

# Newsline

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by Call, both black papers.

Some cities have a number of competing black papers, basically trying to appeal to the same target population. In Chicago, Tinney says, there are a dozen; in St. Louis, six; in Washington, six, and in Kansas City, three.

Tinney notes that finding the more than 320 black papers took quite a bit of "digging" on his part and that he was assisted by student researchers. He admits that it is difficult to verify circulation of black papers since only about one-sixth are audited, adding that a "conservative estimate" of circulation is between 6 million to 7.5 million. The industry estimates more than 4.5 million.

He has found papers that aren't listed in the major industry publication, the *Editor & Publisher Yearbook*.

For example, the 1984 edition lists only one black paper in Buffalo -- the *Buffalo Challenger*. Tinney has identified two others: the *Buffalo Criterion* and the

## Buffalo Fine Print.

In Washington, Tinney also found two more -- *The Washington Sun* and *D.C. Talk* -- in addition to the four that are listed.

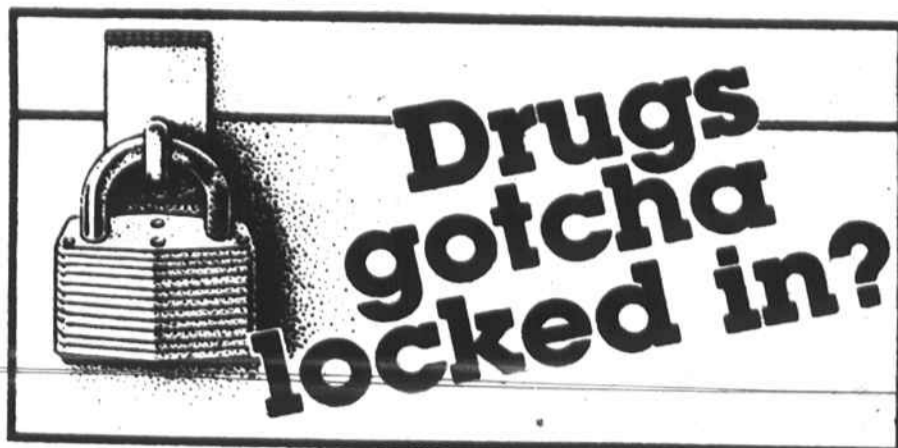
Often the papers not included in the yearbook are found in mom-and-pop stores in the black community, he says. And many are give-aways or controlled-circulation papers that generally depend on local advertising.

Most black papers are weeklies, and many are family owned and operated. There are only three dailies -- *The Chicago Daily Defender*, *Atlanta Daily World* and the *New York Daily Challenge*.

There are about 12 "semi-weeklies," published twice a week. And there's a monthly "magapaper," *The National Leader*, combining the characteristics of both a newspaper and a magazine. The paper started in 1982 as a weekly tabloid, says Tinney, who served as its religion editor.

From 1827 to today, there have been more than 3,000 black newspapers. But many black papers are short-lived, he says, noting that his project included writing the histories of more than

200 of the nation's black papers. One of the newest papers is the *City Sun* in New York. Tinney says the paper shows promise, which is how he describes the future of the black press overall.



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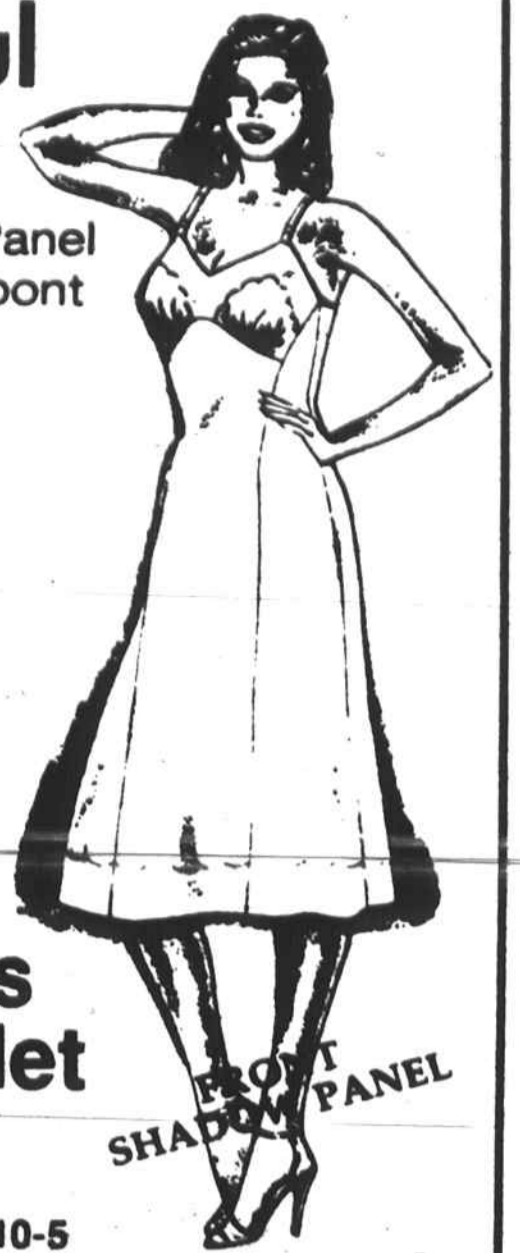
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Reg. \$15. The Fox® captures the style of summer and puts it into a button front polo shirt, just for juniors. In solids of easy-care polyester/cotton.

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### Juniors tops and shorts.

Reg. \$8 and \$9. It's your last chance, juniors! Save now on this summer's blazing separates! Choose skin-baring tanks or tees that let you catch plenty of sun, plus shorts that show off lots of tanned leg. Get 'em while it's hot! In polyester/cotton and nylon.

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### Sporty tops and shorts.

Orig. \$12 to \$15. Sizzling stripes. Bold solids. Vibrant patterns. For one final fling this summer. And next summer's first. Find the season's tees, tanks and shorts at their hottest prices. Cotton, polyester/cotton, more for juniors.

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### Par Four for women.

Gear up with Par Four® Team a roomy camp shirt to a sleeveless sweater vest or v-neck top. Add a pleated split skirt, belted pant, or a pocketed walk short. Stripes or solids of cotton and polyester/cotton.

	Reg.	Sale
Camp shirt	\$20	15.00
Sweater vest	\$24	18.00
Pleated skirt	\$22	16.50
V-neck top	\$20	15.00
Pant	\$24	18.00
Stripe shirt	\$15	11.25
Short	\$18	13.50

**\$7 to \$10 off**

### Women's leather sandals.

Sale 24.99 Reg. \$32. The little summer sandal. Perfect for menswear-inspired fashions. Rich leather in two sporty styles. Women's sizes.  
Sale 19.99 Reg. \$30. Sutton Plaza® wide band leather sandal on a stacked wedge heel. Black, white or natural, women's sizes.

## SAVINGS FOR KIDS

**20% to 25% off**

### Summerwear, swimwear.

Here comes summer! And we've got the playwear and swimwear to get the kids through it in style. The season's brightest colors in durable polyester/cotton, polyester/Lycra® spandex/Antron® nylon.

	Reg.	Sale
Big boys' muscle top	6.00	4.50
Big boys' active short	7.00	5.25
Big girls' tank top	4.99	3.74
Big girls' short	5.00	3.75
Little boys' trunks	8.00	6.00
Little girls' swimsuit	7.00	5.25



## SAVINGS FOR MEN

**10.99 to 19.99**

### Shorts and tops for men.

Get in on summer fun with sharp men's tops sporting pajama style collars or placket fronts. Plus ready-for-action shirts from Reach®. Add cool summer shorts with webbed belts, pleats, or zippered pockets. In airy cotton, polyester/cotton or ramie/cotton. Men's sizes. Reg. Sale

Orig. \$17 Sale 10.99

**11.99 and 13.99**

### Save on men's swimwear.

The beach is steaming this summer with sun-drenched swimwear for men. Polyester/nylon/cotton or nylon. For example:

	Reg.	Sale
Morro Bay® swimsuit	\$16	13.99
The Fox® swimsuit	\$17	13.99
Weekends® boxer	\$15	11.99

## SAVE ON ELECTRONICS

**\$550 off**

### MCS® 50-watt system.

Sale \$449 Reg. 999.95. MCS® 50 watt rack system includes amplifier with LED program source indicators; synthesized quartz lock tuner; soft touch cassette deck with Dolby® B and C noise reduction system and LED display record level meters; belt drive fully automatic turntable; two 3-way bass reflex speakers with 12" woofer; deluxe audio rack (unassembled). #2250

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