

The original documents are located in Box 15, folder “Negro Women's Advisory Council, 1969-1970” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.

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The Ad Hoc Advisory Council of Black Women is meeting in a two day conference on July 18, 1969, to draw up specifics to implement a ten point program which was selected July 1st by the 45 members of the Advance Planning Committee to increase the Negro vote.

This Advisory Council of women is from Arizona, Indiana, Atlanta, Maryland, Texas, New York, Michigan, and Washington, D. C. They will be guests at a luncheon at the White House at 12:30 today as guests of Mr. Robert Brown, Special Assistant to President Nixon.

Work sessions will follow at the Republican National Committee on Eye Street Friday afternoon and Saturday morning.



NEGRO WOMEN'S ADVISORY COUNCIL

These are the 10 point policies that came out of the meeting held July 1, 1969:

1. Immediate voter education programs designed to attract the grassroots to the Republican Party.
 - A. Clarification of Party structure and voting procedures
 - B. Workshop for voter education
2. A warm invitation to the vacuum non-voter wherever he may be.
3. An awareness of Regional differences in approach to prospective voters.
4. A better use of Republican funds to reach the Negro voter.
5. Involvement of the identified Republican Negro in community affairs and similarly white Republicans, both national and local, to channel funded programs wherever welfare and business of the Republican Negroes may be supported.
6. Support of HEW policy which seeks to remove inequities in education as a cabinet priority policy.
7. WE support programs for increased rapport between police and community; and WE support programs which are designed to abolish crime at all levels; and WE also encourage attention of the improved rehabilitation programs.
8. Encourage the Party to elect more Negro public officials--city, county, and State also as Party leaders.
9. We are for all efforts to avoid polarization in our American society.
10. This Committee have newsletter communication exchange.

The members of the Negro Women's Advisory Council also elected members for the Planning Committee. They are as follows:

Mrs. Eloise Banks
P. O. Box 8248
Phoenix, Arizona

Mrs. Margaret Bryant
3815 N. Delaware Street
Indianapolis, Indiana



Mrs. Vivian Davenport
1500 Minx, S. W.
Atlanta, Georgia

Mrs. Ruby Gill
3415 Callaway Avenue
Baltimore, Maryland

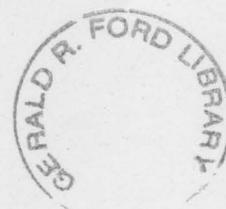
Mrs. Joe W. Kirven
3214 Carpenter Avenue
Dallas, Texas

Mrs. Carmel C. Marr
333 New York Avenue
Brooklyn, New York

Mrs. Jeanette S. Weiss
4676 W. Outer Drive
Detroit, Michigan

Mrs. Myrtle Ollison
1601 R. Street, N. W.
Washington, D. C.

Mrs. Elaine Jenkins was elected as Temporary Chairman of the Planning Committee.



Mrs. Eloise Banks -- High school English teacher

Mrs. Margaret Bryant -- Owner/Manager - Personalized Placement Center, Inc.
Deputy Voters Registration Clerk

Mrs. Vivian Davenport -- Atlanta Public School system, M. A. in Library Science

Mrs. Ruby Gill -- Supervisor of Music in Public Schools

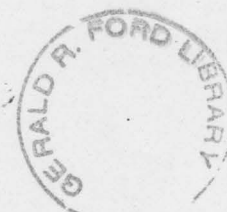
Mrs. Joe W. Kirven -- Gloria Kirven Music Studio

Mrs. Carmel C. Marr -- Lawyer; UN Legal Counsel; Member, Human Rights Review
Board (appointed by Governor) as of 1968

Mrs. Jeanette S. Weiss -- Wayne County Jury Commission

Mrs. Myrtle Ollison -- Teacher; President of the National Association of
Colored Women's Clubs, Inc.

Mrs. Howard Jenkins. (Elaine B.) -- Educator and Former Vice Chairman of the
D. C. Republican Committee; presently
chairman of the Education Committee



ESSENCE

CATHY W. ALDRIDGE
PROMOTION DIRECTOR



ESSENCE

102 EAST 30TH STREET
NEW YORK, NEW YORK 10016
889-0290



Advertising: A Magazine for Negro Women

By PHILIP H. DOUGERTY

Some of the best brains in publishing and advertising have contributed to the creation of Essence, a magazine for Negro women due for publication April 28. A dummy of it was unveiled yesterday and a handsome piece of work it is.



similar effort called New Lady with a \$70,000 loan from the Ford Foundation and advice and counsel from McCall's.

Mr. Beckett, now preparing his seventh issue, said yesterday from California that 90 per cent of reader reaction had been good and that the present circulation of 100,000 in 80 cities would be raised

THE MEDIA

Meaningful Images

The slick new magazine displays all the stylish features commonplace in women's journalism: dazzling full-page color photographs of models in miniskirts and bikinis, articles on food and fashion, horoscopes and sophisticated advice about the battle of the sexes. But this time, the usual ingredients have a bold and different flavor. The horoscope column notes

woman's magazine two years ago. And in late 1968, when the prestigious Wall Street brokerage firm of Shearson, Ham-mill & Co. invited 50 young college-educated Negroes to discuss ideas for black business ventures, he was introduced to two other young men at the meeting: Cecil Hollingsworth, 28, a printing expert, and Ed Lewis, 29, a financial planner. The three discussed the magazine idea together, decided they were

woman should be able to get anything she wants out of this magazine," he says. "And that goes from militancy to her place in the nation and in the white world."

FORD

THE QUINTESSENCE OF ESSENCE---BLACK IS THE COLOR

The Hollingsworth Group, with capitalization of over \$1-million from investors assembled by Shearson Hammill & Co., Inc., has announced a monthly magazine for the black woman to be called Essence. The newsweekly-sized publication will appear April 28 in 145 cities in the top 25 markets, have an initial press run of 250,000 off the J.W. Clement presses, a cover price of 60 cents and distribution by Triangle. Subscription price will be \$6 per year and subscription solicitations will be primarily through in-magazine reduced rate offers as well as other magazines; Psychology Today, New York magazine, either Time or Life and Tuesday, the supplement, are some of the publications that will be used. There are no plans to use direct mail at this time. The circulation guarantee is 150,000. The one-time b&w page rate will be \$1,650 with \$850 more for four-color.

Ruth N. Ross is editor-in-chief. Miss Ross has been with Newsweek the last six years leaving as an assistant editor; prior to Newsweek, there were five years on Electronic Design that began with the circulation department and culminated in an assistant editorship. Gordon Parks is creative director. Barbara Kerr, formerly an associate editor of Seventeen and a managing editor of Mademoiselle, will serve as executive editor. Hattie Gossett, an associate editor at Redbook, has come on as managing editor. Uli Boege, formerly art director of Status, has the title with Essence. The business management personnel are: Jonathan Blount, 24, president; Edward Lewis, 29, executive vice president and treasurer; Cecil M. Hollingsworth, 28, vice president and circulation director. Kerr and Boege are the only white people on the staff. However, talents as diverse as Time Inc. executives and Herb Lubalin have been contributing their experience, along with Cowles, Institutional Investor, Sandgren and Murtha (who have been working on the project for the past eight months when the magazine had the working title of Sapphire), and a number of other magazines.

According to Miss Ross, "Essence fills an absolute editorial need. Its content will be presented as experienced, reported, written and edited from a black perspective ...it is conceived, edited and written expressly for the black woman...its content: news, education, heritage and folklore, food, fashion, cosmetics, home decoration, how-to articles, family living, medical and psychological advice, fiction, poetry, horoscopes -- and many other features." The market for this kind of publication has been tested by Young & Rubicam for the publication, but the existence of between 500,000 to 1,000,000 black woman readers by the major magazines--McCall's, Ladies' Home Journal, Good Housekeeping, Redbook, Woman's Day and Family Circle--testifies to the audience potential for Essence.

Essence reflects not only the different eyes of black awareness but the effort of white hands to help. Editor Ross stresses the importance of young black women keeping up with the rising expectations of the increasingly large number of black men coming out of the colleges and hopes that Essence will "guide...delight...celebrate the uniqueness of the black woman..." It is important for every group to form a cohesive unit that agrees on its differences in order that one can proceed to an understanding of the far more pervasive similarities. One is reminded of a letter that Friedrich Nietzsche wrote to Lou Salome--a magnificent woman--in August, 1882:

First, one has the difficulty of emancipating oneself from one's chains; and ultimately, one has to emancipate oneself from this emancipation too.

Essence *Focuses On* *Black Women*

By CHARLOTTE TAYLOR
Jonathan Daily News Staff Writer

Richard Blount is the cool, well-dressed publisher of *Essence*, a new Negro woman's magazine making its debut this month.

The magazine has been likened to a *Vogue* for Negro women but Blount discounts this, and a casual look at the magazine shows it is much





Inside Fashion

EUGENIA SHEPPARD

AROUND THE WORLD IN STYLE

Greek designers, in Greece, may soon make Greek fashion international.

The plans that are cooking right now in Athens center around a July weekend. If it comes off, the store buyers and press who



FOR ADVISE... weekend for the trip to

Eugenia Sheppard Around the Town

Essence, the new women's magazine, has a format the others may well envy. It is

ton beauty. The whole project has the blessing of Shearson Hamill, the stock brokerage

one of several department store chains throughout the country. The boutiques will feature fashion accessories

Beth, the Reptile
changed the deadly python
that does wonderful things
beige-to-taupe patternings,
Bootery, Fourth Floor. Sorry

VERY *Saks Fifth*

for executive editor **Darlene Kerr**. Editor is **Ruth Ross**, formerly of Newsweek. **Anita Samuels** will take care of fashion and **Cindy Washing-**

Gloria Vanderbilt may soon have her own boutiques in

Philip Johnson, Jack Lenor Larsen, the William Paley, Mitzi and Sam Newhouse, and the Leonard Lauder.

NEW YORK • WHITE PLAIN

ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-889-0290

FOR RELEASE: Immediately



Contact: Cathy W. Aldridge
Press Information
The Hollingsworth Group, Inc.
102 East 30th Street
New York, New York 10016

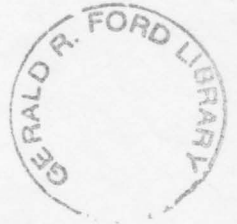
(212) 889-0290

NEW YORK, N.Y. -- ESSENCE, the quality magazine for Black women, will appear on newsstands today (April 28, 1970) in 300 major cities and international markets.

ESSENCE is designed for the inquisitive and acquisitive Black woman who thinks and feels young. Each of the articles and service areas is written from a Black perspective. For the first time, the Black woman will be able to communicate within her own world through the pages of ESSENCE.

The first issue of the monthly magazine is devoted to a statement on Black womanhood -- its complications, implications, special problems and delights. Such well known writers as Dr. Alvin Poussaint, a Black Harvard Medical

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School Professor of Psychiatry; Leslie Alexander Lacey, a Black Studies Professor at Howard University; and Louise Meriwether, an up-and-coming young novelist, explore timely and controversial topics, including interracial romance.

"We assigned the best Black photographers, writers, and illustrators to create ESSENCE," said Gordon Parks, Editorial Director.

Playwright Alice Childress' "Mother's Day 1970" is a soliloquy dipped in anguish and coated with humor. Kwame Toure, a nom de plume for a well known personality, suggests a new dimension for Black Theater.

Five militant Black women are described by Gilbert Moore and photographed by Gordon Parks and his son - Gordon, Jr. This photographic essay may lead a reader to decide which one of the five women will become her own personal heroine - or anti-heroine. Little known facts about each of them -- Rosa Parks, Barbara Ann Teer, Congresswoman Shirley Chisholm, Kathleen Cleaver, and Muslim women -- are revealed for the first time in ESSENCE.

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An editorial philosophy and concept is further carried out in the ESSENCE music reviews. Carman Moore, an emerging young writer; jazz vibist Roy Ayers, and playwright Charles Russell prove that music can be listened to and reviewed by a knowledgeable Black ear.



According to Nikki Giovanni, the acclaimed "high priestess of Black poetry," books are read from a deeply rooted Black experience. Her poem/review of Maya Angelou's first literary work is an example.

Astrologer Audrey Ficklin proves that horoscopes are read and studied with a Black future in mind. Her predictions for summer include a "flurry of unrest for the nation's major cities then ... recognition of equality."

A staff of talented editors and editorial assistants work closely with Gordon Parks, the multi-talented musician, playwright, author, and photojournalist. In addition to Mr. Parks, Mrs. Barbara Kerr serves as Executive Editor. She was formerly Associate Editor of Seventeen and Managing Editor of Mademoiselle.

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The Fashion Department is headed by Mrs. Annete Samuels, who was Assistant Fashion Editor at Mademoiselle. Her first ESSENCE feature includes clothes for the beach, the patio, and the street.



Accessories, photographed in an provocative setting, were selected by Yvonne Guido, Editor, a former buyer at Henri Bendel's Department Store in New York.

Four new ways to prepare and garnish fish -- "Fruits of the Sea" -- are offered by Mrs. Louise Prothro, Food Editor and nationally known Home Economist and Consultant. A travel column of The Bahamas appears under the by-line of Shirlee Rousseau, an experienced travel agent. Mrs. Nancy Hicks, a New York Times reporter, writes a monthly column on career opportunities. She probes the field of computer programming in this first issue.

Ulrich Boege is Art Director of ESSENCE. He comes from Status Magazine where he held the same position. He was also Art Director of McCall's Fashion News and, before that, was with Elle in Europe.

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ESSENCE is published by The Hollingsworth Group, a group of four young businessmen who were called together by Shearson, Hammill & Co., the stock brokerage firm. Under the tutelage and guidance of Shearson, Hammill, the venture received capitalization upwards of a million dollars. A group of investors was formed and the four members formed The Hollingsworth Group to publish ESSENCE.

According to Jonathan Blount, the firm's 24 year old President, "ESSENCE is conceived, edited, and written for the nation's Black women."

His three partners are Ed Lewis, Executive Vice President and Treasurer; Cecil Hollingsworth, Vice President and Circulation Manager; and Clarence O. Smith, Vice President, Secretary, and Advertising Director.

#

ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-889-0290

FOR RELEASE: Immediately



Contact: Cathy W. Aldridge
Press Information
The Hollingsworth Group, Inc.
102 East 30th Street
New York, New York 10016

(212) 889-0290

NEW YORK, N.Y. -- ESSENCE, the quality magazine for Black women, is "an idea whose time has come," said Jonathan Blount, the 24 year old President of The Hollingsworth Group, publishers of the magazine.

Mr. Blount's statement was first expressed nearly two years ago when he and three other young, enterprising businessmen organized The Hollingsworth Group with the publication of a magazine for Black woman as their primary objective.

The four men were called together by Shearson, Hammill & Co., an investment firm, and, through the same company, received more than a million dollars to finance the venture.

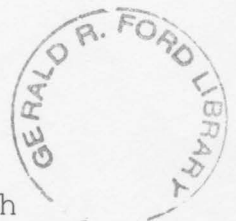
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Some of the nation's most authoritative advertising and publishing experts responded to the fledgling company's request for assistance. Among them, lent full and part time, were six executives from Time, Inc. Others came from Cowles Publications, the Columbia Broadcasting System, Holt Rinehart and Winston, Sandgren and Murtha, Institutional Investor, Newsweek, New York, and Psychology Today magazines; George Louis and Herb Lubalin, graphics specialists. These are but a few.

Research and intensive study provided The Hollingsworth Group with enough evidence to support the venture and to offer it as a competitive publication on the market. Ad page rates will be \$1,650 for black-and-white and \$2,500 for - four color. The cover price will be 60¢.

Gordon Parks, the multi-talented photojournalist and writer, is Editorial Director of ESSENCE. In addition, Barbara Kerr serves as Executive Editor. Mrs. Kerr was formerly Associate Editor of Seventeen and Managing Editor of Mademoiselle. Free Lance writer Ida Lewis has been assigned as Editor-In-Chief. Former Mademoiselle Assistant Fashion Editor, Mrs. Annette Samuels, heads the Fashion

(more)



Department. Yvonne Guido as Accessories Editor, and Cindy Washington, Beauty Editor, complete the staff.

Ulrich Boege was appointed Art Director. He came to ESSENCE from Status Magazine where he held the same position. He was also Art Director for McCall's Fashion News and Elle in Europe

The Hollingsworth Group includes, in addition to Mr. Blount, Ed Lewis, Vice President and Treasurer; Cecil Hollingsworth, Vice President and Circulation Manager; and Clarence O. Smith, Vice President, Secretary and Advertising Sales Director.



The Hollingsworth Group has planned a careful but gradual rate of growth. The first issue, due on newsstands about April 28, 1970, is expected to reach a projected circulation figure of 150,000 in 300 major cities and international markets. Supermarket and newsstand sales, as well as direct mail, are three avenues of approach undertaken by the firm. A special subscription program is underway to slowly build circulation by the end of a two-year period.

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The magazine has projected a business plan to run for two years along present organizational lines.

The editorial staff has conceptualized a contemporary publication for the world's Black women who think and feel young. The audience at which the magazine is being aimed is between 18 and 34 years of age, described by Mr. Blount as "the young inquisitive and acquisitive Black woman."

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ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-889-0290

FACTS ABOUT ESSENCE

<u>COVER PRICE</u>	60¢
<u>SUBSCRIPTION RATE</u>	\$ 6.00 for one year \$10.00 for two years
<u>SIZE</u>	8 1/2" by 11 1/8th"
<u>NUMBER OF PAGES</u>	86
<u>COLOR PAGES</u>	29 (including ads)
<u>ADS</u>	13 and 1/6 pages
<u>PAPER</u>	First quality coated stock
<u>DEPARTMENTS</u>	Our World Our Looks Our Home and Family Our Culture
<u>PRINTER</u>	J.W. Clement, Buffalo, New York
<u>DISTRIBUTOR</u>	Triangle Publications
<u>SUBSCRIPTION/FULFILLMENT</u>	Neodata, Boulder, Colorado



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AD RATES

Black and white - \$1,650 - one page

Black and two color - \$2,270 - one page

Black and white - \$1,650 - one page

Covers

2nd or 3rd cover - \$2,860

4th cover - \$3,300

SPECIAL ISSUES

June, July, December, January

ISSUE DATE

Monthly every 30 days

PROCESS

Web Offset, Two-Color & Four Color ROP

BINDING

Saddle Stitch

STOCK

Body - 50 lb. machine coated web offset

Cover - 80 lb. machine coated web offset

PAGE SIZE

7" x 9 3/4"

BLEED SIZE

8 5/8" x 11 3/8"

COLUMN WIDTH

2 1/4"

COLUMN LENGTH

9 1/2"

SCREENS

Black and white and two-color 133

Four-color - 150

SECOND COLOR

March or Standard PMS or IPI

FOUR COLOR ROTATION

Yellow, blue, red, black



ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-889-0290

FOR RELEASE: Immediately

Contact: Cathy W. Aldridge
Press Information
The Hollingsworth Group, Inc.
102 East 30th Street
New York, New York 10016

(212) 889-0290

NEW YORK, N.Y. -- ESSENCE, a monthly magazine for Black women who think and feel young arrived on newsstands in 300 major cities and international markets at the end of April.

Like others in the present generation of publications, ESSENCE will be a monthly magazine appealing to a specific segment of the population.

Its audience is the Black woman between the ages of 18 and 34 years of age. Total audience reach will include those women over 34 who are pacesetters in their communities and are inquisitive and acquisitive consumers of services and products.

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Described in its prospectus as "conceived, edited, and written for the Black woman," ESSENCE creates an opportunity for Black women to communicate within their own world through its pages.

The first issue of ESSENCE contains 86 pages of features and advertisements. There are 64 and two-thirds pages of editorial copy written for, by, and about Black women. A few men have written on the subject of Black womanhood, adding another dimension to the magazine.

ESSENCE has 29 pages of color photographs and 13 and one-sixth pages of advertising. Three accounts are "coups" for the ESSENCE sales force and represent a major "break-through" for Black media generally. Bergdorf-Goodman of New York, the distinguished Fifth Avenue retail department store, Houbigant Cosmetics, and Yardley of London have bought space for the first time in a Black publication.

ESSENCE is printed on first quality stock at the Buffalo, New York printing firm of J.W. Clement. Distribution is handled by Triangle Publications of Radnor, Pennsylvania:

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Neodata of Boulder, Colorado is the subscription/fulfillment house. Young & Rubicam Advertising Agency is agency of record.

Newsstand price is 60¢; by charter subscription \$6.00 for one year and \$10.00 for two years. The magazine's size is 8 1/2" by 11 1/8th".

#



ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-889-0290

FOR RELEASE: Immediately

FROM: Cathy Aldridge
Press Information
The Hollingsworth Group, Inc.
102 East 30th Street
New York, New York 10016
(212) 889-0290

NEW YORK, N.Y. - ESSENCE, the new magazine for Black women, was introduced to the advertising, publishing, communications, and business communities at a Reception and Cocktail Party hosted by Time, Inc., Monday, March 9, 1970.

Held in the Time, Inc. Ponti Auditorium, the gathering also included notables from the professions, the theater, and politics who listened to a formal presentation outlining the history of the publication -- how it was formed, by whom, and what it hopes to accomplish. The magazine is due on the newsstands in 148 cities on April 28, 1970.

- more -



Richard M. Clurman, Vice President of Time, Inc., welcomed the guests and introduced Jonathan Blount, President of The Hollingsworth Group to the 700 personalities which included Ruby Dee, the actress; performer Josephine Premice, actor Melvin Van Peebles, TV star Joan Murray, actress Janet League, Joseph Oppenheimer of Standard and Poor; Jim Albert of the Sterling Drug Co., Barbaralee Diamondstein, Harper's Bazaar; Joan Sheppard, WINS; Helen Van Slyke, Helena Rubinstein; Clay Felker, Editor of New York Magazine; John Strachan, Postmaster of New York City.

Mr. Blount described how The Hollingsworth Group brought an idea for a Black woman's publication from a dream to a reality. "ESSENCE is an idea whose time has come," Mr. Blount said.

"Capitalized upwards from seven figures by a group of investors called together by Shearson and Hammill, an investment firm, the magazine was thoroughly researched for validity before actual publication was developed and established," according to Mr. Blount.

"Evaluator tests, preliminary samplings, and reader surveys explored the competitive market to undergird our rationale for advertising and commercial value," Mr. Blount concluded.

- more -



The completion of a special research study to assist prospective advertisers in reaching the urbanized, Black female market through ESSENCE was announced by Clarence O. Smith, Vice President of The Hollingsworth Group and Advertising Sales Director.

"We found that the ESSENCE audience represents a market with more money to satisfy brand consciousness than ever before," Mr. Smith said, "and this market is growing more rapidly than any other today."

"For the first time, Black women will be able to communicate within her own world," said Miss Ruth N. Ross, Editor-in-Chief of ESSENCE. "Each of the articles, regular monthly features, and newsstories will be written from a Black perspective."

ESSENCE will include fashion, foods, home decorating, medicine, psychology, fiction, and poetry, and, according to Miss Ross, "special interest features which will not only amuse, delight, and inform, but will seek to inspire and to encourage."

"We have assigned the nation's best Black photographers, illustrators, and writers," said Gordon Parks to the enthusiastic audience. "I can only hope you will enjoy our efforts as we enjoy creating ESSENCE for you."

- more -



Miss Ross is the former Assistant Editor of Newsweek, and Mr. Parks is the multi-talented photojournalist of international reputation.

The Hollingsworth Group and the ESSENCE staff will continue to be guided by the principle that this Black publication will be a first class effort - graphically, editorially, and financially.

Preliminary results of their efforts were displayed at the Reception where prototypes of the first issue were exhibited. The presentation was repeated via films and tapes for second and third viewing.



ESSENCE

102 EAST 30TH ST. NEW YORK, N.Y. 10016, PHONE: 212-683-1838

FOR RELEASE:
Immediately Upon Receipt

FROM: Cathy Aldridge
Press Information
The Hollingsworth Group
102 E. 30th Street
New York, New York 10016

NEW YORK, N.Y. -- ESSENCE, a monthly magazine for Black women who think and feel young, will arrive on newsstands in 145 cities on April 28, 1970, it was announced by Jonathan Blount, President of The Hollingsworth Group, publishers of the magazine.

Described in its prospectus as "conceived, edited, and written for the Black woman," ESSENCE will create an environment within the pages of the magazine about, for, by, and with Black women.

Each of the articles, features, newsstories, and regular departmental sections will be written from a Black perspective. For the first time, the Black woman will be able to communicate within her own world through the pages of ESSENCE.

Monthly features will include fashion, beauty, home decoration, foods, family life, medicine, psychology, fiction, and poetry, each written and designed for

(more)



take 2

Black women.

Articles treating special problems of Black women will be included. In the first issue, for example, Louise Meriwether, an up and coming young novelist, writes, "Black Man Do You Love Me?"

ESSENCE will also keep ahead of the times by presenting informative articles based on newsstories to come, especially those stories which will somehow affect the lives of Black women. ESSENCE seeks to inform as well as to amuse, to inspire as well as to delight its millions of readers.

In the words of the Editor-in-Chief, Ruth N. Ross, in her editorial analysis of the magazine, "ESSENCE fills an absolute editorial need for the Black woman who continues to meet the challenges of adjustment to new opportunities for herself and her man in a highly competitive and constantly changing world."

The new magazine is being published by The Hollingsworth Group: four successful young Black businessmen who have combined their specialized talents to create a woman's service magazine of the highest quality in creative material, graphics, and production.

(more)



take 3

The Hollingsworth Group has been together for a year and a half, and since that time, has been capitalized in seven figures by a group of investors called together by Shearson Hammill and Co., Inc., investment brokers. Ruth N. Ross, the Editor-in-Chief, is a former Assistant Editor of Newsweek. Gordon Parks, Creative Director of ESSENCE, lends his talents as world-famous photojournalist, poet, author, composer, film producer, and director.

In addition to Miss Ross and Mr. Parks, the ESSENCE editorial staff includes Barbara Kerr, Executive Editor, formerly Associate Editor of Seventeen Magazine and Managing Editor of Mademoiselle; Art Director Uli Boege, who until recently was Art Director of Status Magazine and was previously with McCall's Fashion News and with Elle in Europe; and Hattie Gossett, Managing Editor, who was an Associate Editor of Redbook.

The executives of The Hollingsworth Group include the President. Mr. Blount, who was formerly in marketing and management with the New Jersey Telephone Co and with Swift and Co.; Edward Lewis, Executive Vice President and Treasurer, formerly with First National City Bank and FNCB Capital Corporation; Clarence O. Smith, Vice President and Advertising Sales Director, who came from Prudential Insurance Company of America and Equities Securities Corp.; and Cecil Hollingsworth,

(more)



take 4

Vice President and Circulation Director was graphics consultant for Ogden Industries, Freedom National Bank, Merrill Lynch, Warner-Lambert Pharmaceuticals and others as an entrepreneur in printing brokerage.

ESSENCE will present editorial and advertising material in both four-color and black-and-white. There will be twelve issues per year. Newsstand price is 60¢; by charter subscription, \$6.00 one year and \$10.00 for two years. The magazine's size is 8½" by 11 1/8". It will be printed by the J. W. Clement Co. and distributed by Triangle Publications.

(30)



ESSENCE

The new magazine
for black women

102 East 30th Street, New York, New York 10016