

# Fabian Fund for the "Daily Citizen."

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TO THE MEMBERS AND ASSOCIATES OF THE SOCIETY AND OTHERS.

DEAR SIR OR MADAM,

The Executive Committee desires to draw your attention to the position of the *Daily Citizen*. For many years the Trade Union and Labor Movement has acutely felt the need of a daily organ to place before the public its point of view in relation to current events and in particular to electoral contests. Whenever a Labor or Socialist Candidate at a Parliamentary or Local Election was opposed by both parties, the daily press on both sides misrepresented or ignored his claims and did its best to belittle his chances. After discussions at Labor Party and Trade Union Conferences for many years, the I.L.P. at length decided to take action, and the Labor Party joined forces with them. Ultimately a Company was formed, with articles carefully drawn to provide that the control of the policy of the paper should be exclusively in the hands of three representative Labor and Socialist bodies—the Labor Party, the I.L.P., and the Trade Unions—whilst private shareholders, however numerous, can only appoint one out of ten directors, and such shareholders have no voice in the management of the paper.

The *Daily Citizen* therefore is and must remain a genuinely Labor and Socialist paper, owned and controlled by the delegates of the organized workers and really representative of their opinions.

The difficulties of organizing and financing such a paper were known by all concerned to be enormous, but they have proved to be even greater than was anticipated. It was believed that a fair proportion of the millions of Trade Unionists would purchase their own paper, and thus launch it with a commanding circulation from the first. The event has proved otherwise.

Started with a capital which was deemed sufficient on this assumption, experience has shown that more time, and ~~therefore~~ more capital, is required to accustom the public to purchase a new paper. Daily newspapers in England are dependent either on their income from advertisements or on financial assistance from other sources, and a Labor paper, constantly advocating the rights of the

workers against the capitalists, and circulating principally amongst those who have little money to spend on expensive luxuries, is severely handicapped in its appeal to these same capitalists to advertise in its columns.

If the *Daily Citizen* should be forced to stop, we must abandon, perhaps for another generation, the hope of seeing our policy and opinions represented in the Daily Press of the country.

The Trade Union and Socialist Movement, at a Conference on March 7th, in which our Society took part, resolved to ask every affiliated organization and every individual member thereof to contribute towards the paper a sum of not less than 1s. per member per annum for three years. Such a levy would place the paper on a firm foundation for the period necessary to establish it as a going concern. Its prospects are now growing brighter every day. The circulation is steadily increasing and the income from advertisements is improving. If capital can be found for the necessary period of growth permanent success is assured.

In accordance with this decision of the above-named Conference, the Executive Committee of the Society invites all the members and others interested:—

- (a) To take the paper daily, and to commend it to others with a view to increasing its circulation and thus enabling it to command advertisements.
- (b) To subscribe a sum of at least 1s. per member per annum for three years, or to take shares to a similar value.
- (c) To use any influence at their command to secure advertisements for the paper.

Applications for shares and contributions can be sent on the annexed forms to the Fabian Society or, if preferred, direct to the *Daily Citizen*.

By order of the Executive Committee,

EDW. R. PEASE,

*Secretary.*

Fabian Office, 3 Clement's Inn, Strand, W.C.

25th April, 1913.

“ DAILY CITIZEN ” FABIAN FUND.

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I enclose £     s.     d. as a contribution to the Fabian Fund for the *Daily Citizen*, and I intend to send the same amount in.....1914 and 1915.

Name .....

Address .....

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To be sent to the Fabian Society, 3 Clement's Inn, Strand, London, W.C.

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Enclosed I herewith send £     s.     d. for.....shares in Labor Newspapers, Ltd.

Kindly forward me a copy of the Prospectus and Application Form for shares in Labor Newspapers, Ltd.

Name .....

Address .....

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Date .....

Payment should be either £1 per share for full payment, or half a crown per share, being first instalment.

To be sent to the Fabian Society, as above, or to Labor Newspapers, Ltd., 92 Fleet Street, London, E.C.

