S0356 Proud Magazine (1970- )
28 Folders

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The Thomas Jefferson Library at the University of Missouri-St. Louis donated thirty issues of Proud magazine to the Western Historical Manuscript Collection.

The first issue of Proud appeared in January 1970 as a monthly publication oriented toward the St. Louis black urban population. With Betty Lee as Managing Editor, Beverly A. Bishop as Production Manager, and Ernie McMillan as President, Proud's staff published articles and information addressing the needs and interests of the black community. Proud covered topics usually not found in the major daily newspapers, such as black history.

Although Proud's subscription list grew to 10,000 by 1974, it faced financial problems. Rising production costs already had forced a cut back in publication in 1972. Proud also reduced its publication frequency to bi-monthly in that year. By the late 1980s, Proud could no longer publish on a regular schedule due to increased expenses.

The collection contains issues of Proud from 1970-1981. However, the issues do not comprise a complete set. Washington University holds copies to all back issues. Topics discussed include: black history, urban careers, religion, education, politics, housing, black community leaders, health, community organizations, music, and sports.

Oral histories (T-351, T-341) from the Women in the Seventies Project provide additional information on Betty Lee and Beverly Bishop, the founding of Proud, and the magazine's operations.

FOLDER LIST

BOX 1
1. Volume 1, No. 2, March 1970
2. Volume 1, No. 7, August/September 1970
3. Volume 1, No. 10, December 1970
5. Volume 2, No. 10, December 1971
6. Volume 3, No. 4, July/August 1972
7. Volume 4, No. 2, March/April 1973
8. Volume 4, No. 4, July/August 1973
9. Volume 4, No. 5, September/October 1973
10. Volume 4, No. 6, November/December 1973
11. Volume 5, No. 1, January/February 1974; Volume 5, No. 1, March/April 1974
12. Volume 5, No. 3, May/June 1974; Volume 5, No. 4, July/August 1974
13. Volume 5, No. 5, September/October 1974; Volume 5, No. 6, November/December 1974
14. Volume 6, No. 2, March/April 1975
15. Volume 6, No. 3, May/June 1975
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