: Caspar L. Jordan and Russell Atkins
Source: Black World, December 1971, 50

Gazetteer and Guide (gen. qu.)
413 West 147th Street
New York, New York
Source: Census 1945

Georgia Herald (coll. qu.)
Georgia State College
Industrial College, Ga.
Source: Census 1945
Golden Hour Digest
1504 Sixth Avenue, N.
Birmingham, Alabama
Source: Census 1945

Greater Boston Trade
Association News Letter (bus.)
Greater Boston Negro Trade
Association
97 Camden Street
Boston, Massachusetts
Source: Census 1939

Half-Century
(no address given)
Source: Detweiler 129

Harlem Block News (bus.)
Mid-Harlem Business Association
205 W. 135th Street
New York, New York
Source: Census 1939

Harlem Digest (edu.)
303 West 125th Street
New York, New York
Source: Census 1945

Harlem Jazz (musical)
143 W. 125th Street
Suite 16
New York, New York
Source: Census 1939

Headlines
(no address given)
Source: Franklin, John.
From Slavery to Freedom
(New York, 1969) 563

Headlines and Pictures (gen.)
3522 State Street
Chicago, Illinois
Source: Census 1945

Holy Cross Church News
(rel. qu.)
Holy Cross Episcopal Church
2601 Centre Avenue
Pittsburgh, Pa.
Source: Census 1939

Home Department Quarterly
(rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Home Study Course Magazine
(rel. qu.)
National Baptist Publishing Board
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1939

Hope (rel.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Howard Medical News
Alumni School of Medicine
2376 Seventh Avenue
New York, New York
Source: Census 1939

I'm Black! What's Happening?
New York, New York
Source: Look, Jan. 7, 1969, 12-13

Informer (social service bi-monthly)
1300 Fifth Avenue
Pittsburgh, Pennsylvania
Source: Census 1945

Intermediate (Sunday School Quarterly)
523 Second Avenue N.
Nashville, Tennessee

Interracial Review (rel.)
Catholic Interracial Council
20 Vesey Street
New York, New York
Source: Census 1939

Iota Phi Lambda Journal
539 Florida Avenue, N.W.
Washington, D.C.
Source: Census 1939
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<th>Journal of Science</th>
<th>(ed. four times a year)</th>
<th>223 Chestnut Street, S.W.</th>
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<td>Journal of the National Association of College Women</td>
<td>(ed. three times a year)</td>
<td>2645 15th Street, N.W.</td>
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<td>Junior</td>
<td>(Sunday School Quarterly)</td>
<td>523 Second Avenue, N.</td>
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<td>Junior B.Y.P.U.</td>
<td>(rel. qu.)</td>
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<td>Junior Quarterly</td>
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<td>Kentucky Negro Education Association Journal</td>
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<td>2230 West Chestnut Street</td>
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<td>Kodesh Herald</td>
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<td>Krinon</td>
<td>(frat. ann.)</td>
<td>409 Edgecombe Avenue New York, N.Y.</td>
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<td>Lott Carey Herald</td>
<td>(rel.)</td>
<td>1501 Eleventh Street, N.W.</td>
<td>Washington, D.C.</td>
<td>Source: Census 1945</td>
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<td>Master Musician</td>
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<td>Philadelphia, Pa.</td>
<td>Source: Detweiler 127</td>
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<td>Mentor</td>
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<td>Source: Census 1939</td>
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<td>Metoka and Galeda</td>
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<td>Message</td>
<td>(rel.)</td>
<td>2119 24th. Street</td>
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<td>Mission Herald</td>
<td>(rel. bi-mo.)</td>
<td>701 South 19th. Street Philadelphia, Pa.</td>
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<td>Monthly Summary of Events and Trends in Race Relations</td>
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<td>Fisk University Nashville, Tennessee</td>
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Music and Poetry
Chicago, Illinois
Source: Detweiler 127

National Gospel Digest (rel. qu.)
419 Fourth Avenue, N.
Suite 210
Nashville, Tennessee
Source: Census 1939

National Negro Business League
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

National Negro Health News (health qu.)
U.S. Public Health Service
Bethesda Station
Washington, D.C.
Source: Census 1945

National Negro Insurance Association Service Bulletin (bus. qu.)
National Negro Insurance Association
214 Clay Street
Richmond, Va.
Source: Census 1939

National Negro Printer and Publisher (bus.)
422 South Front Street
Hamilton, Ohio
Source: Census 1943

National News Bulletin (ed. qu.)
National Association of Colored Graduates Nurses
50 West 50th. Street
New York, New York
Source: Census 1939

Negro (gen.)
4405 Enright Avenue
St. Louis, Missouri
Source: Census 1945

Negro Business (bus. qu.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

Negro College Quarterly (ed. qu.)
Central State College
Wilberforce, Ohio
Census 1945

Negro Musician
Washington, D.C.
Source: Detweiler 127

Negro Outlook
Memphis, Tennessee
Editor: M.V. Link
Source: Detweiler 129

Negro School News (edu.)
P.O. Box 445
Nashville, Tennessee
Source: Census 1945

Negro Traveler (ed.)
6314 Cottage Grove Street
Chicago, Illinois
Source: Census 1945

Negro Worker (ed.)
Box 278
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1945

New Advance (rel.)
Box 888
Chatanooga, Tennessee
Source: Census 1943

New Sign (frat. wkly.)
180 West 135th. Street
New York, New York
Source: Census 1945

New Vistas Magazine
366 East 47th. Street
Chicago, Illinois
Source: Census 1945
News Illustrated
203 West 138th. Street
New York, New York
Source: The Negro Almanac 844

Nite Life (adv. wkly.)
2004 Georgia Avenue, N.W.
Washington, D.C.
Source: Census 1943

Omega Bulletin (coll.)
388 Beale Avenue
Memphis, Tennessee
Source: Census 1945

Opinion (gen.)
1205 Missouri Avenue
Fort Worth, Texas
Source: Census 1945

Oracle (frat. qu.)
388 Beale Avenue
Memphis, Tennessee
Source: Census 1945

Pacific Northwest Bulletin (gen. tw. mo.)
932 Commerce Street
Tacoma, Washington
Source: Census 1945

PEP (trade)
School of Journalism
Lincoln University
Jefferson City, Mo.
Source: Census 1945

Pharmaceutical Briefs
College of Pharmacy
Howard University
Washington, D.C.
Source: Census 1945

Phase II
Journal of Black Art Renaissance
Berkeley, California
Editor: Sarah Fabio
Source: Black World, December 1971, 79

Philadelphia Informer (gen.)
1644 South Street
Source: Census 1945

Pilgrim's Progress (bus. wkly.)
1143 Gwinnett Street
Augusta, Ga.
Source: Census 1945

Political Digest (pol. five mos. year)
24 North 59th. Street
Source: Census 1945

Postal Alliance (labor)
3762 Seyburn Street
Detroit, Michigan
Source: Census 1945

Prayer Meeting Builder (gen. q.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Primary (Sunday School Quarterly)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Primary (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Progress Record (ed. qu.)
214 East Clay Street
Richmond, Va.
Source: Census 1945

Progressive Consumer Magazine
2529 Georgia Avenue, N.W.
Washington, D.C.
Source: Census 1939

Promoter
New York, New York
Source: Detweiler 129
Pullman Porters' Review
(no address given)
Source: Detweiler 127

Responsibility (ed-tw. yr.)
142 Quincy Street
Brooklyn, New York
Source: Census 1945

Rhythm (quarterly)
African Expression, Inc.
859½ W. Hunter, N.W.
Atlanta, Ga.
Source: Black World, December 1971, 71

Rural Messenger
(no address given)
Source: Detweiler 126-127

Scope
Organ of Jack and Jill of America, Inc.
579 Waterford Road, N.W.
Atlanta, Ga. 30318

Senior (Sunday School Quarterly) (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Senior B.Y.P.U. (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Service (edu.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1945

Silhouette Pictorial Magazine
655 N. Broadway
Los Angeles, California
Source: Census 1939

Southside Amusement and Choppers Guide (bus.)
6306 Rhodes Avenue
Chicago, Illinois
Source: Census 1939

Southwestern Journal (ed. qu.)
Langston University
Langston, Oklahoma
Source: Census 1945

Spelman Messenger (coll. qu.)
665 Lila Street, S.W.
Atlanta, Ga.
Source: Census 1945

Spotlighter (gen.)
Prairie View University
Prairie View, Texas
Source: Census 1945

St. Luke Fraternal Bulletin
300-2-4 St. James Street
Richmond, Va.
Source: Census 1945

Star of Hope
National Baptist Convention
U.S.A. Women's Department
412 Fourth Avenue, N.
Nashville, Tennessee
Source: Census 1939

Sunday School Informer (rel.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Sunday School Teacher (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Sunday School Literature (rel.)
1958 N. Sixth Street
Kansas City, Kansas
Source: Census 1939
Sunshine Band Topics
Church of God in Christ
4742 S. State Street
Chicago, Illinois
Source: Census 1939

Talladega Student
(coll. five times a year)
Talladega College
Talladega, Alabama
Source: Census 1945

Teacher (rel. qu.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Technigrams (scientific)
National Technical Association
West Virginia State College
Institute, West Virginia
Source: Census 1939

The Advocate (coll. bi-mo.)
Bethune-Cookman College
Daytona Beach, Florida
Source: Census 1939

The Archon (frat. ann.)
Zeta Phi Beta Sorority
122 East Leigh Street
Richmond, Va.
Source: Census 1939

The American Negro Mind
(Formerly National Negro Mind)
419 Fourth Avenue, N.
Suite 210
Nashville, Tennessee
Source: Census 1939

The Black Man
Vicksburg, Mississippi
Source: Detweiler 129

The Black Position
Gwendolyn Brook's semi-annual magazine
Source: Black World, Dec. 1971, 77

The Brown American (ed.)
1519 Lombard Street
Philadelphia, Pennsylvania
Source: Census 1939

The Colored Churchman (rel.)
923 Gaines Street
Little Rock, Arkansas
Source: Census 1939

The Crescent (frat. qu.)
Phi Beta Sigma Fraternity
401 Edgecombe Avenue
New York, New York
Source: Census 1939

The Hornet
State Teachers College
Dover, Delaware
Source: The Negro Almanac 842

The Maroon Tiger (coll.)
Delta Phi Delta National Inter-Collegiate Honorary Journalistic Society
Morehouse College
Atlanta, Ga.
Source: Census 1939

The Mask
5784 Venice Boulevard
Los Angeles, California

The Mechanical News
(ed. coll.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

The Message Magazine (rel. bi-mo.)
2119 24th Avenue, N.
Nashville, Tennessee
Source: Census 1939

The National Educational Outlook Among Negroes (ed. bi-mo.)
1210 Lamont Street, N.W.
Washington, D.C.
Source: Census 1943
The Negro Actor (theat. qu.)
The Negro Actors Guild of America, Inc.
1674 Broadway
New York, New York
Source: Census 1939

The Negro American, Club
and Fraternal Magazine (frat.)
1708 Beechwood Street
Source: Census 1939

The Negro Journal of Religion
Wilberforce University
Wilberforce, Ohio
Source: Census 1939

The Negro Writer (trade)
Negro Writers Guild
1137 Atcheson Street
Columbus, Ohio
Source: Census 1939

The New Advance (rel. semi-mo.)
Board of National Missions
Presbyterian Church
621 Carmel Street
Charlotte, North Carolina
Source: Census 1939

The Paineite (coll.)
Paine College
Augusta, Ga.
Source: Census 1939

The New Voice (rel.)
The Federated Colored Catholics
1727 13th. Street, N.W.
Washington, D.C.
Source: Census 1943

The Protector
4019 S. Vincennes Avenue
Chicago, Ill. 60653
Editor: Alice Browning

The Railroad News (gen.)
Railroad Employees of America and Canada
6306 Rhodes Avenue
Chicago, Illi.
Source: Census 1939

The Royal Messenger (frat.)
Supreme Royal Circle of Friends
3517 Indiana Avenue
Chicago, Illinois
Source: Census 1939

The Sphinx Magazine (frat. qu.)
Alpha Phi Alpha
390 ½ Beale Street
Memphis, Tennessee
Source: Census 1939

The State P.T.A. Bulletin
(ed. three times year)
Missouri Congress of Colored Parents and Teachers
Bunceton, Missouri
Source: Census 1939

The Stylus (coll. ann.)
The Stylus Club
Howard University
Washington, D.C.
Source: Census 1939

The Women's Voice (pol.)
609 F. Street, N.W.
Washington, D.C.
Census 1939

The Woodmen Banner (frat. qu.)
The Supreme Camp of the American Woodmen
2130 Downing Street
Denver, Colorado
Source: Census 1939

Trade Association News (bus.)
80 Humboldt Avenue
Boston, Massachusetts
Source: Census 1945
Twinkle Magazine (rc1.)
1934 Annette Street
New Orleans, La.
Source: Census 1945

Up the Hill
Organ of Jack and Jill of America, Inc.
1407 Nun Street
Wilmington, N.C. 28401

Virginia Statesman
Virginia State College
Petersburg, Va.
Source: The Negro Almanac 834

Virginia Teachers' Bulletin (ed. qu.)
Virginia State Teachers Association
Hampton Institute
Hampton, Va.
Source: Census 1945

Virginia Union Bulletin (coll. six times a year)
Virginia Union University
Richmond, Va.
Source: Census 1945

Washington Gaily News (theat. weekly)
1215 You Street, N.W.
Washington, D.C.
Census 1939

Whetstone (bus. qu.)
114 Parrish Street
Durham, North Carolina
Source: Census 1945

Weekly Bulletin (bus. wkly.)
Virginia Mutual Benefit Life Insurance
214 East Clay Street
Richmond, Va.
Source: Census 1939

Wiley Reporter (ed. qu.)
Wiley College
Marshall, Texas
Source: Census 1943

World's Messenger (true stories)
1200 East Tenth Street
Fort Worth, Texas
Source: Census 1945

Women's National Magazine (ed.)
4557 Michigan Avenue
Chicago, Illinois
Source: Census 1939

Y'er (gen.)
(Formerly The Advance)
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1945

Young People's Willing Worker (rel. qu.)
5617 West Girard Avenue
Source: Census 1943

Zip Magazine
4019 S. Vincennes Avenue
Chicago, Illinois 60653
List no. 3

Magazine titles with incomplete data concerning place of publication, publication status, etc.

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<td>New Negro Business and Financial Journal</td>
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<td>Designs for Gracious Living</td>
<td>Our Colored Missions</td>
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<td>Media Woman</td>
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List no. 4

Out of Print *

Advance Monthly
157 Waldo Street
Providence, Rhode Island

African Methodist Episcopal Church Magazine (quarterly)
Vol. I. Nos. 1-5, September 1841--December 1842 at Yale University

Anglo-African
Founded in 1859 by Thomas Hamilton
Brooklyn, New York

Body and Soul
2851 Anode Lane
Dallas, Texas

Bronze World

Colored American Magazine
Colored Co-Operative Printing Company
Boston and New York 1900-1909

Douglass' Monthly
Rochester, New York 1858-1863 Microfilm copy in Schomburg Collection of New York Public Library

Ebony International
Johnson Publication
Chicago, Illinois

Fraternal Advocate
Chicago, Illinois

Heebie Jeebies
Chicago, Illinois
Editor: P.L. Prattis

Howard's Negro American
Harrisburg, Pa.
Editor: H.J. Howard

Hue
Johnson Publication
Chicago, Illinois

Lincoln Journalism Newsletter
Lincoln University
Jefferson City, Mo.

Monitor (frat. qu.)
413 East Ninth Street
Fort Worth, Texas

Mirror of Freedom
New York, New York

Mirror of Liberty
New York, New York
August 1838, January 1839 available at New York Historical Society

National News Bulletin (ed. qu.)
1790 Broadway
New York, New York

National Reformer
Philadelphia, Pa. 1838
William Whipper, editor. Organ was financed by the American Moral Reform Society

Negro Romance

* Out of print according to the literature and indications on returned questionnaires.
Our Women and Children  
Louisville, Kentucky  
1888  
Editor: William Simmons

Railroad Review (gen.)  
417 East 47th. Street  
Chicago, Illinois

The Afro-American Budget  
Evanston, Illinois  
1889  
Editor: J.S. Woods

The Broadcaster  
A. & I. State University  
Nashville, Tennessee

The Horizon: A Journal of  
the Color Line  
Washington, D.C.  
Editor: W.E.B. DuBois

The Voice of the Negro:  
An Illustrated Monthly Magazine  
Hertel Jenkins & Company  
Atlanta, Ga.  
1904-1907

Urbanite
QUESTIONNAIRE

(Please return in the enclosed envelope.)

Name of Magazine:

Present Circulation:

Year of Founding: __________ How often published? __________

Brief note about the nature of your readers:

What would you consider to be the purpose of the publication?

Method of Printing: _____ Letterpress
                     _____ Offset
                     _____ Photo gravure
                     _____ Mimeographed
                     Other: ______________

Method of Circulation (rate according to volume: 1, 2, 3, etc.)

_____ Mail
_____ Newsstand
Other: ______________

THANKS FOR YOUR COOPERATION:

Marvin Kimbrough  
c/o Department of Journalism  
University of Texas  
Austin, Texas  78712

P.S. Will you please send me 1 or 2 sample issues under separate cover?
III. Bibliography

A

B I B L I O G R A P H Y
(In progress)

African Methodist Episcopal Magazine


African Scholar


A.M.E. Review


American Musician


A.M.E. Zion Quarterly Review

Anglo-African


Ball and Chain Review


Black Academy Review


Black America


Black Business Digest


Black Dialogue


Black Enterprise

The Black Politician

Black Scholar


Black Sports

Black Theatre

Black World


Bronze Confessions
Bronze Thrills


Bronze World


Brown American


Brownies Book


Boule Journal


Challenge


Color


Colored American Magazine


Commercial Journal and Business Men's Bulletin


Community


Competitor


Contact


Copper Romance


The Crisis


The Crisis


"Crisis at The Crisis." Black World, August 1971, 71.

Crusader


Designs for Gracious Living


Douglass Monthly


Du Bois, editor of The Crisis


Duke


Ebony

"Backstage," Ebony, M 61, 16, 22.


"Brighter Side," Time, October 1945, 46, 58.

"Color Success in Black," Time, August 2, 1968, 92, 32.


"Ebony with pictures," Newsweek, September 24, 1945, 26, 86.

"Ebony's Johnson," Newsweek, November 7, 1949, 34, 60.


"Twenty Years of *Ebony,*" *Ebony,* November 1965, 21, 58-60.


Eboni International


Echo


Elegant


Elegant-Teen


Encore


Equal Opportunity


Essence


Everybody


Favorite Magazine


Freedomways


Fraternal Advocate


Half-Century

Harvard Journal of Afro-American Affairs


Headlines


Headlines and Pictures


Heebie Jeebies


Hep


Horizon


Hot Line


Howard's Negro American


Hue


Jet


Jive


John Johnson of Johnson Publications


Current Biography Yearbook. 1968, 200-203.

Balk, A. "Mr. Johnson finds his market," Reporter, November 12, 1959, 21, 34-5.


Josephite Harvest
(formerly Colored Harvest)


Journal


Journal of Black Poetry


Journal of Human Relations


Journal of National Technical Association


Journal of Negro Education


Journal of Negro History


Journal of Religious Education


Kappa Alpha Psi Journal


Liberator


Lincoln Journalism Newsletter


Master Musician


Media Woman

Method


Message


Messenger


Mirror of Freedom


Mirror of Liberty


Missionary Magazine

Music and Poetry


National Reformer


Negro


Negro Braille Magazine


Negro Churchman


Negro College Quarterly


Negro Digest
(changed to Black World)


Negro History Bulletin


Negro Labor News


Negro Musician


Negro Outlook


Negro Quarterly


Negro Romance


New Hue, New Copper


New Lady


New Negro Business and Financial Journal


New Negro Traveler and Conventioneer


Opportunity


Our Colored Missions


Our National Family


Our Women and Children


**Our World**


**Pep**


**Philly Talk**


**Phylon**


**Pilot**


**Plain Truth**

Pride


Project


Promoter


Proud


Pullman Porters' Review


Quarterly Review of Higher Education Among Negroes


Rap


Roots in Revolt


Sphinx

Star of Zion

Tan


The Afro-American Budget

The Black Buyer Bulletin

The Claverite

The New Negro

The Southland

The Voice of the Negro
Tuesday

"Full of grace; first appearance in nine newspapers of Sunday supplement called Tuesday," New Yorker, September 18, 1965, 41, 42.


"Discussion: Tuesday." Time, September 17, 1965, 86, 80.


Tuesday at Home


Ulico


Uptown Beat


Urban West


Urbanity

Vision


Whetstone


Women's Missionary Magazine


"Passion with a purpose." Time, October 23, 1950, 56, 70.


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<th>Yearly total</th>
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<td>1961: 2</td>
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<td>1940: 1</td>
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<td>1930-39</td>
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<td>1920-29</td>
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<td>1880-89</td>
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### How often published.

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<td>Monthly</td>
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<td>Bi-monthly</td>
<td>5</td>
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<tr>
<td>Quarterly</td>
<td>11</td>
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<tr>
<td>Annually</td>
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<tr>
<td>Semi-annually</td>
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**Other:**

- Two issues only: 1
- Three times/yr.: 2
- Once school yr.: 1
- Irregular: 1
- Quarterly, if possible: 1
- Unknown: 1

### Method of printing.

<table>
<thead>
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<th>Printing Method</th>
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<tr>
<td>Offset</td>
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<tr>
<td>Rotogravure</td>
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<tr>
<td>Mimeograph</td>
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**Other:**

- Offset and Letterpress: 1
- Offset and Mimeograph: 1
- Unknown: 5
Method of circulation.

(a) Rated:

Mail #1 7

Newsstand #2 2

(b) Mail checkel (x) only 13

(c) Newsstand checked (x) only 1

(d) Mail and newsstand checked (x) 8

(e) Both checked (x) mail, newsstand and other 4

Comments under "other":

(1) give away 2

(2) book and candy store 1

(3) Conferences, meetings, expos, etc. 1

(f) Mail checked (x) and other 2

Comment under "other":

(1) book stores and libraries 1

(g) Rated and others 2

(1) Drop sh ip, contribution, bookshops and hand distribution 1

(h) Other only (campus sales) 1

(i) Unknown 3
Size of Magazines

Calculations based on available copies.

* indicates that the magazine was obtained from newsstand, personal subscription or gift. All others are complimentary copies of the publication.

<table>
<thead>
<tr>
<th>Magazine</th>
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<tbody>
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<td>African Opinion</td>
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<tr>
<td>Beau-Cocoa</td>
<td>5½ x 8½</td>
</tr>
<tr>
<td>Black America*</td>
<td>8⅛ x 11¾</td>
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<tr>
<td>Black Communicator</td>
<td>8½ x 11</td>
</tr>
<tr>
<td>Black Creation*</td>
<td>8½ x 11</td>
</tr>
<tr>
<td>Black Is*</td>
<td>8⅛ x 11¾</td>
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<tr>
<td>Black News*</td>
<td>8½ x 10 3/4</td>
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<tr>
<td>Black News Digest</td>
<td>8 x 10½</td>
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<tr>
<td>Black Stars*</td>
<td>8½ x 11</td>
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<tr>
<td>Black Theatre</td>
<td>8⅛ x 10 3/4</td>
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<tr>
<td>Black Voices*</td>
<td>8½ x 11</td>
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<tr>
<td>Black World</td>
<td>5⅞ x 7¾</td>
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<tr>
<td>Body and Soul</td>
<td>9 x 12</td>
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<tr>
<td>Bronze Thrills*</td>
<td>8½ x 10 3/4</td>
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<tr>
<td>Ebony</td>
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<td>Epic*</td>
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<td>Essence*</td>
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<td>Magazine</td>
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<td>Hep*</td>
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<td>Tuesday at Home*</td>
<td>10 1/2 x 13</td>
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<td>Urban West*</td>
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<td>Wakra*</td>
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