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APRIL 2, 1960

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Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

...UP...UP AND OVER AT 7' 2 1/2"!



CHICAGO DAILY NEWS RELAYS FANS SEE JOHN THOMAS SET WORLD-RECORD HIGH JUMP

Newspapers around the world headlined the event: Boston University's John Thomas sets new high-jump record at the famous Chicago Daily News Relays March 11th.

It was the 24th annual running of the Relays, the indoor track meet "spectacular" sponsored as a public

service and as a benefit for the Daily News Charity Fund.

And Chicagoans, watching the sports event in person or on their television sets, once again hailed the Relays as one of the truly magnificent spectacles of the year.

CHICAGO DAILY NEWS

Marshall Field Jr., Publisher

Small daily
seeks better
profit after
rate changes

Annual league
reports for
1,301 papers
shows record

Editors pick
15 superior
titles of U.S.

\$100 million
a year spent
to improve
production

NEWSPAPER PLANTS, MAGAZINE PUBLISHERS AND LITHOGRAPHERS . . . increase production with **WOOD REELS, TENSIONS and AUTOPASTERS**

Whether you are a newspaper publisher using regular newsprint or a magazine or gravure printer using coated roll stock, WOOD manufactures a Reel, Tension and Autopaster equipment which will meet your requirements.

Our reels will handle paper rolls of practically any diameter or width and tension will be controlled by either Stationary Strap or Running Belt, depending upon the type of paper used. The Automatic Autopasters will make flying pasters at the running speed of your press.

Many of the largest printing plants in the world use WOOD reelroom equipment attached to their high-speed newspaper, rotogravure, and magazine presses. We would like to furnish you with information on similar equipment custom-built to meet your special needs.

We invite your inquiries regarding WOOD Reels, Tensions and Autopasters.

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PLAINFIELD, NEW JERSEY
Executive & Sales Office:
501 Fifth Avenue, New York 17, N.Y.

Typical installation
of WOOD fully automatic
Reels, Tensions and
Autopasters,
custom-built to
handle any kind of
roll stock.



UNITED FEATURES happily presents:

... By
George!



The freshest, most explosively rib-tickling laugh-column in many a year! An immediate hit in the Miami (Fla.) News, where it originated last summer, this six-times-a-week reader-catcher will be in more than a score of other leading newspapers after next Monday!

... By
George!



(Send your problems to George, c/o The Miami News, and remember: I before E except after C. And all the rest is false.)

★ ★ ★

DEAR GEORGE:

What was the name of Lady Godiva's horse?
FACT CHECKER

DEAR FACT CHECKER:

Horse? What horse?

★ ★ ★

DEAR GEORGE:

My husband and I have been married for going on 21 years and he still likes to do things like park in the moonlight.

Don't you think American women would enjoy their husbands doing this sort of thing more?

HAPPY WIFE

DEAR HAPPY WIFE:

Not my wife. She wants me to come straight home when I get off work.

DEAR GEORGE:

I've heard it said that dogs can talk to each other. Can you tell me what they say when they're mad?

DEAR N.S.:

N.S.

Well, now. You ARE an interesting type, aren't you. What do dogs say when they're mad? They say D**N! It's trying to pronounce those asterisks that makes them foam so.

... By
George!



("Sheesh!" That's what they're saying about George from city limit to city limit of La Belle, Fla. Join the throngs who have sent their problems to George, c/o The Miami News, and later wondered why.)

★ ★ ★

DEAR GEORGE:

All I ask in a man is that he be faithful, cooperative, a good companion and stay home by the hearthside at nights. Is that too much to ask?

LITTLE WOMAN

DEAR LITTLE WOMAN:

No. I don't think so. Go ahead and ask it. If he won't do it, try a poodle.

★ ★ ★

DEAR GEORGE:

I wrote and asked you how to go about kissing a girl. I do not understand your answer.

DEAR ANNOYED:

ANNOYED

That figures.

DEAR GEORGE:

What's the name of the group devoted to keeping sex to a minimum in movies?

B. R.

DEAR B. R.:

Ushers.

FOR AVAILABILITY, RATES AND SAMPLES, BETTER PHONE OR WRITE AT ONCE!

UNITED FEATURES

220 EAST 42ND STREET
NEW YORK 17, N. Y.



The St. Petersburg Times has the largest circulation of any newspaper in Florida's 2nd largest Metropolitan area (Tampa-St. Petersburg)

LOOKOUT FOR THE CARS

4 Suncoast Counties Show 100% Hike in Motor Vehicles

The Florida Motor Vehicle Commission has just released the 1959 figures. Since 1950 registration of passenger cars has jumped in the 4-county area from 150,000 to 380,000.

Here's the '59 score:

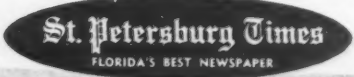
	passenger cars
Pinellas County	162,709
(St. Petersburg)	
Hillsborough County	153,739
(Tampa)	
Sarasota County	36,911
(Sarasota)	
Manatee County	27,372
Total	<u>380,731</u>

Actually Pinellas has a larger car registration in '59 than the total population of the '50 census.

You note that Pinellas is tops. You remember that The St. Petersburg Times is tops in Pinellas.

People who buy that many cars can most likely buy everything else!

Wire - phone - write or better still visit us for detailed market data:



EDITOR & PUBLISHER CALENDAR

APRIL

- 2-3—Missouri AP newspaper wire editors, Arrowhead Lodge, Lake Ozarks, Mo.
- 3—UPI West Virginia Editors, Charleston.
- 3-5—Interstate Circulation Managers Association, Pennsylvania Hotel, Harrisburg, Pa.
- 3-6—New York State Circulation Managers Association, Hotel Niagara, Niagara Falls.
- 4-15—American Press Institute seminar for reporters and editorial writers on Urban and Suburban problems, Columbia University.
- 7-9—Illinois Editor and Publisher Safety Seminar, Leland Hotel, Springfield, Ill.
- 7-9—Association of American Editorial Cartoonists, Dinkler Plaza, Atlanta, Ga.
- 8-9—Hoosier State Press Association, Marott Hotel, Indianapolis.
- 20—Associated Press Managing Editors Continuing Study Committee Chairmen and APME Directors, Statler Hotel, Washington, D.C.
- 20—Wisconsin Associated Press Sports Writers Association, Loraine Hotel, Madison.
- 21-23—North Dakota Press Association, Bismarck.
- 21-23—American Association of Advertising Agencies, Boca Raton, Fla.
- 21-23—American Society of Newspaper Editors, Statler Hilton, Washington.
- 21-23—Nebraska Press Association, Sheraton-Fontenelle Hotel, Omaha.
- 21-23—Southern Short Course in Press Photography, Holiday Inn, Durham, N. C.
- 22—Editor and Publisher Highway Traffic Safety Seminar, Hotel Marott, Indianapolis, Ind.
- 22-23—National Headliners' Frolic and 26th Awards Program, Atlantic City, N. J.
- 22-23—Virginia Press Association, Old Dominion Advertising Conference, Cavalier Hotel, Virginia Beach, Va.
- 22-23—Nevada State Press Association, Reno.
- 24-28—Journalism Week, University of Florida, Gainesville, Fla.
- 24-26—Ohio Circulation Managers Association, Statler-Hilton, Cleveland.
- 25—Associated Press meeting and luncheon, Waldorf-Astoria, New York.
- 25-28—American Newspaper Publishers Association, Waldorf-Astoria, New York.
- 27—Mid-Atlantic Circulation Managers Association, Colonial Court Hotel, Florence, S. C.
- 27-30—Photojournalism Conference, University of Miami, Coral Gables, Fla.
- 30—UPI Indiana Newspaper Editors, Sheraton-Lincoln, Indianapolis.
- 30-May 1—New England Daily Newspaper Composing Room Executives' Association, Taunton Inn, Taunton, Mass.

MAY

- 1-4—National Newspaper Promotion Association, Phoenix, Ariz.
- 1-7—Journalism Week, Missouri School of Journalism, Columbia, Mo.
- 2-13—Publishers, Editors and News Executives seminar, Columbia University, New York.
- 4—Canadian Press, Royal York Hotel, Toronto.
- 4-7—National Editorial Association, 75th convention, Dinkler-Plaza, Atlanta, Ga.
- 5-6—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.
- 6-7—University of Wisconsin Journalism Institutes.
- 6-7—News Executives Conference, School of Journalism, University of Minnesota, Minneapolis.
- 7—Minnesota AP Newspapers, Minneapolis.
- 7-8—North Carolina Associated Press News Council, Hotel Charles, Shelby, N. C.
- 10-11—Iowa AP Managing Editors, Burlington.
- 13—United Press International Newspaper Editors of Massachusetts, Somerset Hotel, Boston.
- 13-14—North Carolina Editorial Writers' Conference, Chapel Hill, N. C.
- 14-15—The Associated Press Society of Ohio, Fort Hayes Hotel, Columbus.
- 15-17—Advertising Managers Bureau, New York State Dailies, Sheraton Inn, Binghamton, N. Y.
- 15-17—Institute of Newspaper Controllers and Finance Officers, Jackson Hotel, Nashville, Tenn.
- 16—New England Associated Press News Executives Association, Boston Globe Building, Boston.
- 23-25—International Federation of Editors and Publishers (FIEJ), Biltmore Hotel, N. Y.

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EDITOR & PUBLISHER for April 2, 1960

A Theatre Is Precious

That is the headline over a dispatch which *Variety* printed in its issue of March 16. This is the dispatch:

"Benson, Minn., March 15.

"When this town's only theatre, the DeMarce, was rebuilt after having been destroyed by fire last Thanksgiving, there was a banquet attended by 60 leading businessmen and city officials to celebrate the opening.

"And the town's mayor, one of the principal speakers at the dinner, told those present that 'television never will replace this movie theatre—it's part of Benson—part of Main Street's business.'

"After the fire, owner Paul John DeMarce at first didn't think it advisable to rebuild at a time when tv occupies so much time of so many people.

"However, DeMarce reconsidered when heavy pressure was put on him by local businessmen and parents and he received support promises. He says he found that he didn't have the heart to do otherwise than rebuild.

"Without a theatre since the fire until now, storekeepers say they found that many farmer customers who formerly came to shop were going elsewhere—to towns having film showhouses. Also, parents were griping because their kids were unhappy."

The Council of Motion Picture Organizations, Inc.

1501 Broadway, New York 36, N.Y.

GET MORE OUT OF LIFE...GO OUT TO A MOVIE

THANK YOU, MR. PRESIDENT!




In his address to the nation, February 8, 1960, President Dwight D. Eisenhower said:

"...The United States is important to all of Latin America, as the largest buyer, as the main source of foreign investment capital, and as a bastion of freedom. Our southern neighbors are important to us, economically, politically, culturally, militarily. Indeed, no other area of the world is of more vital significance to our future. "This interdependence must be comprehended by us, and by them..."

"...Newspapers, magazines, all means of communication should accept the responsibility not merely of transmitting spectacular news, but of helping build the knowledge on which cooperative action may flourish..."

The Copley News Service now furnishes 44 newspapers with crisp, understandable day-to-day coverage and interpretation of the main trends throughout Latin America. **May we show you our report?**

THE  **Copley NEWS SERVICE**

For complete information, write—or phone or wire collect—
Russell Brines, Editor and Manager
The Copley News Service
940 Third Avenue, San Diego 12, California



**BUSIEST,
GROWINGEST
NEWSPAPER
IN NEW JERSEY!**

That's the Star-Ledger—tops in circulation gains—tops in advertising linage gains—tops too in reader acceptance with the biggest family morning audience, daily and Sunday in all New Jersey. For solid selling in the "Sixties"—in one of the top new metropolitan markets—it's the Star-Ledger!

Newark Star-Ledger

Largest Sunday and Largest Morning Circulation in New Jersey!

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT

editorial

Flag Raising "Phony"

NEWSPAPERS and news photographers—Joe Rosenthal in particular—were given an unmerited black eye Sunday night in a TV broadcast which labeled his Pulitzer Prize-winning picture of the Iwo Jima flag-raising as a "phony." It came out in an NBC play, "The American" based on the Merle Miller story of Ira Hayes, a Marine participant in that event who died in 1955.

The character playing the moody Indian Hayes said: "They'd taken about 10,000 pictures that day—everybody knew it was a phony. Everybody on the island was laughing about that phony flag-raising picture."

Thus millions of Americans were told an untruth, their faith in a photograph which has almost become a national symbol has been shattered, and the implication is left that photographers and newspapers, and the press services which distributed the pool picture, all conspired to deceive the public.

We doubt that "literary license" by the script's author required such misrepresentation. NBC in its epilogue to the program could have set the record straight, but it didn't. The author and NBC could have ascertained the facts if they had tried to. They have been published repeatedly since 1945 and the circumstances of the flag-raising and the Rosenthal picture have never been a secret.

There were two flag raisings on Mount Suribachi that day and both of them were reported at the time. The second one—where a larger flag replaced the first and where Rosenthal got his picture—was spontaneous, unposed and unrehearsed—while the Marines were still shooting it out with the Japanese. The raising of a small flag and its replacement by a larger one that could be seen from the whole island was adequately reported the day following—the day the picture was distributed.

The next month a *Time* magazine broadcast quoted its correspondent as saying the scene was reposed. Presented with the facts *Time* broadcast a correction and apology the following week. Rosenthal's own account of the flag-raising and picture was printed in *Collier's* in February, 1955. E&P that month quoted a story from the *Knoxville News-Sentinel* in which a fellow Marine reported Ira Hayes had told him aboard a troopship returning to the U.S.: "We then tied it down. Then a Marine hollered over to us and said our picture was taken. About 20 yards away we saw Joe Rosenthal and a couple of photographers. We didn't know they were taking our picture."

E&P also retold the entire story in its 75th Anniversary Issue June 27, 1959, filling in details which hadn't been generally known in 1945.

We don't know what steps NBC could take to correct the unjust and erroneous impression it has given to millions of viewers. We don't know that it will even try. Neither the newspapers, AP nor Rosenthal have ever tried to hide the fact that there were two flags. It has been well-publicized since the day it happened that the first and smaller flag raised on an iron pipe was photographed by an Army lensman but it was Rosenthal's action shot of raising the second and larger flag that contained the drama and received world-wide acclaim. In fact, the Pulitzer judges were fully cognizant of the double flag-raising when they suspended the rules to make the Rosenthal picture eligible for the 1945 prize.

We hope that the nation's newspapers will assist NBC in telling the true story to the American public. As Marine Gen. Holland M. Smith said this week: "It was no fake."



For the grace of God that bringeth salvation hath appeared to all men.—*Titus, II: 11.*

Editor & Publisher ® THE FOURTH ESTATE

The Oldest Publishers' and Advertisers' Newspaper in America
With which has been merged: The Journalist, established March 22, 1884; Newspaperdom, established March, 1892; the Fourth Estate, March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

James Wright Brown
Publisher, Chairman of Board, 1912-1959

Publisher and Editor
Robert U. Brown

General Manager
James W. Brown, Jr.

Executive Editor, Jerome H. Walker; **Features**, Ray Erwin, Richard Friedman, Philip N. Schuyler, Robert M. Warner; **Advertising News**, Robert B. McIntyre; **Marketing and Research Manager**, Albert E. Weis; **Marketing Consultant**, Ray B. Prescott; **Librarian**, Janet Haslett.

Treasurer, Arline Demar; **Advertising Manager**, Henry C. Thiele; **Advertising Production Manager**, Bernadette Borries; **Promotion Manager**, George Wilt; **Circulation Director**, George S. McBride; **Circulation Manager**, George H. Strate; **Classified Advertising Manager**, J. C. H. Bollinger

General Offices—Suite 1700, Times Tower, 1475 Broadway, New York 36, N. Y. — BRyant 9-3052.

BUREAUS

Washington: Pat Munroe, 1201 National Press Building, ST 3-6756-7.

Chicago: George A. Brandenburg, Mid-West Editor; Harry B. Mullinix, Western Advertising Manager; Grant Biddle, Representative; 360 North Michigan Ave. State 2-4898.

Boston: Guy Livingston, 344 Little Bldg., 80 Boylston St. HA 6-8386.

Detroit: George W. Parker, 628 Free Press Building, Woodward 1-6085.

San Francisco: Campbell Watson, Pacific Coast Editor; Duncan A. Scott, Advertising Representative; 85 Post St. Garfield 1-7950.

Los Angeles: Frederic C. Coonradt, Correspondent, School of Journalism, University of Southern California, 3518 University Ave., Duncan A. Scott, Advertising Representative, 1901 West 8th St., Dunkirk 8-4151.

London, England: Alan Delafons, Manager, 23 Ethelbert Road, Birchington, Kent, England. Peter Bostock, correspondent, 14, Albermarle Street, London, W1.

Paris, France: G. Langelaan, Correspondent 48 Avenue de Paris Vincennes (Seine)
Charter Member Audit Bureau of Circulations, Member Associated Business Publications, 6 mo. average net paid December 31, 1959—26,345. Renewals to April 30, 1959—74.73%.

EDITOR & PUBLISHER for April 2, 1960

CARTOON IDEA OF THE WEEK



"AH, PARIS! THE CITY OF DREAMS"
Alley, Memphis Commercial Appeal

Short Takes

Headlines:

Priest Turns Holy Roller As His Car Turns Turtle. — *Iron River* (Mich.) *Reporter*.

Toilet Tissue Chief Gives Warning On. — *Birmingham* (Ala.) *Post-Herald*.

Old Elm Tree Gets Support From Woman. — *Port Chester* (N. Y.) *Daily Item*.

Missing Man's Death Called Suicide Attempt. — *Goodlettsville* (Tenn.) *Gazette*.

Bucknell Professor Writes on Walnuts. — *Lewisburg* (Pa.) *Union County Standard-Journal*.

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EDITOR & PUBLISHER for April 2, 1960

letters

CREDIT TO KNAPP

Thank you for the fine story you gave *This Week* magazine (March 26). In the interest of keeping the records straight, however, I should tell you that I cannot accept credit for being *This Week's* founder. That designation belongs solely to the late Joseph P. Knapp. It was his vision and courage that launched the magazine and his determination and belief in its success that kept *This Week* going until its general acceptance made it a profitable business venture.

While it is true that I brought the idea and plan for this cooperative newspaper magazine to the Knapp organization, it is Mr. Knapp himself who deserves all credit as founder of *This Week*.

EUCLID M. COVINGTON

President,
United Newspapers Magazine Corp.
New York, N.Y.

* * *

THANKS FOR MORIN

Have just finished clipping together the six parts of the Pat Morin story published in *E&P*, and stashing them away safely in my desk drawer. Now whenever I begin to feel life in the newspaper game is nothing but a continuous round of police notes, obits, Chamber of Commerce banquets and Boy Scout pictures I'll haul out the series and read them again to renew my faith. Thanks for publishing the Pat Morin story.

FRED BANDY

City Editor,
Crowley (La.) *Daily Signal*

* * *

MILITARY PAPERS

Your article (March 19) on military base newspapers was both interesting and informative. Outside the continental United States, you might be interested in knowing

the same trend is evident—to wit, the *Bermuda Skyliner* for the Kindley Air Force Base in Bermuda.

NORMAN LIST

Joshua B. Powers, Inc.
New York, N.Y.

* * *

WANTS CIRCULATION

I have been reading your Weekly Editor column with great interest since it started a few weeks back.

What I personally would like to see are some ideas as to how to increase circulation for new papers such as this one. We have been in operation about eighteen months some 18 miles northwest of Tucson which has both a morning and evening paper. We have not been able to acquire much over 20 percent of the population in a 500 square mile area which boasts over 1,000 farming and mining families.

W. H. SHURTFLEFF III

Editor,
Marana (Ariz.) *Times*

A SERVICE

You have rendered a great service by having "introduced" the UN Circle to the world (March 19). I have always contended that, basically, all men are alike and that where there is a will, people and nations can find the way for a common understanding and peace. Our Circle has proved this point. Even the dissenters can be disarmed.

DAVID HOROWITZ

United Nations, N.Y.

PICTURE EDITOR

My phone hasn't stopped ringing since the March 5 edition. All were congratulatory greetings from readers who were surprised to see a picture editor emerge from anonymity.

MAURY FALSTEIN

Chicago Sun-Times.

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Index to all newspapers

Have you ever stopped to consider why so few publishers maintain a complete index to their newspapers?

One reason, of course, is the high cost.

Another reason is that the New York Times Index is available at a *low* cost to any newspaper staff that wants a chronologically organized summary of the news covering all spheres of activity.

Maybe you've never thought of The New York Times Index as a means of locating many of the stories that appeared in your own newspaper. But it is—for each news reference in the Index shows the original publication date. There are close to 20,000 such references in each twice-a-month issue—classified under alphabetically arranged headings that make it easy to spot any event or situation.

The Index is a wonderful time saver—and the cost is low. You can get the twice-a-month issues for an entire year for only \$50. And for \$35 more (\$85 in all) you can have your subscription include the big 1959 Annual Volume to be published around June 1. This new volume, containing the complete day to day record of what happened last year, will be priced separately at \$50.

News research will go a lot faster when you have The New York Times Index in your library. Why not get your subscription started without delay?


THE NEW YORK TIMES INDEX
Times Square, New York 36, N. Y.

The New York Times

INDEX

48th year of continuous publication

FEBRUARY 1-15, 1960



De Gaulle Wins in Algeria: Emergency cars from the hinterland on French passenger coach (see Algeria)

The only service summarizing and classifying news alphabetically by subject, person, organization

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SMALL DAILY IN 1959

Economies and Rate Boosts Result in Improved Profit

12,000-Class Publisher Shows How National Ad Decline Hurts

Total income of \$686,222 . . . total expenses of \$578,551 . . . net profit after federal income taxes, \$57,397.

That's the 1959 story for the "small daily" whose operations have been described in this annual E&P series. This paper did better profit-wise than it did in 1958 but not so well as it did in 1955 when it earned a net of \$64,042 with gross income of \$608,487.

Because 1958 was so disappointing in every respect of the operations of the then 12,758 circulation small-town newspaper, determined efforts were made in 1959 to remedy the situation through economies wherever possible in every department and a well-planned and effective rate increase locally and nationally.

The effort produced an increase in advertising income of 7.56% after nine months operation under new rates and within the year 1.08% higher circulation receipts.

While local advertising linage decreased 0.99%, national slid still further by 10.84%, legal by 8.69%, classified advanced by 7.14%, with a resultant overall loss of 1.12%.

Long believers in the theory that the reader as well as the advertiser should bear a just portion of the spiraling costs of producing a complete area newspaper, the present 7-cent price per copy was obtained since October, 1957 which explains the relatively slow growth circulation-wise within the past five years. It is certain that as circulation rates rise above the 5-cent price recovery, the papers sold slows down but with a better paper, a return to former copy sales is certain even in areas of slow growth.

The now 12,892 circulation

newspaper in the five-year period increased its income from that source 25.76% with net sales only 1.64% greater. This contrasts with total advertising income in five years only 7.59% higher but highlighted by national's loss of 43.06%.

Still Below 1955 Profit

Total operating revenue, up 5.64% over 1958 and 12.62% in the five-year span, while not spectacular, was sufficient to give a satisfactory profit 35% better than a year ago but 7.26% less than in 1955 which was the highest ever attained.

Paper, ink & cartage, the bugaboo of larger newspapers, maintained its proper growing proportion over the last five years during which period all components have increased. Comparison with 1955 shows that proportionately we are better off percentage-of-expense-wise due primarily to lessened pages by 150 or 2.51%. Over the past four years, percentage of advertising to reading has decreased nearly 7% since capacity to produce a certain amount of reading matter has been the guide in determination of pages produced each day. During that period sales of outside newspapers have been materially reduced within the area despite the rise in single copy price from 5c to 7c. The area under survey is far behind the national percentage of population growth.

Composing room expense, despite frequent increases in compensation, the adoption of a staggered 5-day week and liberal fringe benefits over the five years has more than held its proper proportion of expense due primarily to the practical elimination of all overtime plus the insistence on early advertising copy. Manhours per page have

decreased materially since early 1958 as attested by payroll in that department and an overall saving of 3.51% against 1958.

Editorial Expense Up

As outlined in previous yearly reports, it has never been the policy to stint on complete news coverage pictorially or otherwise which result is apparent in a 5-year increase of 25.43% in editorial expenses and 3.37% over 1958.

In both advertising and circulation, substantial savings were effected in promotion expenses after an 18-month trial of plans to increase both departments' sales, thus restoring to a proper balance the percentage of expense usually shown.

Increases in Administration and General were unforeseen until after the middle of the year when legal, payroll, group and pension, stationery, printing, travel and sundries piled up to a percentage of 10.93 higher than in 1958. When the proportion of these expenses are compared with 1955 the showing is not too bleak.

Building at 1.92% of total expense compares favorably with other years due to close supervision. The same condition obtained in Stereotype where no heavy repairs were required.

Business office, due to upward adjustments in wages, increased postal cost, stationery and supplies and collection costs advanced 10.43% but over the five-year span has maintained a fairly level percentage of the whole and greater efficiency.

Due to a series of mechanical repairs and a substantial wage increase, Press room expense increased 9.67% over '58 and 36.22% since 1955 and also

(No. 1 in a series of three annual operations reports on daily newspapers in three circulation categories.)

changed its percentage of total percent to 3.36, up slightly.

Photo and Engraving while increasing 7.21% and 35.93% respectively over 1958 and 1955 simply represents wider use of pictorial journalism, increased cost of supplies and payroll and really represents less percentage cost over the years.

Depreciation's rise in the five-year span of 95.88% is attributable to a revaluation and later purchases of machinery and the more favorable provisions of the Business Tax Revision Act of 1958.

Business taxes @ 3.06% of total expense simply reflect the ups and downs of operations and the increasing levies of social security, local and state assessments.

Sudden Bankruptcies

The noticeable increase in doubtful accounts in 1959 while in no sense representing a dangerous situation, came about through sudden bankruptcies of three major accounts and the usual small fry which have a tendency to become more expensive to collect than to charge off. Recoveries in 1958 totalled \$1,034.74 and in 1959 only \$394.82, a reflection of the slowly returning era to better business in the area plus a let-up in credit extension in an attempt to stimulate local linage, now abandoned.

In total expense at \$578,557, up 1.56% over '58, the plan to hold down and save is reflected, all in the face of plant-wide wage adjustments and no diminution except in advertising and circulation where an expensive and money-losing promotion was dropped mid-year.

On the operating profit side, a satisfying figure was attained giving a return of 15.75% on operating income which, while not equal to that of former years before the tremendous losses suffered in national advertising struck most small town papers, signifies that losses may be overcome through proper pricing of our product and services and close attention to often overlooked practices like overtime and obsolescence of too-old machinery. Despite close supervision the newspaper business is still a long way from its potential as witness the decreasing spread in percentage of expense to operating revenue.

(Continued on page 10)

FINANCIAL REPORT FOR 12,892-CIRCULATION DAILY FOR 1955-1959

	1959	% Tot. Oper. Rev.	% Inc. over '58	1958	% Tot. Oper. Rev.	% Inc. over '57	1955	% Tot. Oper. Rev.	% Inc. '59 over '55
OPERATING REVENUE									
Local advertising	396,959	58.06	8.81	364,831	56.37	-.91	336,206	55.37	18.07
National advertising	39,175	5.73	-.53	39,386	6.09	-25.97	68,803	11.33	-43.06
Classified advertising	29,127	4.26	7.61	27,068	4.17	-8.79	27,230	4.48	6.97
Legal advertising	7,578	1.11	-9.03	8,330	1.29	-.52	7,251	1.20	4.51
Tot. Adv. Revenue	472,839	69.16	7.56	439,615	67.92	-4.40	439,490	72.38	7.59
Circulation	210,845	30.84	1.08	207,594	32.08	2.97	167,658	27.62	25.76
Tot. Oper. Revenue	683,684		5.64	647,209		-2.16	607,148		12.62
Misc. Income	2,538		16.58	2,177		24.67	1,339		89.54
TOTAL INCOME	686,222		5.67	649,386		-2.09	608,487		12.77
EXPENSES									
Paper, Ink, Cartage	77,742	13.44	2.93	75,527	13.26	1.13	72,153	14.66	7.75
Composing Room	111,192	19.22	-3.51	115,239	20.23	2.07	102,216	20.76	8.78
Editorial Dept.	94,142	16.27	3.37	91,072	15.99	4.89	75,054	15.24	25.43
Advertising Dept.	47,004	8.13	-14.73	55,123	9.68	17.21	48,348	9.82	-2.78
Circulation Dept.	43,928	7.59	-12.60	50,263	8.82	13.32	38,260	7.77	14.81
Admin. & General	72,707	12.57	10.93	65,543	11.51	-6.61	53,564	10.88	35.74
Building	11,084	1.92	5.78	10,478	1.84	-15.07	13,798	2.80	-19.67
Stereotype dept.	12,908	2.23	1.69	12,693	2.23	1.93	12,273	2.49	5.17
Business Office	17,689	3.06	10.43	16,018	2.81	9.57	13,638	2.77	29.70
Press room	19,443	3.36	9.76	17,714	3.11	-2.42	14,273	2.90	36.22
Photo & Engraving	12,658	2.19	7.21	11,797	2.07	4.45	12,219	2.48	35.93
Depreciation	37,814	6.53	23.02	30,738	5.40	16.03	19,305	3.92	95.88
Business taxes	17,721	3.06	9.00	16,258	2.85	-12.25	16,671	3.38	6.30
Doubtful accts.	2,519	.43	115.24	1,170	.27	73.07	619	.13	406.94
Tot. Oper. Exp.	578,551		1.56	569,634		3.49	492,392		17.49
OPER. PROFIT	107,671	15.75(1)	35.01	79,752	12.32(1)	-39.90	116,095	19.21(1)	-7.26
Misc. income, other	448			402			5,869		
TOTAL PROFIT	108,119	15.76(2)		80,154	12.34(2)		121,964	20.09(2)	-13.55
Federal Income Tax	50,722	7.39(2)		36,180	5.57(2)		57,922	9.54(2)	-12.43
NET INCOME	57,397	9.92(2)		43,974	6.77(2)		64,042	10.55(2)	-10.38
% Exp. to Oper. Rev.		84.62			88.01			81.10	
Payroll % to expense	308,160	53.26	2.16	301,639	52.95	0.16	264,829	53.22	16.36
Net Paid Circulation	12,892		1.05	12,758		2.41	12,684		1.64
Yield per copy	.05328		0.53	.05300		.05600	.04343		22.68
Yield per adv. inch	1.0183		8.77	.9362		.19	.8582		18.66
Cost per adv. inch	.7864		2.01	.7709		8.78	.6315		24.53
Profit per adv. inch	.2319		40.29	.1653		-26.76	.2267		2.29
% Advertising	.4667		-1.35	.4731		-2.25	.5018		-6.99
Pages	5,818		-44	5,844		-1.72	5,968		-2.51

Better Profit

(Continued from page 9)

Another and increasing expense is that of payroll which has virtually stayed around 53% of all operating costs over the years and needs to be kept within proper bounds if any real profit is to be maintained. Comparison with 1955, since which year this most important investment has increased 16.36%, shows clearly where the industry is heading with the ever present demands for higher compensation and little or no advance in productivity.

Happily, mechanical research is coming to the rescue—a detail too long overlooked by our industry.

Yield Per Copy

Contrasted with yield-per-copy gain since 1955 of 22.68% is that of advertising's yield-per-inch of 18.66% which indicates the need for more from the latter service although profit per advertising inch is up 2.29%. Over

the years close study has been given to adjusting rates to bring them up to a point commensurate with rising costs but in the doing of it there is certainly that lineage volume in a small town is going to suffer until such time as local conditions better themselves.

While moderately pleased with the return to a more normal profit position in 1959 and with the outlook for 1960 at least comparable with that of last year, the disturbing feature of the outlook is that of national advertising and the tendency of advertisers in that category to eliminate newspapers outside of standard metropolitan areas in favor of regional spot and local radio and TV. There appears to be little to look forward to in that category until such time as the cycle returns to renewed recognition of the part that tight-area newspapers with their complete coverage play in national merchandising. That it will ultimately come back is a foregone conclusion and with it more profit will be made by the little fellows.

Times-Mirror Profit Up 45%

LOS ANGELES

A 45% earnings increase to \$4,800,196 with a 14% revenues boost to \$97,672,928 were reported by the Times Mirror Company this week.

The new records reflected contributions from each major activity, Norman Chandler, president, said in the annual report. Los Angeles Times advertising lineage of 77,690,743 was up 19%. Circulation of 503,600 daily and 892,569 Sunday were new records.

For the evening *Mirror News* a 15% gain in lineage was shown. Circulation was 306,642 Monday-Friday and 284,653 Saturday.

Publishers Paper Co. had a record output of 136,000 tons.

Through an exchange of stock, Times-Mirror Company will merge the New American Library of World Literature, Inc., of New York, publisher of pa-

perbacks under Signet and Mentor titles.

The 1959 earnings of Times-Mirror Company amounted to \$4.17 a share. The 1958 earnings were \$3,303,718 and \$2.86 a share.

Suburbia Grows

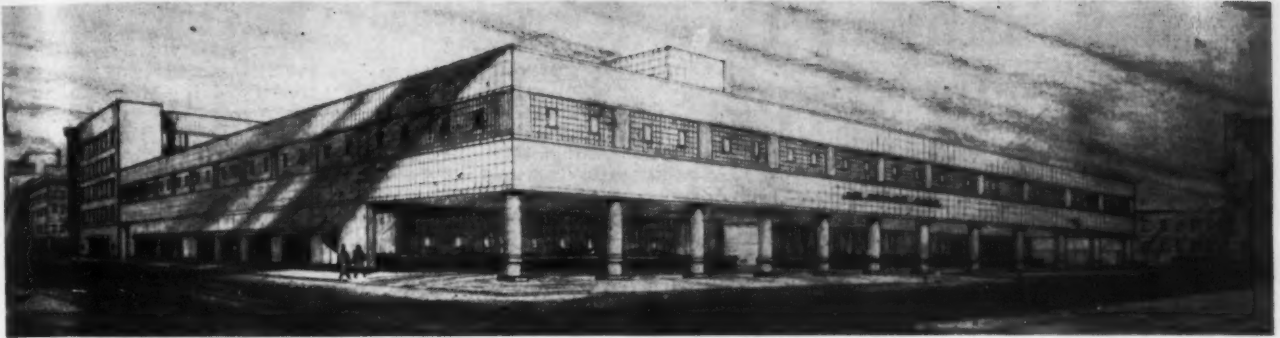
CHICAGO

Suburbia Today, the monthly roto supplement for suburban dailies and weeklies in Metropolitan Area markets, is now distributed by 203 papers with a total circulation of 1,364,387. Its April issue, the 16th since it began publication, consisted of 48 pages, including 24 pages of national advertising. Ford Motor Co. took eight full color pages.

Bureau in India

TORONTO

The *Globe and Mail* opened a news bureau in New Delhi, India. William Stevenson will be in charge of the bureau.



EXPRESSING CONFIDENCE

\$100 Million a Year For Plant Expansion

Newspapers of the United States and Canada are improving their publishing plants at the rate of \$100 million a year. A survey by American Newspaper Publishers Association shows 876 U. S. daily newspapers spent \$97,546,213 for plant expansion and modernization in 1959.

The same newspapers plan to spend in 1960 another \$92,743,614 for the same purposes. The survey also showed 19 Canadian daily newspapers spent \$8,499,984 for capital outlay in 1959 and plan to spend another \$6,617,008 in 1960. The continental totals are \$106,046,197 for 1959 and \$99,360,622 for 1960.

A previous survey with replies from 725 U. S. daily newspapers showed capital outlay in 1957 of \$129,991,529 but plans for only \$75,208,070 expenditures by the same newspaper in 1958. No survey of actual expenditures in 1958 was made.

ANPA reported in 1954 that 585 U. S. dailies spent \$40,630,731 for capital outlay in 1953.

ANPA General Manager Cranston Williams commented: "These figures confirm in emphatic fashion the confidence of daily newspaper publishers in the vitality and future growth potential of the newspaper as the unique medium for the mass communication of news and advertising. The figures also demonstrate the economic realities of the newspaper publishing business today.

"With costs rising steadily, publishers are faced with an absolute necessity to eliminate obsolescent but expensive equipment and substitute the most modern production facilities available in the interest of efficiency. More technological advances have been made in recent years than ever before, but de-

preciation laws have continued to retard capital outlay because they fail to recognize the twin problems of faster obsolescence and constant inflation."

The breakdown of 1959 newspaper capital outlay by U. S. Census Regions follows:

	Number of Newspapers	1959 Capital Outlay
NORTHEAST:		
New England	64	\$ 8,336,409
Middle Atlantic	136	28,845,429
Total Northeast	200	37,181,838
NORTH CENTRAL:		
East North Central	204	20,454,660
West North Central	103	4,064,843
Total North Central	307	24,519,503
SOUTH:		
South Atlantic	102	13,617,473
East South Central	38	2,134,425
West South Central	85	7,436,568
Total South	225	23,188,466
WEST:		
Mountain	51	4,515,575
Pacific	84	7,802,045
Total West	135	12,317,620
Alaska and Hawaii	9	338,786
TOTAL UNITED STATES	876	\$97,546,213

EXPANSION PROGRAM costing a million dollars is under way at the Denver (Colo.) Post to provide ROP color facilities. The two-story addition to the main plant will accommodate five new press units and other equipment. Target date for completion is Nov. 1. The Post's loading dock and mail room will be a city block long.

Parley Called On J-Education

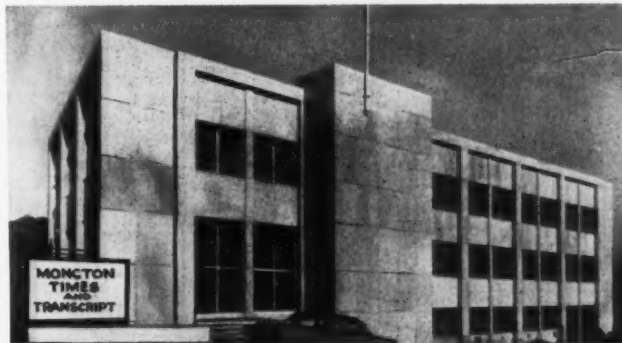
TO help journalism schools and departments and to redefine objectives by exploring the role of education for journalism, a national conference is scheduled

CARBONDALE, Ill.

June 16-18 at Southern Illinois University here.

Howard R. Long, president of the American Society of Journalism School Administrators and chairman of the SIU Department of Journalism, said Southern and the ASJSA are sponsoring the conference because of the widespread feeling that the time has come for journalism teachers to get together with the press—including radio and TV newscasters—to seek new teaching goals and procedures designed to keep journalism teaching abreast of changes in the profession.

Planning and direction of the conference will be in the hands of a committee which will include Hillier Kriegbaum, New York University; Bruce Underwood, University of Houston; J. William Maxwell, University of South Dakota; P. I. Reed, West Virginia University; Alvin E. Austin, University of North Dakota; Armistead S. Pride, Lincoln University, and Charles L. Allen, Oklahoma State University.



GLEAMING new home of the Moncton (N.B.) Daily Times and Transcript contains 30,000 square feet of space. It was 13 months in construction and stands as a symbol of the growth that has taken place in the 15 years since the two papers were merged. The Times was founded 84 years ago and the Transcript 78 years ago.

Coded Ads Used In Travel Section

HOUSTON, Tex.

The *Houston Chronicle* will use a coding system on advertisements in the Spring and Summer Travel and Resort Issue May 1.

All advertisements are given key numbers that correspond with a number on a coupon, provided for readers interested in obtaining additional information. Readers simply check the appropriate numbers and send the coupon to the *Chronicle*. After processing they are forwarded to the advertisers.

Nation's Editors Pick 15 'Superior' Papers

How do the editors rate daily newspapers in the United States "most superior for news coverage, integrity and public service?"

The results of a poll made by *Practical English*, one of the *Scholastic Magazines*, are announced in the April 6 issue which is devoted to telling teachers and pupils how to read newspapers.

The ratings follow:

1. *New York Times*
2. *Christian Science Monitor*
3. *Milwaukee Journal*
4. *St. Louis Post-Dispatch*
5. *Washington Post*
6. *Louisville Courier-Journal*
7. *Wall Street Journal*
8. *Atlanta Constitution*
9. *Chicago Tribune*
10. *Des Moines Register*
11. *Kansas City Star*
12. *Baltimore Sun*
13. *Miami Herald*
14. *Chicago Daily News*
15. *Los Angeles Times*

Same time the magazine publicized the "top" newspapers as compiled in a survey made by Edward L. Bernays, the public relations counsellor, and reported to the newspaper promotion managers' meeting in 1952.

Nine of the 10 dailies on the Bernays list are found on the list of 15 in the *Practical English* poll. Missing from the new list is the *New York Herald Tribune* which rated sixth place on the Bernays list.

The Bernays choices, made from a questionnaire from 213 newspaper publishers, were:

1. *New York Times*
2. *St. Louis Post-Dispatch*
3. *Christian Science Monitor*
4. *Louisville Courier-Journal*
5. *Kansas City Star*
6. *New York Herald Tribune*
7. *Chicago Daily News*
8. *Washington Post*
9. *Baltimore Sun*
10. *Milwaukee Journal*

The *New York World-Telegram* and *Cleveland Plain Dealer* showed on a second list compiled by Mr. Bernays from the opinions of "group leaders."

In the *Practical English* poll, all daily newspaper editors in the U. S. received a list of all newspapers in cities with 200,000 or more population. The editors checked the 12 newspapers which, in their opinion, were "most superior for news coverage, integrity, and public service." A run-off ballot was drawn up, listing newspapers which polled at least 12 votes. Write-in candidates with two

or more votes were also included.

More than 335 editors voted in the run-off and the results were so close that 15 newspapers were chosen instead of 12.

Practical English offered the following Newspaper Evaluation Chart:

1. Are the majority of the events reported on the first page of importance or vital interest to most citizens?

2. If opinions, as well as facts, are expressed in news stories, are the sources of the opinions indicated?

3. Is there a good balance between news of local interest and news of international interest?

4. Are the photographs chosen to add to your knowledge of the news items reported, rather than simply to arrest your attention by their "curious" or "shocking" qualities?

5. Does the size of the headlines correspond to the real importance of the news which they announce?

Four or five "yes" answers mean a "yes" answer to this question: Does this newspaper present a fair, accurate, and complete picture of the news of the day? Three "yes" answers mean "questionable" and less than three "yes" is "no."

Record Linage In Newspapers

Newspapers published more advertising in their columns last year than ever before in history, it is indicated in the annual compilation which appears in this issue of *E&P*, beginning on Page 55.

In all, this annual service by *E&P* provides records, by advertising categories, for 1,801 daily newspapers in 1,123 cities.

The Media Records measurement for 418 newspapers showed a total topping 5.3 billion agate lines, as compared with previous highs of 5.1 billion agate lines in 1956 and 1957. The 1958 total dropped to 4.9 billion agate lines.

All of the Media Records newspapers are tabulated, plus 1,383 newspapers in the U. S. and Canada whose lineage was reported by publishers.

Photon Claims Patents Invalid

CAMBRIDGE, Mass.

Photon, Inc., developer and marketer of a photocomposing machine used by newspapers, filed suit against the Harris-Intertype Corp. in federal court here this week.

Kurtz M. Hanson, president of Photon, said the complaint seeks a declaratory judgment that three patents owned by

Harris-Intertype are invalid. Photon also seeks to restrain Harris-Intertype from bringing suit against it or any of its customers for infringement of these patents.

The Photon suit countered one filed recently in federal court, New York, by Harris-Intertype, claiming a patent infringement by Photon. The Harris-Intertype firm produced the Fotosetter which many newspapers are using in "cold type" production.

Union Self-Insurance Idea Loses In Court

Union-appointed trustees of the Typo-Publishers' Welfare Fund in New York City have suffered a setback in their efforts to establish a self-insurance program rather than pay premiums to independent insurance companies.

The U. S. Circuit Court of Appeals ruled unanimously this week that the union trustees cannot compel arbitration of their self-insurance proposal. Trustees appointed by the Publishers Association of New York City voted against considering changes in the insurance investments of the fund, established in 1953. This created a deadlock and the court held that the fund agreement did not allow the trustees to consider any other insurance program, hence it was not an arbitrable question.

Schurz Buys Newspapers In Maryland

The *South Bend* (Ind.) *Tribune* has purchased the *Hagerstown* (Md.) *Morning Herald* and *Daily Mail*, it was announced jointly by William Preston Lane Jr., Herald-Mail president and publisher, and Franklin D. Schurz, Tribune editor and publisher.

Stockholders of the Herald-Mail Co., which publishes both papers, will meet soon to approve the sale. The transaction was handled by Vincent J. Manno, New York Broker.

Mr. Lane, former Maryland Governor, said Franklin D. Schurz will become president of the Herald-Mail Co. Mr. Schurz said that he is asking Governor Lane to continue his association with the publication of both newspapers. He has asked C. Neill Baylor to remain as general manager. No employee changes are contemplated.

Mr. Schurz' son, Frank Jr., executive assistant at the Tribune, is scheduled to be assistant publisher of the Herald-Mail as well as vicepresident and treas-

urer. He will live in Hagerstown. Aaron H. Huguenard, Tribune secretary and South Bend attorney, will be secretary of the new company.

In making the announcement, Governor Lane, president of the papers from 1923, said:

"We are fortunate to have the Tribune as the purchaser because of the background and performance of that newspaper and its publisher, Mr. Schurz. His 35 years of dedicated effort to improve newspapers and his work in the community's development of South Bend have brought him national recognition."

Commenting on the purchase, Mr. Schurz noted that "Hagerstown is the commercial and industrial hub of a tri-state area comprising more than 200,000 persons."

Hagerstown, about 68 miles northwest of Washington, and about the same distance from Baltimore, is Maryland's second largest market. The Mail has circulation of 19,052 in the

afternoon and the Herald has 9,380 for the morning. The papers employ 120 persons, have separate editorial staffs and are members of the Associated Press. The Mail was founded in 1828 and the Herald in 1872.

Mr. Schurz is a member of the board of directors of the Associated Press and of the American Newspaper Publishers Association and is past president of the American Newspaper Publishers Association Research Institute and a past director of the Bureau of Advertising. In 1959 he won the University of Minnesota's award for distinguished service in journalism. He is also past president of the Inland Daily Press Association.

His son, a Captain in the Army Reserve, is active in both Inland and the Hoosier State Press Association and is treasurer of the South Bend Press Club.

The Tribune has been a family owned paper since 1872. It has received many awards for community service.

IPI Defers Member Bid to Radio and TV

With a score of U. S. newspaper executives in attendance, among 160 journalists from 25 non-Communist countries, the International Press Institute in Tokyo March 23-26 took the following actions:

1. Elected Donald Tyerman, editor of the *Economist*, London weekly, as chairman of the board.

2. Shelved for three years a motion to open membership to radio and television people.

3. Called on Turkey to free Ahmed Emin Yalman, editor of *Vatan*, who was imprisoned recently for violating the press laws. (The re-elected IPI executive board member, who is 71 years old, was moved to a hospital after one day in prison.)

4. Created a committee of six members to scrutinize freedom of the press in South Korea before deciding whether to form a national IPI committee there.

5. Refused to adopt a resolution asking non-Communist countries to extend visas of residence reciprocity to journalists from Communist countries.

6. Directed Armand Gaspar, a member of the IPI Secretariat, to investigate the state of press freedom on the Nationalist Chinese island of Formosa.

7. Adopted a resolution unanimously viewing with alarm the restrictions on freedom of information proposed in a draft convention which is before the United Nations General Assembly.

8. Decided to have the 1961 meeting in Tel Aviv and the 1962 gathering in Paris.

First Assembly in Asia

This ninth General Assembly of IPI, which has its headquarters at Zurich, Switzerland, was the first to take place in Asia.

On the motion of Earnest Hobericht, vicepresident of United Press International, the Institute expressed thanks to the Japan Newspaper Publishers Association and Japanese newsmen for their excellent work as hosts of the sessions.

The board named Chikao Honda of the *Mainichi Shimbun*, Tokyo, as first vicechairman and A. F. Mercier of *Le Soleil* and *L'Evenement-Journal*, Canada, as second vicechairman.

(Editor's Note: This report of the IPI meeting was compiled

from dispatches received from the Associated Press and United Press International.)

'Slave of Advertising'

Sevellon Brown of the *Providence* (R. I.) *Journal-Bulletin* led the unsuccessful fight to seat radio and TV editors and reporters. The Institute voted 69 to 16 to table the issue after debate in which Dwight Young of the *Dayton* (O.) *Journal Herald* said broadcasting in the U. S. was "a slave of advertising" and JS Gray of the *Monroe* (Mich.) *News* declared radio-TV could not be considered free because of government controls.

The resolution on the UN convention was proposed by T. C. Bray of Brisbane, Australia, and seconded by Sevellon Brown. It said the IPI believes the draft convention "under the guise of extending freedom (of the press) to countries where it does not exist, establishes restrictions in countries where there is now freedom."

A resolution calling for the "principle of reciprocity" re-

DIGNITARIES at the International Press Institute gathering in Tokyo: Left to right—Jushar Kanti Ghosh of India, Premier Nobusuke Kishi of Japan, Mrs. Ralph J. Bunche, Urs Schwarz of Switzerland, Premier-elect U Nu of Burma, Dr. Ralph Bunche of the UN, and E. J. B. Rose, of England, IPI director.

garding the exchange of newsmen with Communist countries was rejected. The majority opinion was that nothing would be gained by recommending restrictions on Communist newsmen as the resolution would have done.

Chinese Withdraw

The IPI itself was the target of criticism by three Nationalist Chinese newsmen, whose applications for membership were deferred by the executive board.

The three men, Stanway Cheng, James Wei and Lee Chia, in a letter to the secretariat, withdrew their applications and said they wanted no further action. They said they would carry on the fight for a free press outside the IPI.

The board proposed to send Armand Gaspar to Formosa for an on-the-spot investigation, but the Chinese newsmen said they felt the mission now had lost its usefulness.

Director E. J. B. Rose, reporting on the IPI's activities over the past year, said the Turkish government is "doing a grave disservice to Turkish reputation." Mr. Rose said the IPI had protested press restriction in Ceylon after the murder of Ceylon Premier Solomon Bandaranaike, and had complained to South Africa over the expulsion of a television correspondent and restrictions against an editor.

Urs Schwarz, editor of the *Neue Zuercher Zeitung* of Switzerland, and chairman of IPI's executive board, announced withdrawal of recognition from Indonesia's IPI committee. He

said the action was taken "in view of the suppression of the press in Indonesia" and the treatment of the Indonesian committee chairman, Mochtar Lubis, deposed editor of the newspaper *Indonesia Raya* who has been under house arrest since 1957.

Delay on South Korea

Mr. Schwarz said Nationalist China has not yet fulfilled the requirements for press freedom but the application for individual membership of one of its editors, Stanway Chang of the *China Daily News*, will remain under consideration.

Mr. Schwarz said the South Korean petition for a national committee will be reconsidered by the board in December. Press freedom there is not substantial enough to warrant such a committee now despite the independence and courage of some South Korean newspapers, he declared.

Keyes Beech, of the *Chicago Daily News*, said the press in South Korea was outspoken to the point of risking suspension of publication in its criticism of the government.

Philippine Delegate B. T. Olivera criticized the board's decision against the South Koreans and Nationalist Chinese. "We need beachheads of freedom wherever the press is not free," declared Olivera, who is manager of Philippine News Service.

It was announced that A. G. P. Vittachi, editor of the *Ceylon Observer*, will oversee a new two-year IPI program to raise (Continued on page 75)



Political Favoritism Runs in News Stories

UNIVERSITY PARK, Pa.

Seven of 26 newspapers in Pennsylvania colored news stories to favor candidates in the 1958 state elections, a journalism professor reported this week on the basis of a "fairness and objectivity" study.

Dr. James W. Markham, who heads graduate studies and research in the School of Journalism at Pennsylvania State University, concluded from his analysis that three-fourths of the state's voters and newspaper readers, regardless of party affiliation could rely on their newspapers to present unbiased stories of candidates.

The findings, Prof. Markham said, were based on analysis of 26 of the state's 125 daily newspapers for 30 weeks prior to election day. The papers ranged in circulation from 6,000 to more than a half million and represented 2,682,907, or about 64.8% of the daily circulation in Pennsylvania.

"Of the 26 papers studied, seven were found to deviate significantly in their news treatment in order to favor one party or candidate, the evidence and objective criteria of this study show," Dr. Markham said. Five of these papers gave an advantage to the Republican Party, two to the Democratic Party.

Editorial-News Relationship

Dr. Markham said the smaller circulation newspapers tended to lean toward the Republicans in their news treatment, while the large metropolitan press tended to lean slightly toward the Democrats.

"Significantly," he commented, "editorial support of a candidate tended to be related to favoritism toward that candidate or party in the news columns. Editorially, three papers endorsed Democrats, nine papers supported the Republican ticket, four papers split the ticket endorsing the Republican candidate for Senator and the Democratic candidate for Governor. The others were neutral."

Candidates for Governor were the successful aspirant, former Mayor David L. Lawrence, of Pittsburgh, and Arthur T. McGonigle, of Reading, the latter a newcomer to Republican politics. Vying for the U. S. Senate vacancy were the then-Governor, Democrat George M. Leader, and Republican Hugh Scott, the winner, who had been U. S. Congressman for 16 years.

The study showed that newspaper content concentrated overwhelmingly on the two major offices of Governor and Senator. The three other positions in the state-wide elections received less than 7% of the newspaper coverage.

Leader, as the most controversial candidate, received almost three times as much newspaper space and headlines as Scott. Total coverage was about evenly divided between Lawrence and McGonigle. A considerable proportion of Leader's newspaper coverage was found to be unfavorable to him and favorable to Scott.

Other highlights of the study:

1. Front page attention amounted to 17 per cent of the total volume "and appears to be small in view of the importance of the campaign."

2. Analysis of the flow for two of the 26 newspapers suggested that the amount of political coverage available was about one-third greater than the volume actually published.

3. Analysis of issues indicated for the most part "that personalities and political braggadocio were the dominant propaganda themes in the campaign as reflected by the press."

Prof. Markham, in comparing this study with a study of the 1956 Presidential election, said four years ago the news coverage was much greater, more newspapers took an editorial stand, and a much larger percentage of news was used on Page 1.

Missiles on Menu At Bureau Dinner

Dr. Wernher von Braun, director of the Development Operations Division, Army Ballistic Missile Agency, will be the speaker at the annual dinner of the Bureau of Advertising, American Newspaper Publishers Association.

Orvil E. Dryfoos, publisher of the *New York Times* and chairman of the Bureau's dinner committee, said another highlight of the event, April 28, will be the appearance of a contingent from the Cadet Glee Club of the U. S. Military Academy at West Point.

Co-chairman of the dinner committee with Mr. Dryfoos is Amon G. Carter Jr., president of the *Fort Worth (Tex.) Star-Telegram*.

British Press Scolded For Sexy Memoirs

LONDON

"A Disgrace to Journalism," said the Press Council this week, excoriating three popular newspapers for publishing the sex adventures of actress Diana Dors and a series on the sex life of actor Errol Flynn.

The papers—*News of the World*, *Sunday Pictorial* and *The People*—sell more than five

million copies a week. The articles, the watchdog organization said, "sank below the accepted standards of decency" and contained material that was "grossly lewd and salacious."

No Penalties

The Council, composed of representatives of the public and the publishing business, has no power to impose penalties. It serves to focus public attention on the shortcomings of the press.

Recent television programs also have censured the newspapers for what some critics have described as "pornographic trash."

W. F. Schmick Sr. Retires; Son Now Heads Sunpapers

BALTIMORE

After nine years as president of the A. S. Abell Company and 50 years of association with the Sunpapers, William F. Schmick Sr. asked to be retired this week. His request was granted, Gary Black, chairman of the board, announced.

William F. Schmick Jr., executive vicepresident since 1953, was chosen to succeed his father as president.

Mr. Black's announcement, leading off the Sun editorial page, said:

"Mr. Schmick, who joined the staff in 1910, successfully directed every business department of the papers before taking over the presidency in 1951. After an active newspaper career which began in 1899, he believed the time had come when he should lay down the duties and responsibilities of president. Mr. Schmick's resignation has been accepted with reluctance and regret by the directors of the Company."



William F. Schmick, Sr.

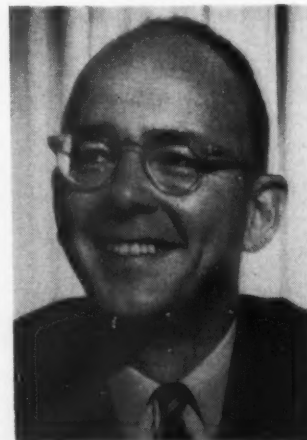
Mr. Schmick, who is 76, will continue as a member of the board.

Mr. Schmick's career began on the old Baltimore World in 1899. He came to the Sunpapers when the A. S. Abell Company purchased the World in 1910.

From 1913, when he was named assistant advertising manager, until 1951, when he was elevated to the presidency, he was successively advertising manager, business manager, secretary of the company, vice-president, executive vicepresident and director.

He has served as a director of the American Newspaper Publishers Association, the Audit Bureau of Circulation, Metropolitan Sunday Newspapers, and was chairman of the conference board of This Week magazine until his resignation in 1955.

Mr. Schmick Jr. is a graduate of Lawrenceville School and Princeton University. He began work in the business department of the *Dallas (Tex.) News*.



William F. Schmick, Jr.

EDITOR & PUBLISHER for April 2, 1960

Some Laughs in D.C.

George Makes Fun of The Guy in the Silk Hat

By Richard Critchfield
Editor & Publisher Washington Bureau



George Dixon

At a recent intimate Washington dinner party, as candles burned low and conversation warmed up, Senator John Kennedy turned to the woman beside him and said, with just a trace of testiness:

"Why is your husband against me?"

Ymelda Dixon is used to lending a sympathetic ear to public figures who feel ill-used. Her husband, Washington columnist George Dixon, has been pricking the egos of top national officialdom for 18 years.

In print or person, 60-year-old Mr. Dixon is one of the funniest raconteurs in the country. Every day his often riotous portrayal of the Washington scene reaches readers as far away as Panama City and Sudbury, Ontario; Alaska and Casablanca.

But the biggest impact of the Dixon column is felt in Washington itself, where hard-pressed public officials always manage to find a few minutes for it.

Happy Contrast

Senator Kenneth B. Keating, no-mean humorist himself, says seriously: "George Dixon's art consists in the molding and shaping of fundamental verities and confirmed facts so that the smile of truth can appear, in happy contrast to the grim visage that truth so often wears in the ominous headlines of today."

Few executive foibles or political pratfalls escape hard-working Mr. Dixon's cold eye. He is his own leg man and sees more of the city than most cab drivers, seldom misses a White House or Cabinet member's press conference, daily makes the rounds at Capitol Hill and leads what he calls an "ungodly busy" social life.

Despite the riotous treatment politicians get when lined up in the Dixon sights, most are secretly delighted. Mr. Dixon says, "Ninety percent of my stories come from the victims themselves."

A few holds are barred by the need to keep the same sources, and he has laid down a rule that "a story is no good unless the victim can laugh as heartily as everyone else."

Even so, he admits to the occasional complaint: "People feel I have been unkind, ridiculed them, made them look bad."

Unlike columnists who write from the safety of home or

downtown office, his habit of going to everything in person makes him an easy target for aroused victims who can still feel the pain.

'Pretty Rough on Me'

As he puts it, "They can get at me easy," recalling Senate Majority Leader Lyndon Johnson stopping him to object, "You were pretty rough on me yesterday."

Senator Kennedy's bid that Mrs. Dixon referee came after the columnist looked through a figurative keyhole as father Joseph Kennedy was cajoling Albany Democratic boss Daniel P. O'Connell into assurance that he would hold the New York delegation in line for son Jack. The same day it was published, the Dixons attended an eight-place dinner given by Californian Democrat Sen. Clair Engle. Surprise fellow guests: The still smarting presidential aspirant and wife.

Yet most politicians would agree with Sen. Allen J. Ellender. Last summer, Ellender, a noted amateur chef, invited a handful of correspondents to his brand-new co-operative apartment for a combination briefing and feed. Sen. Ellender arranged the invitations by phone from London as he winged home from an official trip to Vienna.

Mr. Dixon describes arriving for dinner: "The place was beau-

tiful but the stench would knock you down. The deep freeze had gone off while Sen. Ellender was away. Quail, pheasant, thousands of dollars of food had gone bad. The power had been turned off for non-payment of the electric bill."

Mr. Dixon's column on the incident brought the Louisianan plenty of ribbing but as Sen. Ellender says, it also was "the greatest thing that ever happened to me politically." Louisiana housewives, rueful over similar trials to themselves, felt it gave them a bond with the Senator.

Sen. Kennedy's step into the front-stage limelight as a leading presidential candidate brings him closer to target center in Mr. Dixon's sights. While Mr. Dixon aims at officials of all political shades the party in power is naturally more vulnerable.

His Victims Change

Many people tell him, "You used to make fun of the Democrats and now you make fun of Republicans."

"True," he replies readily. "I write mostly about whoever's in power. It used to be Roosevelt, Truman and the New Deal. Now it's the Eisenhower administration. I make fun of the guy in the silk hat."

And the minority party figures? "Why kick the old apple women?"

Mr. Dixon seldom misses President Eisenhower's press conferences. He finds that "even if nothing immediate happens you get leads and ideas. It takes just half an hour. And it's impressed upon you more than if you spent a half an hour reading the transcript."

He also goes to the press briefings by Secretary of State Herter and tries never to miss the humor-rich sessions with

(Continued on page 74)

Popes Buy New York's La Prensa

La Prensa, a 47-year-old Spanish language daily published in New York City with a circulation of about 20,000, was purchased this week by Fortune and Anthony Pope from the heirs of Jose Camprubi, who had been president, publisher and editor of the paper for 25 years. Upon his death in 1942, his widow assumed control and from 1955 to the present his daughter, Mrs. Ines Camprubi Mabon, has served as president and publisher.

Started Daily

In 1916 Mr. Camprubi converted the 3-year-old weekly journal into a daily newspaper for the Spanish community in New York, consisting mostly of Spanish and Latin American business men and political exiles.

With the changing complexion of the Spanish community, and the heavy migration of Puerto Ricans to New York, La Prensa changed its complexion. In 1958 Francisco Jose Cardona, a Puerto Rican by birth, who was then the press secretary to the Governor of Puerto Rico, Luis Munoz Marin, became editor of La Prensa. He will continue under the new ownership, and the paper will continue to publish from its present address, 245 Canal Street, New York City.

Other Holdings

Il Progresso Italo-Americano, an 80 year old Italian language newspaper, has been in the Pope family since 1929 when the late Generoso Pope bought it. Since the death of his father in 1950, Fortune Pope had directed it. *Il Progresso* has a circulation of 70,000.

Fortune and Anthony Pope also are the owners of Radio Station WHOM, New York City, which broadcasts in Spanish, Italian and German; and Radio Station WDOT, Burlington, Vt.

Anthony Pope is president of Colonial Sand and Stone Company and Fortune Pope is executive vicepresident. The family has long been active in the Democratic party in New York City.

La Prensa's chief competitor in the New York area is *El Diario de Nueva York*, of which Stanley Ross is editor. Its circulation is 66,000.

Newhouse Asks Ban On Union Stoppages

The Newhouse newspaper group is petitioning the Federal Court at Newark, N. J. for an injunction to prevent an inter-union "Fight Newhouse" committee from executing work stoppages and other retaliatory tactics to effect a settlement of the stereotypers' strike at Portland, Ore.

As plans were made for the *Portland Oregonian*, a Newhouse paper, and the *Oregon Journal* to resume publication in their own plants April 18, the Newark Morning Ledger Co. filed the action for injunctive procedure and also sued a group of unions for \$6,000,000 damages.

The Portland papers, struck by union stereotypers last Nov. 10 after an impasse in negotiations on manning of automatic equipment and other items, have been publishing combined editions in the Oregonian's plant. Enough new help has been recruited and trained to enable the papers to publish separately again in another two weeks.

Follows Team Tours

The filing of the court action followed tours of union teams to cities where Newhouse newspapers are published. These teams sought to enlist support of local unions for the crafts and guild workers who have honored the stereotypers' picket lines in Portland.

Although the Newspaper Guild is not named as a co-defendant with the other major mechanical unions in the Newark suit, Michael Potoker, secretary of the New York City guild chapter, is identified in the papers as recording secretary of the "Fight Newhouse" committee.

As part of the Newhouse action, Dale D. Douglas, production manager of the *Newark Star-Ledger*, has asked permission to take depositions from union leaders beginning April 15. The order for the unions to show cause why an injunction should not be issued is returnable April 25 at Newark.

Through stock ownership, according to the papers, the Ledger Co. is controlled by the same company which is in control of the Oregonian Publishing Co.

The petition alleges that the officers of the local union and others conspired to engage in strike, slowdown, work stoppage and other actions to interfere with the normal publication and distribution of newspapers

owned by S. I. Newhouse. These papers are in Long Island, Syracuse, St. Louis, Birmingham, Harrisburg and Newark.

One-Hour Stoppage

The specific agreement, it is alleged, calls for a one-hour work stoppage during the first week, thereafter to be increased one hour each week until such time as the Oregonian capitulates to the demands of the unions engaged in the strike.

Following up a "summit" meeting at Phoenix, Ariz. March 14-16, executive officers of the international unions were meeting in Portland this weekend to study the strike situation. William J. Farson, executive vice-president of the American Newspaper Guild, said one purpose of the meeting was "to implement plans already made and to make further plans for the successful conclusion of the strike."

The Phoenix meeting considered a federation of newspaper unions, Mr. Farson said, and agreed: 1. To step up the subscription boycott against the Oregonian and Journal. 2. To expand the size and distribution of the weekly published by the unions; and 3. To seek, with

help of the AFL-CIO, federal legislation to outlaw the recruitment of employees across state lines for struck papers.

Gov. Mark Hatfield of Oregon announced he had conferred in New York with Mr. Newhouse and had appealed to him for a settlement that is fair to both sides. The Governor said he planned further meetings with principles in Portland.

Amid these developments, dynamite bombs exploded in the homes of three employees of the *Oklahoma City* (Okla.) *Oklahoman* and *Times* who had taken leaves of absence last year to work at the Oregonian plant. No one in the homes was hurt but the incident had a tragic aftermath when five members of an army demolition team from Fort Sill died in a helicopter crash. They had been to Oklahoma City to assist in the bombing investigation.

Another Bombing

Police said the fuse and dynamite used to damage the homes of Alvin Winn, electrician; Bill Martin, mailer; and Mrs. Walter Sherry, Teletypesetter supervisor, were identical to those found after the explosions in 10 newspaper trucks in Portland last January.

Levi S. McDonald, a Portland stereo union negotiator, lost his move to have the circuit court quash the indictment which charges him with "causing in-

PARTNERS IN PRODUCTION—When socialism comes in, unions go out, Eugene C. Pulliam said at a dinner he gave for presidents of printing trades unions recently at Phoenix, Arizona. Seen in the picture, left to right, are: Willard C. Worcester, general manager of the Phoenix Republic and Gazette; James Sampson, stereotypers; Joseph Denny, bookbinders; Wilfred Connell, engravers; Anthony DeAndrade, pressmen; Elmer Brown, printers and mailers; and Mr. Pulliam, president of Phoenix Newspapers, Inc.



EDITOR & PUBLISHER for April 2, 1960



BOMB DAMAGE to his home is inspected by Alvin L. Winn, Oklahoma City newspaper employee who had worked temporarily at the struck newspapers in Portland, Ore.

jury to property with explosives." He pleaded not guilty.

Eight more guild members returned to work at the struck papers, bringing the total to 50.

Robert A. Lee, assistant news editor at the Oregonian who has been serving as editor of the union tabloid, *Portland Reporter*, resigned to take a job on the copy desk of the *New York Times*.

The Portland Guild announced that it had received counterproposals from the newspapers which would "emasculate" the conditions in the agreement which expires June 1. Management proposed a status quo on wages and asked for elimination of the guild shop and also of the prohibition against reporter-photographers, the guild said.

GOLDEN DOZEN: 1960 (IV)

Ad 'Chefs' Cook-up Food Firms' Profits

By Philip N. Schuyler

Two years ago April 2 Smith/Greenland Co., started business.

Since then the two young chief executives, Leo Greenland, 40, president, and Martin L. Smith, 35, executive vicepresident, secretary and treasurer, have cooked up some appetizing profit meals for the food concerns for which they serve as sort of ad "chefs."

Some hard goods firms are now also on the client list—Pilot Radio, for one. Total yearly billings have more than tripled, rising from \$1,500,000 to a current \$5,000,000. Ten accounts have grown to 16.

Before April 1958 Mr. Greenland and Mr. Smith were part of the then Gore, Smith, Greenland Agency. What Mr. Greenland called a "personality clash" cut the company to the two last names.

Today the pair of ad "chefs" continue their sales cooking for clients following a recipe, which Mr. Greenland said runs as follows:

Sales Recipe

"To insure sales at a profit, take a fine creative mind and mix with an uncanny knowledge of marketing, which means a shirt-sleeve approach to and through retailers and distributors for fundamental data on packaging, pricing, merchandising and similar other profit-making yeasts. In ad copy, meld art and text into a smooth blend. Sprinkle with 'rinky-dinks' to stimulate readership. Stir up a strategic media list, and try to dominate whatever media you choose. Above all, salt strongly with a local market approach."

To cook up this recipe requires what Mr. Smith called the "hot flame of compulsion."

"There is a singleness of purpose in this agency that is our one underlying philosophy," Mr. Smith said, "and that is to make every advertisement we create memorable and profit-making. We just cannot compromise. The whole staff is im-

bued with this idea from the top down through the ranks, and including Murray Klein, our creative director and Gerald Charm, art director.

Client Roster

Among clients for whom this recipe is building healthy profits are Seabrook Farms; Downyflake Foods, Inc.; Louis Sherry Preserves; Red L Foods, frozen seafoods; Milady Foods; and Roman Foods, Italian. Besides Pilot in hard goods, there is Melnor Industries Inc., largest manufacturer in the U. S. of garden sprinklers and accessories.

Some of these accounts were held before the present agency was formed by Mr. Greenland, acting as a food consultant. Others belonged to Mr. Smith, when he headed his own agency. In the latter category is Melnor Industries. Ten years ago Melnor owned two stamping machines in a New York loft. Today it has a 100,000 square foot plant in New Jersey and is opening others throughout the world. An original ad appropriation of under \$10,000 for sales letters is now approaching \$1,000,000 a year.

Increased Budgets

"Biggest share of the growth of our billings comes from increased budgets from clients based against their increased sales," Mr. Greenland said. "That's the healthiest way. It also attracts new business."

Mr. Greenland is after new business. He sees eventual billings of \$100,000,000 a year.

"But I won't be frustrated if I don't reach that figure. A long time ago I read and stored up in my memory a line. It goes: 'Dig the furrow and the harvest will take care of itself.' That's what we do in this shop. We work like hell with what we've got, and the harvest is taking care of itself."

One client, after looking at



Leo Greenland

"This is the marketing concept in shirtsleeves."

presentations from 48 different agencies, picked Smith/Greenland. The firm was thought to be investing about \$500,000 a year in advertising. It developed that its total commissionable budget was about \$80,000.

"In two years it has grown to over \$1,000,000," Mr. Greenland said.

Another account's budget was under \$10,000. In 1960 the investment will amount to \$900,000.

"Then there was one with no budget at all that currently is running in six figures," said Mr. Greenland.

'Works' Advertising

"We work our advertising. That's the answer. You might call it a shirt-sleeved marketing concept. We try to get on a first name basis with as many as possible of the people involved in the distribution and the sale of the products for which we are preparing campaigns. We go right out into the field to try to get to understand the problems of the buyers, and that means wholesalers and retailers as well as consumers. Retailer and wholesaler problems involve packing, pricing and merchandising. You've got to know how much profit they expect to make from each square inch of space in their stores. Then you try to tailor the product to meet their demands, so it will reach the consumer in a way that is ration-

al to the chain store buyer and wholesaler.

"Of course, you can, as most agencies do, go to food chain buyers and show them your beautiful ads. The expected answer to such effort is 'So what! You've got to back the pretty ads with marketing facts that will dramatize the sale the ads will help create.'"

Field Tape Reports

Smith/Greenland has a considerable investment in tape recorders. Four field men are working as trouble-shooters on the products the agency advertises. They take the recorders with them into stores and wholesale houses. Not only do they talk with managers. They go down into the basement to record ideas of the pack-out clerks.

"We get a lot of hot ideas listening to these tape playbacks," Mr. Greenland said. "You'd be surprised what valuable information you can get talking to retailers from the stockroom up. You learn how to package merchandise so that the kid handling the price mark-up job will pick your carton ahead of others and bring it up to counters for display."

Shirt-Sleeve Concept

"This is the marketing concept in shirt sleeves. Often in agencies, which are generally a great collection of word merchants, there's a lot of language

(Continued on page 28)

AD-lines

By Robert B. McIntyre

Federal Trade Commission's announcement last week that it will expand its present monitoring of radio-TV commercials to the field of newspaper and magazine advertising calls for a reminder that many newspapers throughout the years have been "monitoring" their advertising columns quite successfully.

The FTC announcement, however, serves to point up voluntary efforts of the Knoxville (Tenn.) *News-Sentinel* and *Journal* to substantiate their stand against misleading advertising.

* * *

In the all-too-true belief that "a newspaper to best serve both its readers and its advertisers, must enjoy the confidence and respect of both," the Knoxville papers have just published an excellent booklet entitled, "If You Advertise Know the Law."

Prepared in cooperation with Better Business Bureau of Greater Knoxville, Inc., and FTC, the simply-printed booklet contains: a statement of the U.S. Supreme Court on misleading advertising; city and state statutes governing advertising in Knoxville; FTC's nine-point guide against deceptive pricing; an explanation of the local BBB's function and standards; and some well-stated suggestions by the Knoxville dailies to help advertisers plan more effective ads.

* * *

Coming at a time when advertisers must be in a veritable squirrel cage as to what is honest or dishonest in advertising, Knoxville businessmen must have greeted this booklet with open arms.

In publishing this booklet, the Knoxville papers have not only shown a sincere continuance of effort to make their ad columns honest, but have produced a program for local merchants that can't help but improve their advertising, increase its believability and multiply its effectiveness.

* * *

Like hundreds of other daily newspapers, the Knoxville papers have shown belief in the simple fact that only by the concerted efforts of all media to police their respective advertising can the role of advertising in today's economy be strengthened and preserved.

Gallup Hired For Million Market Data

Million Market Newspapers, Inc. has signed a contract with The Gallup Organization, Inc., Princeton, N. J., to serve as research advisor.

Working with a research director to be named soon, the organization, of which Dr. George Gallup is chairman, will first analyze research done in the past 10 years by the five newspapers in the group, according to William Carr, president.

"We will also concern ourselves with providing advertisers with the specific kind of new research needed, including a more adequate method for testing the effectiveness of newspaper ads," Dr. Gallup said. "Plans also call for a study of copy to discover more effective ways of using newspapers for national advertising."

What Mr. Carr called a "summit meeting" of MMN is taking place in New York April 1-4. Attending are advertising managers, promotion managers, and board members of the five dailies in the group: *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and *Washington Star*.

The contract with MMN marks the first time The Gallup Organization has handled research for any newspaper or group of newspapers. Its more than 100 clients have included a number of magazines and the Columbia Broadcasting System.

"Inasmuch as the Gallup research will be largely directed on the effectiveness of newspaper advertising, it is obvious that it will be of tremendous value to the newspaper industry as a whole," Mr. Carr said.

"Among the major presentations MMN has made so far, we have recommended from five to 42 newspapers. In at least four we have recommended competing newspapers as well as our own in our own five cities."

Bowen Joins Compton

Croswell Bowen, formerly executive editor of *Madison Avenue* magazine, has joined Compton Advertising, Inc., as director of information and editorial services. Howard W. Kramer, vicepresident of Compton, will serve as management's representative and coordinator of these activities.



AWARD WINNER — Harold J. Siesel Co., Inc., received the League of Advertising Agencies Award for this entry in the consumer newspapers category. Client was Renwal Toy Corp. Awards were made in 10 different categories.

AFA Postpones Move To Wash.

The move of the Advertising Federation of America's headquarters office from New York City to Washington, D. C., scheduled for this year (E&P, Nov. 21, '59, page 24) was postponed by unanimous action of the AFA Board of Directors at their quarterly meeting last week, according to James S. Fish, Federation board chairman.

The action to defer the move was taken after due consideration of:

(1) The success of the new AFA branch office in Washington, established last fall under the direction of Donald J. Wilkins to provide a listening post in the nation's capital for AFA's more than 50,000 members; and

(2) The importance of convenient liaison and cooperation between AFA and the many other New York-based advertising associations in the development of better self-policing procedures as a result of advertising's current problems.

"The problems of advertising are industry-wide and they must be worked out in coordination with all interests. The close communication and coordination necessary can for the moment be better carried forward from New York headquarters than from Washington," Mr. Fish said.

Prager Joins Metro

Martin M. Prager, formerly with Kenyon & Eckhardt, Inc., will join the New York sales staff of Metro Sunday Comics Network on April 18.

Friese Named Assistant To NCA's Jaeger

Richard P. Friese, at one time an account executive at J. Walter Thompson Co., will join Newspaper Color Advertising, Inc., on April 4 as assistant to Harold H. Jaeger, president-general manager of NCA.

More recently, Mr. Friese, 31, was vicepresident in charge of sales, Valley Farm Foods, Inc., Wayland, N. Y., producers of a new form of dehydrated mashed potatoes.

Mr. Friese joined JWT in 1949 as a market analyst. He gradually progressed through the agency and became account executive on a wide range of accounts.

In 1955 he was named manager of JWT's San Juan, P.R., office which he developed into an operation with \$1,500,000 in billings.

Mr. Friese left the agency in January of last year to help form Valley Farms, which is now being purchased by British interests.

NCA was formed earlier this year with 13 newspapers as original sponsors to sell ROP color advertising for newspapers printing color (E&P, Jan. 9, page 9).

Chicago S-T, News Move To New Quarters

Moving of the Eastern sales offices of the *Chicago Sun-Times* and the *Chicago Daily News* into the new Time & Life Building in Rockefeller Center, New York, was announced this week by Laurence T. Knott, advertising director of the newspaper division of Field Enterprises, Inc.

Although both newspapers merged their sales staffs last January, with Kenneth T. Carlson as sales manager in charge of the combined operation, each paper has maintained separate New York offices.

At the same time it was announced that William L. Nightingale, formerly with McCann-Erickson, Inc., has joined the Sun-Times and Daily News as sales development manager of the Eastern sales office.

660 Now in ANA

Twelve new companies have joined the Association of National Advertisers in the first three months of 1960, bringing the ANA membership to 660 national and regional companies.

**Hometown paper
for the whole state
of Iowa...**

why?

because it helps Iowans make up their own minds? That's part of the answer. The editorial pages of the Des Moines Register and Tribune encourage Iowans to consider public questions from all angles: through penetrating analysis by such columnists as Walter Lippmann; background articles by staff and other experts; pithy letters from readers; and editorials which clearly present the newspaper's opinions. Frequent traveling by Lauren Soth and his staff keep fresh a world-minded, progressive point of view that helps win for these papers perhaps the nation's most unusual circulation. They are read by nearly 70% of the whole state of Iowa!

**DES MOINES
REGISTER AND TRIBUNE**

350,000 COMBINED DAILY • 500,000 SUNDAY

Gardner Cowles, President

**Of the top ten markets in
the United States,
nine are cities, but one is a state!**

And that state is Iowa, which is number 7 for one reason — the unique circulation of the Des Moines Register and Tribune. Review this important statistic with Scolaro, Meeker & Scott or Doyle & Hawley.



LAUREN SOTH, Pulitzer prize-winning editor of the Des Moines Register and Tribune editorial pages, vice chairman of the National Conference of Editorial Writers.

Newspaper Ads Called Big Factor in TV Test

FORT WAYNE, Ind. Newspaper advertising has continued to be a major factor in the Patterson-Fletcher Store over-all promotion during the Television Bureau of Advertising retail test now being conducted here.

This fact was pointed out by Robert F. Johnston, business manager and advertising director of Fort Wayne Newspapers, Inc., following published statements by Dwight Shirey, Patterson-Fletcher president, at the late February meeting of the National Association of Retail Clothiers & Furnishers in Los Angeles (E&P, March 5, page 24).

Mr. Johnston said that much of the increased store-wide Christmas traffic, credited only to the TV test in coverage of the report, could be a result of heavy newspaper ad space at the same time.

The TV retail test campaign, announced last July, is being

conducted by the TvB through the Patterson-Fletcher men's and boy's store (with also a women's department) and WANE-TV, the Fort Wayne Corinthian station.

Print Used Heavily

"We just want to make sure that advertisers throughout the country understand that during the two TV test segments reported to the NARCF covering Nov. 30 to Dec. 2 and the week of Nov. 2, 1959, newspaper advertising was being used heavily at the same time," Mr. Johnston said.

Mr. Shirey's report pointed out that Patterson-Fletcher is using only about 25% of its advertising budget for TV, but it did not state specifically that the store was using the newspapers consistently during the pre-Christmas period to promote storewide traffic at the same time the TV items were being tested, Mr. Johnston said.



NEWSMAN-TURNED-RETAILER CONGRATULATED—Wayne Holben (second from left), sales promotion manager of Hess's department store, Allentown, Pa., and one-time Allentown Call-Chronicle copy boy and later reporter, is congratulated on his election to the board of directors of the Hess store. Shown (left to right): Charles K. Weiser, assistant managing editor of the Morning Call, who was a proofreader on the paper 24 years ago when Holben was a copy boy; Mr. Holben; Max Hess, president of Hess's; and Percy B. Ruhe, editor of the Morning Call.

The first test program reported by Mr. Shirey was a necktie promotion on TV only Monday, Nov. 30, and Tuesday and Wednesday, Dec. 1 and 2. The report noted that the campaign was a success in that 2,885 ties of \$2.50 and \$3.50 value were sold at \$1.19 each—this at a TV cost of \$644.70.

The TV time used was: Sunday, six 10-second ID's, four 20's and one minute. Both Monday and Tuesday, seven 10's, three 20's and two minutes. In addition, on Tuesday, one spot was used on the store's news show. On Wednesday, five 10's were used. All the 10's and 20's were run of schedule.

Previously published reports of time used omitted the spots on Monday and Tuesday with the exception of the one on the news show.

Color Ad Ran

"I agree that the tie sale was successful," Mr. Johnston said, "except that no mention is made of the fact that on the same four days the tie special was on TV, Patterson-Fletcher spent \$861.40 for newspaper advertising promoting merchandise in other departments of the store. This included a 140-inch color ad on Tuesday. We would assume these ads helped generate some Christmas traffic in the store," Mr. Johnston said.

He also observed that the tie counter is directly in front of the main entrance so that anyone coming into the store to any other department than men's furnishings would be exposed to the tie value.

In his report to the NARCF, Mr. Shirey had allocated \$90.00 to "other media" for the department's tie sale. He said that the campaign had "brought in so many shoppers that the advertising cost against the whole furnishings department, including \$90.00 for other media, dropped down to 6.24%.

"We thought this was good, for not only was the advertising cost in line, but it provided strong store-wide activity in an advertising cost of 5.41% for the whole store for these three days", he reported.

The Patterson-Fletcher store head explained after the Los Angeles meeting that "store-wide" included only the men's and boy's apparel departments but not the women's department.

Has No Quarrel

In presenting his views on the Fort Wayne TvB retail test, Mr. Johnston said that he had no quarrel with any TV market testing, but that "I do not think a test of this kind is a real test if it is backed up with newspaper advertising that is also going to generate store traffic. If newspapers had not been used at all during those four days, then the TvB and everyone else would have a clear picture of the results."

The second TV test reported by Mr. Shirey to the NARCF dealt with an all-weather raincoat special during the week of Nov. 2.

The store president said that for the three weeks prior to

(Continued on page 25)

If you don't want to miss the big ones while you sell the smaller ones, remember:

Everywhere, important men with important space programs read The Wall Street Journal

published at:
NEW YORK
WASHINGTON, D. C.
CHICAGO
CLEVELAND
DALLAS
SAN FRANCISCO



the bacon sizzles in miami

AGAIN... for the 10th time in 11 years, **THE MIAMI HERALD** is *first* in the nation in Food and Grocery Advertising.

Food merchandisers know that **SOUTH FLORIDA** is definitely a **NEWSPAPER MARKET**.

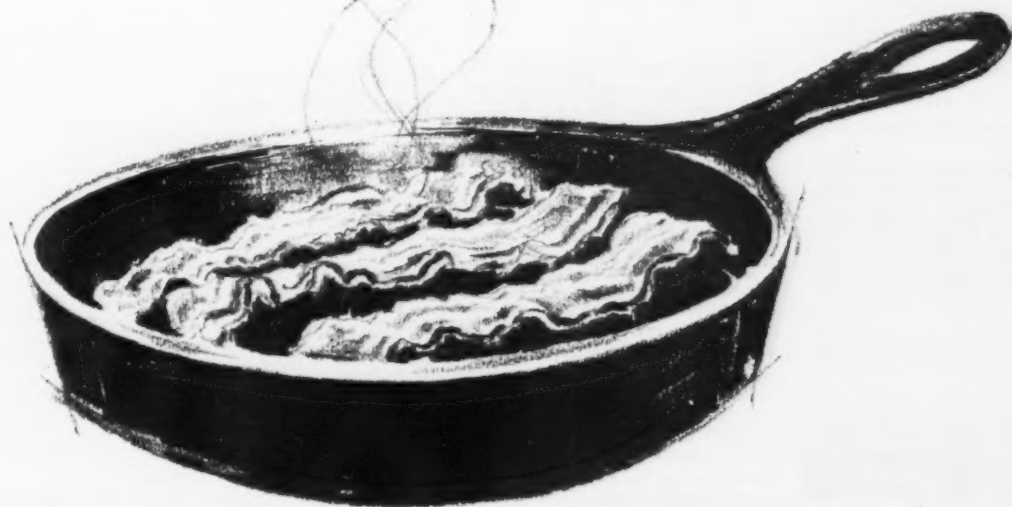
In this populous, profitable market that tops all major metropolitan markets in per family food sales, **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM**.

Your ads in **THE MIAMI HERALD** will bring home the bacon!

1959 TOP TEN NEWSPAPERS

in Total Food Advertising

- | | |
|--|---------------------------|
| 1. THE MIAMI HERALD | 6. Tampa Tribune |
| 2. Chicago Daily News | 7. Salt Lake City Tribune |
| 3. Norfolk Virginian Pilot & Portsmouth Star | 8. Toledo Blade |
| 4. Milwaukee Journal | 9. Chicago Tribune |
| 5. Kansas City Times & Star | 10. San Diego Union |



The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

THE NEW
LONG BEACH
CITY ZONE

NOW
508,369
population

THIS IS A LOT OF
PEOPLE. HERE IS
HOW THEY MAKE
A LIVING.

—Occupation, head of
household — (Non-retired)

Operators (Semi-skilled)	12.1%
Craftsman & Foreman (Skilled)	19.3
Managers, Officials, Proprietors	12.2
Sales Personnel	8.9
Clerical Worker	8.0
Professional, Technical	13.2
Laborers	6.7
Service Workers — Policeman, Fireman etc.	5.3
Private, Armed Forces	4.5
Unemployed8
Other	9.0

Diversified employment assures a stable and prosperous market in Long Beach . . . where nearly 7 out of 10 families read the Independent, Press-Telegram. No "outside" newspaper reaches even 1 out of 10.

Sources: Long Beach Consumer Analysis. Audit Bureau of Circulations.

**Independent
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented nationally by

RIDDER-JOHNS, INC.

MEMBER METRO COMICS GROUP

New Format, Design Mark Amoco Series

Revolutionary format and design in gasoline advertising (via Joseph Katz Co.) characterize the new newspaper campaign of American Oil Co. currently underway in the New York Metropolitan area and 350 newspapers throughout Amoco's territory.

This is the first step in a completely integrated newspaper, TV, billboard and merchandising program inspired by current interest in smaller and more economical cars and based on the theme, "Economy Starts Here."

Big space, brief copy, art that combines the abstract with the functional, and generous white space are the elements in Amoco's newspaper series.

Con-Ed Promotion Breaks for 'Big 3'

A \$250,000 co-op sales promotion campaign concentrating on three major appliances was announced last week by Consolidated Edison Company of New York. The program, "The Big 3 for '60," will begin in April with the spotlight on automatic dishwashers. In June and July the program will feature refrigerator-freezers and in the fall concentration will be on automatic clothes dryers.

Newspaper advertising for the dishwasher will begin April 26 in the 10 Metropolitan dailies and in 39 weekly newspapers and in Westchester's nine Macy chain dailies and 36 weeklies. Copy will run through May 20. Size of newspaper insertions will range from 600 to 400 lines.

Detroit Edison Breaks Heaviest Drive Yet

Using a line drawing technique on the benefits of all-electric living, Detroit Edison Co. has launched the most extensive, concentrated newspaper ad campaign (via Campbell-Ewald Co.) in its history.

The project includes a series of 12 ads in Southeastern Michigan dailies and weeklies. One-minute spots are also scheduled on two Detroit radio stations.

Covering electric heat, dryers, water heaters, all-electric kitchens and laundries and Gold Medalion Homes, the newspaper ads will run through the entire year. They vary in size from 27 and 48 inches for weeklies to 48

and 88 inches for dailies, and will run in 11 daily papers and 128 weekly papers in the company's service area.

TV Spots Plugged In Newspaper Ads

Newspaper ads (via BBDO) are being used to promote a series of TV spots as part of a \$3,000,000 campaign just launched by Chun King Corp., leading U. S. manufacturer of American-Oriental foods.

TV stations are running



WATCH THESE 3 TONIGHT AT
EXACTLY 00:00 - WXYZ-TV

newspaper ads calling reader's attention to the spots (see cut). It is believed to be the first time on any large scale that such ads have been scheduled to promote TV spots.

The campaign is said to cover 95% of TV homes in 34 major markets across the nation. Other markets are being considered.

Heinz To Push Baby Week with Contest

PITTSBURGH Print media with a combined total circulation of more than 85,000,000 have been scheduled to lend advertising support to Heinz Baby Foods' \$100,000 consumer contest celebrating National Baby Week, April 30-May 7).

Sunday newspaper supplement advertising (via Maxon, Inc.) calls for two ads, one in black and white, the other in color, in *This Week, Parade*, and *Family Weekly*, plus the *New York News*, *New York Mirror*, *Philadelphia Inquirer*, *Chicago Tribune*, *Atlanta (Ga.) Journal Constitution*, *Louisville (Ky.) Courier Journal*, *Columbus (Ohio) Dispatch*, *Toledo (Ohio) Blade*, *St. Paul (Minn.) Pioneer-Press*; *Seattle (Wash.) Times*; *Los Angeles (Calif.) Examiner*; *San Francisco (Calif.) Examiner*; *Pittsburgh*

(Pa.) *Sun-Telegraph*; and the *Oklahoma City Oklahoman*.

During the week of May 1, Heinz Baby Foods will run 400-line contest ads in 175 newspapers with a combined circulation of 27,000,000.

Boysenberry Group Launches Campaign

BEVERLY HILLS, Calif.

The California Frozen Juice Company, distributors of Knott's Berry Farm Fresh Frozen Boysenberry Juice, has announced the kick-off of their 1960 advertising campaign (via Cole Fischer Rogow, Inc.).

Having recently completed highly successful test campaigns in extremely competitive areas, a strong six-figure budget has been allocated to cover eight major U. S. markets — with media which will include black and white newspaper ads in leading metropolitan newspapers, radio, and two-color insertions in regional editions of *Look* magazine.

Schenley To Plug 'Whipped' Whiskey

Last week Schenley-I. W. Harper Distillers Co. opened a \$2,000,000 ad campaign (via Doyle, Dane Bernbach, Inc.) on behalf of whipped whiskey.

Insertions in major dailies will range from 1,000 lines to full-page. Schedule also calls for four-color bleed spreads in national magazines, plus outdoor, direct mail and trade advertising.

The theme: "How an exclusive discovery whips extra smoothness into Schenley whiskey."

Goodrich Coordinates Corporate Image

The B. F. Goodrich Co. has begun a national ad campaign in magazines, newspapers and TV that reflects a shift from former single-product campaigns handled by nine company divisions to a program directed by corporate headquarters in Akron.

The new campaign, starting in magazines and carrying over into newspapers in more than 200 major markets, emphasizes B. F. Goodrich's diversification in products.

Newspaper Color Drive Begins for 'Old Taylor'

The four-color ROP newspaper campaign for Old Taylor 86, scheduled as part of this year's greatly increased advertising for this National Dis-

(Continued on page 24)

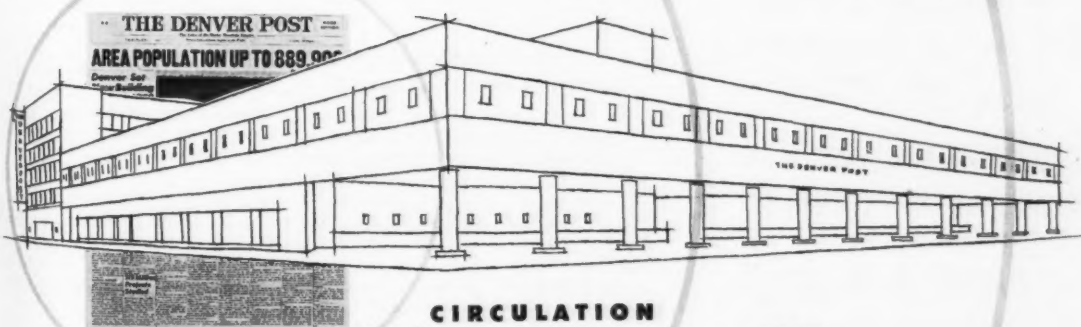
THE DENVER POST now has under way its fourth expansion program of the past decade. This million-dollar project includes the construction of a two-story building adjacent to The Post's present plant and the installation of five additional press units with color attachments.

When the current project is completed, The Post will have a press capacity of thirty-five modern, high-speed units, representing **an increase of seventy-five percent** in press capacity in the past ten years.

All of this increased capacity has been made for just one reason: to keep pace with the spectacular growth of The Post's market—a growth that profitably can be shared by advertisers in The Denver Post.

EXPANSION

**in which advertisers
can profitably share**



CIRCULATION

Evening, except Saturday	256,513
Sunday	338,263
Empire Magazine and Comics	362,040

A. B. C. Publisher's Statement September 30, 1959



*one of America's Great Newspapers
covering the nation's third
fastest growing major market*

Editor and Publisher: Palmer Hoyt
Represented Nationally by
Moloney, Regan & Schmitt, Inc.

In '59 Sam Snead's incredible 59 broke the PGA 18-hole record
In '59 Sam Snead's GOLF SCHOOL mail-pull broke all records!

In '60...GOLF SCHOOL by Sam Snead



PROMISES TO DO EVEN BETTER!

Sam Snead's GOLF SCHOOL



Sam Snead's Golf School

In Putting, Give Your Right Elbow A Rest

Because any body movement cuts plenty into accuracy, you must feel as steady as possible when you putt.

To get this steady feeling, let your right elbow rest somewhere in the vicinity of your right hip, as shown in today's illustration. If you crouch enough, you might even rest the right elbow on your thigh.

Like resting a rifle in the crook of a tree, this will give you a snug and solid putting position. If you happen to be a wristy putter, that right elbow may never leave the thigh on short putts. But if you're a stiff wristed stroker, that elbow may come away a bit on those longer tries.



BY SAM SNEAD

Start out in the illustrated position, and see if your accuracy on the green doesn't improve. I can safely guarantee that it will.

For many more good putting tips, send for my handy pamphlet, "How To Putt." To get your copy, just send 10¢ and a stamped, return envelope to me, Sam Snead, c/o this newspaper.

by Sam Snead
CORRECT SWING MEANS CORRECT FOLLOW-THROUGH

A correct follow-through is the climax of a correct swing; you can't have one without the other.

Here's how to check whether your follow-through has been correct: If, at finish, your right shoulder is pointing to the right of your target at a 45 degree angle, then you know your shoulder pivot has been perfect. Even though your shoulders may be powerful, they still need careful handling.

As your swing progresses, your leg and body muscles swing the shoulders, which in turn swing the arms. If your shoulders don't rotate, your swing will...

STARTS APRIL 11

- SIX-A-WEEK
- LINE-DRAWING
- ART MATTED

WE HANDLE ALL THE MAIL... YOU GET ALL THE CREDIT!

Phone or Wire...
Collect...for a
PAR Price!

NATIONAL NEWSPAPER SYNDICATE
326 W. MADISON ST., CHICAGO 6, ILL.
StAtE 2-1393 • ROBERT C. DILLE, Pres.

GOLF SCHOOL now scoring in
GAZETTE • Newark
• Chicago JOURNAL • Utica
Observer DISPATCH • Philadelphia BULLETIN • Montreal STAR • Toronto TELEGRAM • Fort Wayne JOURNAL • Worcester

Shreveport JOURNAL • Elkhart TRUTH • New York MIRROR • Pasco HERALD-NEWS • Albany TIMES-UNION • Worcester
Cincinnati ENQUIRER • Philadelphia BULLETIN • Montreal STAR • Toronto TELEGRAM • Fort Wayne JOURNAL • Worcester
Richmond NEWS-LEADER • Philadelphia BULLETIN • Philadelphia BULLETIN • Montreal STAR • Toronto TELEGRAM • Fort Wayne JOURNAL • Worcester



**N
N
S**

Campaigns

(Continued from page 22)

tillers Products Company Bourbon, will begin in April in 24 major markets (via Kudner Agency, Inc.)

The four-color ads, adaptations of the national magazine ads featuring the "even the rocks taste better" theme, are scheduled for a number of insertions during the year, with prospect of increasing the list of markets.

The major portion of the advertising budget for Old Taylor 86 Bourbon is scheduled for newspapers, with almost 200 papers in 150 major markets using 600-to-1860-line ads throughout the year. National magazines and outdoor posters are also scheduled.

Sara Lee Introduces Chicken in Chicago

Kitchens of Sara Lee, Inc., will use one of the largest advertising campaigns in company history to introduce its new frozen main course, Chicken Sara Lee, to the Chicago area.

The product will be introduced in the Chicago area beginning April 7. Large space ads, including two-page black and white spreads, will appear in the *Chicago Tribune*, *Chicago Daily News*, *Chicago Sun-Times*, and *Chicago American*.

A strong TV campaign and spot radio schedule will be conducted. In addition, there will be a saturation showing of outdoor billboards.

Newspapers Get Key Role in Dow Campaign

A major promotion program (via MacManus, John & Adams, Inc.) in support of its new automotive cooling system fluid has been scheduled by Dow Chemical Co. All principal media will be used to push the new product, "Dowgard."

Keyed to primary market areas, plans call for every major city in the U. S. to receive newspaper advertising coverage in a strong spring schedule. Additional newspaper ads will support the product in a supplemental program next fall.

Both major and secondary cities will be included in the newspaper program.

Other Campaigns . . .

● County Fair Bakery, Washington, D. C., a division of Continental Baking Co. is featuring king-size bread loaf in 1,000-line, three-color ads (via Ket-

chum, MacLeod & Grove, Inc.) in the *Washington Star* and the *Washington Post*. Radio-TV; billboards also being used.

● New baking innovation for making shortcake has been developed by Bisquick, General Mills' biscuit mix, and Reddi-Wip, whipped cream in a can. It will be featured in four-color ads in *This Week* and independent Sunday supplements.

● Salada-Shirriff-Horsey, Inc., Boston, will use print media exclusively (via Doyle Dane Bernbach) in a 1960 newspaper and magazine campaign for Salada Tea. Previously, Salada used only small-space ads in newspapers with the major share of budget going to radio-TV spots.

● Bourbon Institute renewing its campaign (via McCann-Erickson, Inc.) to win bourbon converts in world's No. 1 whiskey market, New York City, with full-page ads in metropolitan dailies. Institute has allocated \$675,000 for advertising and marketing in 1960.

● Boston and Maine Railroad is continuing its campaign (via Harold Cabot & Co.) to woo its 15,000 commuters with full-page ads in Metropolitan Boston dailies and weeklies throughout Massachusetts.

● Colgate-Palmolive Co. is test-marketing (via Norman, Craig & Kummel) Dynamo, new concentrated liquid laundry detergent, in Decatur-Bloomington, Ill., area. Page ads have run in *Decatur Herald* and the *Bloomington Pantagraph*.

● Sunkist Growers, Los Angeles, will place 30% of \$1,579,000 budget in newspapers in 65 markets to push four new frozen fruit punches.

● Breast O' Chicken Tuna in 167 newspapers to dramatize difference between its product and other brands of tuna. Magazines and network TV spots also scheduled.

Beverage Report

PHILADELPHIA
"Beer and Ale," the 10th annual survey of the beverage distributors and retail licensees in Philadelphia has been released by the *Philadelphia Inquirer*. The survey was conducted in January by Research, Inc., an independent marketing and research organization. The report was obtained from interviews obtained from 588 retail licensees and 178 distributors.

Retail Survey

(Continued from page 20)

Nov. 2, five coats were sold one week, eight another and 12 the next.

"Then on the week of Nov. 2 when we again put the coat on TV, we sold 47 coats, and in the three weeks following there was a sustained interest, for we sold 17 one week, nine the next and 16 the next," Mr. Shirey reported. The coats sold for \$19.95.

In commenting on this phase of the test, Mr. Johnston said that TV no doubt was responsible for moving a large per cent of the all-weather coats, but the fact remained that during the same week of Nov. 1 through Nov. 7—the week the store sold 47 coats — Patterson-Fletcher ran 588 inches of newspaper advertising on other merchandise in the store.

"The fact that it rained six out of seven days of that week might also have had something to do with the heavy sale of that timely item," Mr. Johnston commented.

The next week, when 17 coats were sold, the store ran 558 inches of space and it rained or snowed four out of the seven days, the newspaper executive said. He also noted that the following week the store ran 970 inches of newspaper advertising on other items, but that there was only one day of rain and snow. This was the week only nine coats were sold. During the week of Nov. 22, when 16 coats were sold, the store ran 654 inches of advertising, but again it either rained or snowed six out of the seven days, Mr. Johnston said.

During the week of Oct. 11, one of the three weeks preceding the TV special on all-weather coats, when five coats were sold, the newspaper executive pointed out, there was only a trace of rain on two days.

The next week there were two days of rain and eight coats were sold, he noted. During the week of Oct. 25, when 12 coats were sold, there was rain on five out of seven days, Mr. Johnston said.

Weather A Factor

He cited the weather as having a direct bearing on the sale of the all-weather coats even when no TV was being used to promote their sale.

"There is a strong probability that newspaper advertising alone on the coats during the week of Nov. 2 would have moved as many or more than TV," Mr. Johnston said. "We

know that the newspaper advertising of other merchandise was also bringing people into the store and they could have been influenced in a coat purchase by the outside weather.

"That is why I say that if you are going to test an advertising medium use only that medium during the test period and no other," Mr. Johnston concluded.

Fort Wayne Newspaper, Inc., is the agent corporation for both the *News-Sentinel*, evening, and the *Journal-Gazette*, morning and Sunday.

Variety Store Ad \$\$\$ Going To Papers

Dollar advertising expenditures for the major variety chains will increase from 15 to 20% this year over last year, according to *Variety Store Merchandiser*, publication in the four billion dollar variety field.

F. W. Woolworth will probably lead all variety chains in total advertising linage placed. According to Robert C. Kirkwood, Woolworth president, the company will spend some \$7,000,000 in approximately 500 newspapers.

Woolworth doubled its ad linage in '59 and is expected to do at least half as well again this year. Another top chain, which jumped its linage 60% last year, will increase linage from 10 to 15% this year.

Virtually all variety's money will go into newspapers. Advertising managers were unanimous in their opinion that variety must spend more advertising money or suffer competition set-backs.

Discount Stores Form National Association

The National Association of Discount Department Stores was formally launched last week at an organizational meeting held in New York.

Steve Masters, president of Masters, Inc., New York-based discount chain, was chosen chairman of the 12-man board of directors. The board represents discount operations from all areas of the U. S. and both large and small retail organizations.

Wilber Duberstein, Westport, Conn. attorney, was named executive director of the new association. He was delegated to draw up articles of constitution and by-laws. Offices for the NADDS were opened in New York City at 50 Central Park West, and it was announced that membership was now open to discount retailing operations.



consult... DOCTORING YOUR GOLF

BY DR. CARY MIDDLECOFF

A sure cure for readers' golfing ills, pulling them to the sports page... in your paper... every day!

DOCTORING YOUR GOLF
BY DR. CARY MIDDLECOFF

Patient's Complaint: "Hooking all over the place."
Diagnosis: Hooker's grip.
Treatment: The idea of the grip is to fix the hands on the club so they will work as one unit. If you put the right hand in too strong a position and the left hand in too weak a position, the right will overpower the left during the swing and you'll start hooking like crazy. In the illustration, the player has done just that—the right hand is a little too much under the shaft and the left hand is much too much on top of the shaft.
Move the left hand around to the left until only two knuckles are visible from the position of address. Move the right hand a little more on top of the shaft.
Then the V's formed by the thumb and forefinger on each hand should form a line pointing upward about toward the right eye. That is the correct position.
The whole grip is treated in greater detail in my handy, pocket-sized pamphlet "Tips For The Beginning Golfer." To get your copy, send six and a stamped, return envelope to me, Cary Middlecoff, c/o this paper.

Doctoring Your Golf

by Dr. Cary Middlecoff

Patient's Complaint: "I keep hitting behind the ball."
Diagnosis: Dropping the right shoulder.
Treatment: Whenever you find your clubhead plowing into the ground before it gets to the ball you can be pretty sure that you dropped your right shoulder at some point during the downswing. The shoulders should stay generally level throughout the swing.
The main cause of this faulty shoulder action is trying to hit the ball too hard. It can also be caused by trying to scoop the ball up into the air instead of letting the loft of the clubface do its proper work for you.
Whatever the cause, the cure can be effected by keeping the shoulders generally level. Remember that the shoulders TURN.

SHARP, CLEAR LINE DRAWINGS (MATTED), JOINED WITH THE PATIENT'S COMPLAINT, DOC MIDDLECOFF'S DIAGNOSIS AND HIS TO-TO-POINT TREATMENT...

SIX-A-WEEK—STARTS APRIL 11

Wire or Phone... Collect... for a price that can't be beat!

NATIONAL NEWSPAPER SYNDICATE
326 W. MADISON ST., CHICAGO 6, ILL.
State 2-1393 • ROBERT C. DILLE, Pres.



COMPLETE YOUR DAILY
 COVERAGE WITH GOLF'S
 GREATEST WEEKENDER . . .



THE PALMER METHOD

By Arnold Palmer

THE HOTTEST PRO TODAY!

WINNER of 11 top tournaments in '59,
 Palmer has already won the
 FOUR BIGGEST in '60 . . .

- PALM SPRINGS ● BATON ROUGE
- TEXAS OPEN ● ST. PETERSBURG

THE PALMER METHOD REGARDLESS OF CLUB, THE STANCE CHANGES LITTLE . . .

1. The basic rules of stance in golf are simple — the weight should be equally distributed on both feet, and the stance should be correct and no further apart than the width of your shoulders. Regardless of what club you use, the stance never changes radically — it's ball position that changes. Here, Arnold Palmer takes a stance with a driver. You'll notice he positions the ball off to the left foot.

2. With a five iron, the ball is placed in a position off the middle of the feet so Palmer doesn't have to reach out in the swing as he does with the driver. Also, the stance, which was closed with the driver, is now open as the left foot drives back.

3. With the wedge, Palmer positions the ball in the center of the feet.

THE PALMER METHOD!
 Humbling Those Long Irons
 Can Be Pretty Rough!

ONCE A WEEK

3 GLOSSY
 SEQUENCE
 PHOTOS WITH SHORT,
 SHARP CAPTIONS

OR . . .

LINE DRAWINGS FROM SEQUENCE
 PHOTOS . . . ART AND COPY BOTH
 MATTED . . . 4 COL. x 4 INCHES.

Tee off with Palmer April 10!

N Phone or Wire . . . Collect . . .
 for a more than
N reasonable quote . . .
S NATIONAL NEWSPAPER SYNDICATE
 326 W. MADISON ST., CHICAGO 6, ILL.
 STate 2-1393 • ROBERT C. DILLE, Pres.

Coupon Idea Brings-in 7½ Pages of Ads

LONG BEACH, Calif.
 An advertising idea originated by James Duncan, retail advertising manager, *Long Beach Independent, Press-Telegram*, recently paid off in seven and a half pages of retail linkage.

While the idea was pegged to "Leap Year Bonus Day," and revolved around publication of seven and a half pages of coupons (see cut), each advertising a one-day-only bargain in a local store, the idea can be applied to almost any day of the year.

According to Mr. Duncan, readers were required to bring the published coupons to the stores in order to get the special price offered on the advertised item. Local merchants, he said, reported "excellent results" from the ads, with complete sell-outs claimed on some of the merchandise.

270 Sales Completed

Mr. Duncan explained that in order to sell local merchants on the idea of using the two-column by four-inch coupons, the retail ad staff was divided into four teams of five men each. The city was divided into areas with a team covering every business in the area.

"Emphasis in selling was mainly on those businesses that were advertising chiefly through throw-aways and media other than newspapers," Mr. Duncan said. "Our retail sales staff made 270 sales, and converted a number of firms to newspaper advertising with signed contracts for future retail schedules."

As part of the promotion, a contest was conducted among the retail sales teams. The prize: an all-expense-paid weekend with their wives at a mountain resort. The winning team, which sold three solid pages of coupons, was comprised of Robert Fuess, James Lamhofer, William Emery, and Richard Fleming.

* * *

LONG BEACH, Calif.

Glenn E. Thomas, local car dealer, sold 16 new Dart cars within three days after publication of black and white, and color, test ads in the *Long Beach Independent, Press-Telegram*. The same size ad appeared in black and white and



WINNING TEAM—Long Beach (Calif.) Independent, Press-Telegram contest-winning retail sales team displays pages of coupons sold. Retail salesmen shown (top to bottom) are: Robert Fuess, James Lamhofer, William Emery, and Richard Fleming.

also in black and one color. The introductory campaign started with 30 one-column by two-inch teaser ads the preceding week. A check on actual purchasers and heavy walk-in store traffic revealed that more prospects recalled having seen the color ad than the black and white ad.

Moloney, Regan Names Pfeiffer To New Post

John Pfeiffer, a member of the New York sales staff of Moloney, Regan & Schmitt, Inc., has been promoted and transferred to the firm's San Francisco office, effective April 1.

Mr. Pfeiffer has been with MR&S for five years. Previously he held advertising positions with the *Bristol (Pa.) Courier-Levittown Times, Somerset (Pa.) Daily American*; and the *Allentown (Pa.) Call-Chronicle*.

World Travel Section

LOS ANGELES
 The *Los Angeles Times* recently published a 52-page tabloid world travel section in roto color. It contained 1820 column-inches of ads.

EDITOR & PUBLISHER for April 2, 1960

The Other Media

RECORD NUMBER OF NEWSPAPER ADS COMPETE—Some 1700 newspaper ads representing more than 6,000 supermarkets have been submitted for award in *McCall's* 11th Annual Supermarket Institute Newspaper Awards Program (E&P, Feb. 13, page 22). Awards and citations will be presented at SMI convention in Atlantic City, N. J., May 1.

OUTDOOR AD BOOKINGS INDICATE PROSPEROUS YEAR—Outdoor advertising bookings for first six months of 1960 indicate prosperous year ahead, according to General Outdoor Advertising Co.'s 35th annual report. GOA's net earnings rose to \$2,923,571 from a net of \$2,526,470 in 1958. Net sales increased to \$41,781,699 from \$39,829,851 in 1958. Burr L. Robbins, GOA president, reported his firm's bookings alone are "substantially" ahead of what they were last year at this time.

MAB COMPILES SPLIT-RUN, REGIONAL MAGAZINES—Magazine Advertising Bureau of Magazine Publishers Association, Inc., has released a second edition of "Magazines Offering Split-Run and Regional Advertising." The 14-page listing of 124 consumer magazines offering such facilities gives brief summary of split-run and regional editions available for each.

320 ADVERTISERS ON NETWORK TV IN '59—Network TV advertisers totaled 320 in 1959 as against 269 in 1958, according to Television Bureau of Advertising. Of 320 companies investing a total of \$627,311,530 in network TV advertising, 103 invested \$100,000 each. Top 10 network TV advertisers were: Procter & Gamble, \$50,293,552; Lever Brothers, \$32,734,955; American Home Products, \$28,109,458; Colgate Palmolive, \$22,478,524; General Foods, \$20,890,321; General Motors, \$20,021,744; R. J. Reynolds Tobacco, \$16,123,827; Gillette, \$13,642,174; Sterling Drug, \$12,975,463; and General Mills, \$12,919,237.

SURVEY SHOWS 'IMPACT OF THE COMPACT' CAR—Race for leadership in compact-car field is wide open, Television Advertising Representatives, Inc., claims in releasing results of new automotive study on "The Impact of the Compact." On basis of interviews conducted by Pulse, Inc. with 2500 men who own cars in five major markets (Boston, Baltimore, Pittsburgh, Cleveland and San Francisco), TvAR said one out of three car owners are potential buyers of compact car, with additional 10% in "maybe" category. Relatively few car owners (17%) could name all five American-made compacts correctly. Some 38% were unable to recall even three of the specific makes, with 10% missing out completely on all five.

FOURTH QUARTER SPOT TV UP 13.3%—Spot TV gross time expenditures by national and regional advertisers for fourth quarter of 1959 totaled \$165,732,000. Television Bureau of Advertising reports. Total compares with \$149,105,000 in fourth quarter of 1958. Figures are compiled by TvB-Rorabaugh. Analysis comparing 316 stations reporting in both fourth quarter of 1958 and 1959 showed increase of 13.3% in spot TV expenditures. Total 1959 spot TV billings were \$605,603,000 compared with \$511,770,000 in 1958, an 18% increase.

MAGAZINE ROUNDUP—*Life* will raise its circulation base to 6,700,000 with the Sept. 12 issue. Ad rates will be increased by about 6%. Present circulation base is 6,500,000. . . . *McCall's* circulation guaranty will go to 6,300,000 with the October issue. New rates will be \$32,130 for four-color page and \$26,775 for black and white. . . . Advertising for May issue of *Esquire* will run 25% over same month last year. . . . *Vogue* is raising circulation base from 370,000 to 400,000, or 8.1%, effective immediately, but will not raise ad rates until Jan. 1, 1961, issue. *Coronet* announces that advertising for first four months of 1960 is up 24% over comparable 1959 period. . . . Twenty-nine major department stores from coast-to-coast will be target headquarters for a trousseau linens test campaign to be launched by *Seventeen* in May. Promotion is designed to build traffic and volume through use of a linens registry (similar to a bridal registry) which will not only attract more teen-agers to linens department, but which will also draw gift-giving relatives and friends.



**TOP OFF YOUR SPORTS
FEATURE PACKAGE
WITH**

**FAN
FARE**

By Walt Ditzen

DAILY . . . 3 column width or
1 column x 6 inch depth
SUNDAY . . . 1/3 standard or 1/2 tab . . . 4 color

THE ALL-STAR, ALL-SEASON STRIP



A GAG-A-DAY FOR SPORTSMEN
AND GRANDSTANDERS ALIKE

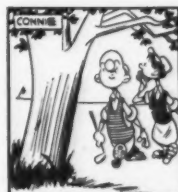
ALL THAT'S FUNNY IN THE
SPORTS WORLD — ABOUT ALL
IN-SEASON SPORTS

THE ONLY "SPORTS ONLY"
STRIP, **FAN FARE** SCORES
DAILY & SUNDAY IN MORE
THAN 200 PAPERS . . .

BREAKS RECORDS IN
EVERY SURVEY!

BUY SINGLY OR COMBINE
WITH GOLF AT BARGAIN
PRICE . . .

Phone or Wire
. . . Collect . . .
For Quote!



NATIONAL NEWSPAPER SYNDICATE
326 W. MADISON ST., CHICAGO 6, ILL.
STate 2-1393 • ROBERT C. DILLE, Pres.



Say, have you heard the latest about Pittsburgh?



The Post-Gazette Published Twice As Much Women's Clothing Store Advertising In 1959 As Both Other Dailies Combined.

Fastest-growing newspaper in America's Eighth Market

THE PITTSBURGH POST-GAZETTE

Represented Nationally By
Moloney, Regan & Schmitt

Golden Dozen

(Continued from page 17)

about marketing that signifies little but hot air.

"After a good many years as a food consultant, we believe we know the practical work behind the words. We have run up a pretty good track record in food and hard goods sales. Like everyone else, the retailer has a feeling he doesn't want to be sold. He wants to buy, and buy with confidence.

"We work very closely with the merchandising people on newspapers. We have found that if you carefully explain the problem you want them to help solve, the newspaper merchandising men are most cooperative in trying to provide answers."

Mr. Greenland receives each week from 100 newspapers copies of their biggest food ad editions. He spreads them on the floor and goes through the food sections.

"There's a supermarket running a dime sale," he said, by way of illustrating what he looks for. "Good idea. I'll pass that along."

"Funny how this small California paper has better ROP color reproduction than some of the giants," he added.

Interested in Color

Mr. Greenland is decidedly interested in ROP color. Seabrook and Milady are using it whenever copy warrants the extra premium.

Turning the discussion to Mr. Smith, Mr. Greenland observed: "I think he has one of the finest creative minds in the business, combined with an uncanny knowledge of marketing. His great ability is to weld text and graphics into such a harmonious visualization that his print ads all but speak to the readers.

"He's never satisfied with the trite or mediocre, never satisfied with the easy answers. He is constantly probing for different yet simple approaches for copy. We never present a proposed campaign to a client until we feel it is entirely right. Then we make a fight for it."

It was suggested that some of his recent creations might speak more clearly than Mr. Smith might in talking about himself.

In a current Red L Food campaign, for example, the company had a problem of name recognition. The name "Red L" had been selected before S/G had the account. Research had uncovered consumer confusion. S/G came up with the idea that every R in the copy be replaced with an L.

Sample: 800-line newspaper ad, illustrated at the bottom by a man in a diver's helmet, smiling through the glass opening and holding a package of Red L French Fried Shrimps in his right hand. As though bubbling up from inside the helmet were the words:

"Tomolow is Fliday . . . a gleet day to enjoy Red L Flozen Flied Shlimp! Come up with a change of pace for your menus. There's no time like the plesent to tly Red L Shlimp. They're plump, bleaded and deep-flied . . . so good you can hardly stand it. Lemember, Red L can be served on any day with an 'L' in it: not just Fliday, but Satulday, Sulday, Molday, Tuelday, Welnesday, or even Thulsdlay. In flozen food cabinets, evely-where!"

Consumer reaction was "tremendous," according to Mr. Greenland. Every shopping day in many stores began to become Red L day. Increased sales were called "gratifying."

News-Style Ads

To insure pertinent editorial copy beside its newspaper ad, copy was created for Seabrook Farms that was split in the middle by text set exactly like a news story, with headline and body type, dateline, and sub-heads. One for Asparagus, Hollandaise, was split by a story headlined: "Food Miracle Frees Wife Delights Mate." It told of the "secret sauce" in a number of Seabrook frozen vegetables.

A sampling campaign was run for Milady's Blintzes which gave coupons for a free package to people whose last names were used in ads. Some three hundred different names were published — typical Irish, German, American monickers. Later, ads followed up with typical face pictures and copy that began: "An O'Shea is not to be had for the price of a box of blintzes. . . . The Milady's people thought all they had to do was to give me one free box of their frozen blintzes and I'd be their friend for life" . . . and ended . . . "Milady's didn't buy Timothy Padraic O'Shea. O'Shea is buying Milady's."

The sampling helped. Milady's is one of the top three selling blintzes in New York.

Mr. Greenland said the agency buys its media "strategically." He believes thoroughly in "the local approach in media selection." He buys space where it is needed, saving money in areas where sales are booming to boost them where they are down. He tries to dominate whatever medium he does select. Often, in addition to dominating space,

the agency will also buy what Mr. Greenland called "rinky-dinks" — directional finders in 50-lines spotted throughout a newspaper to tell readers to look for the big ad.

Night Courses

Born in New York, Mr. Greenland has been interested in advertising since he was 16. He took a special night course in advertising while still in high school. He also subscribed to an advertising trade paper. Continuing his education at the New School for Social Research and by correspondence courses at the University of Wisconsin, he started his business career in the advertising department of a New York art gallery, of which he became advertising manager from 1930 to 1943. After public relations service in the war, he took time out to tour the country by car.

When he returned home, Mr. Greenland was ready to go into business for himself. He tried to get some advertising accounts. A friend introduced him to the maker of accordions. In the first ad he prepared, however, the *New York News* printed the picture of the instrument upside down. The new ad agent was fired.

In 1948 he began preparing ads for Milady's Foods. They helped him get Roman Foods.

"I decided to try to become the best food ad man in the U. S.," Mr. Greenland recalled. "I'm still working at it."

Also a native of New York, Mr. Smith attended City College of New York, and was graduated from the School of Journalism at Syracuse University in 1948. He started his career as advertising director of the Ullman Company Brooklyn.

During World War II, he was on Stars & Stripes.

After subsequent experience with two advertising agencies, he opened his own shop in 1950 with two accounts — Itkin Brothers and Melnor Industries, both still on the S/G client list.

Ed Brandt Returns To Agency Business

LOS ANGELES

Edwin Brandt has joined the Charles Levitt Company, Inc. advertising agency as executive vicepresident. He was marketing manager of the *Los Angeles Evening Mirror News* until recently and directed the advertising and circulation activities of the newspaper. His new affiliation marks a return to the advertising agency field in which he spent more than 10 years as creative director and account supervisor.

HEADLINE NEWS from NEWSPRINT FACTS

☆ **'59 NEWSPAPERS WERE BIGGEST IN HISTORY,
CARRIED RECORD QUOTA OF NEWS, FEATURES**

... American newspapers gave their readers more news and features last year than ever before, using nearly 200,000 extra tons of newsprint for this added material alone.

☆ **EDITORS USED EXTRA EDITORIAL LINAGE
TO STRESS LOCAL, NATIONAL NEWS IN DEPTH**

... Newsprint Information Committee canvass of leading newspapers shows local and area news coverage got first priority as more editorial space became available. Also increased: women's, youth, science, foreign news, interpretive stories, pictures.

☆ **UNIVAC HARNESSSED TO SPOT FIRST SIGNS
OF SUDDEN UPSURGES IN DEMAND FOR NEWSPRINT**

... Canadian newsprint industry economists have a new statistical system to give earlier warning of mushrooming demand. Computer formulas weight current consumption figures to provide month-by-month annual rate. Supply is aided.

☆ **CANADIAN MILL MEN REPORT SOVIET NEWSPRINT
SO-SO IN QUALITY, ALWAYS IN TIGHT SUPPLY**

... Party of mill executives toured Soviet, found Russian industry 20 to 30 years behind technically. But production, now 440,000 tons annually, will reach 1,100,000 tons by 1965, they were told.



The headlines and summaries of articles reprinted here are taken from the March issue of Newsprint Facts.

To receive this and other issues write:

NEWSPRINT INFORMATION COMMITTEE
150 East 42nd Street New York 17, N. Y.

They Make the Music Heralding the Big Top

By Richard Friedman

A picture in the *New York News* a few weeks ago showing a clown tickling the chin of a woman reporter . . .

A photo a few days later in the *New York Mirror* depicting a glamorous high-wire star doing her act . . .

Other pictures and stories in other papers . . .

The world of cotton candy, animals and acrobats was coming to town, the world of Ringling Bros and Barnum & Bailey Circus.

Music of Caliope

The trumpets of publicity blew before them as they pulled out of winter headquarters at Sarasota, Fla., 10 weeks ago. As they played their way north, the trumpet sounds increased; the music of the caliope was in the air.

The circus arrived at Madison Square Garden March 31 for a

45-day visit and what better time was there to sneak under the tent and meet the trumpet blowers—the publicity men who put clowns in your newspapers and lion tamers on your television screen?

Former Newsmen

There's Ken Mayo, who's been travelling with the circus for seven years; onetime AP bureau manager in Montgomery, Ala., and a rewrite man for the *New York World-Telegram*.

There's Joe Shea, advance man; former reporter on the *Yonkers* (N. Y.) *Herald*, and *Brooklyn* (N. Y.) *Eagle*.

There's Frank Morrissey, University of New Hampshire graduate by way of Notre Dame; married to a Ringling show girl; travels most of the year with the Royal American Shows, billed as the "largest midway in the world."

There's Reginald Denenholz, Phi Beta Kappa from Cornell; theatrical press agent for 20 years.

And there's the man who coordinates the team, Bill Fields, who joined Ringling in 1932.

Press Book Copy

While the circus is in Sarasota, from mid-December until mid-January, Mr. Mayo writes copy for the press books and Mr. Fields has it distributed to promoters in towns where the circus will play.

The copy is aimed at newspapers. Two press books, containing 12 stories each and 50 photographs in all, are mailed out, usually six weeks before the show hits a town.

Ad mats go out with the press books. Mr. Fields writes the copy for the agency handling the account.

Campaigns are left to the discretion of the local promoter with the understanding he can spend up to 10% of what his building will take in for the entire engagement—\$50,000 for a two-day stand means \$5,000 can go to advertising.

Big Ad Budget

Mr. Fields estimated the national advertising budget for 11 months at \$1,190,000.

Newspapers get \$890,000; \$200,000 goes to radio and television; \$90,000 to outdoor advertising; and \$10,000 to other media.



DATE IN THE CENTER RING—Reginald Denenholz points to the day the Circus arrives in New York as other members of the press team look on. Left to right: Joe Shea, Mr. Denenholz, Frank Morrissey, and Bill Fields.

For the 45-day New York run newspapers got \$123,000; television \$33,000; radio \$24,000; and other media \$20,000.

All Exclusives

Many of Mr. Shea's assignments come from city editors and all are exclusives for the paper.

Mr. Shea found himself on the receiving end when he visited the *New York Herald Tribune* to drum up some trade. Reporter Francis Sugrue turned around and did a light piece about the press agent.

When the circus is in New York stories are never written but suggested as possibilities to editors. The circus will supply pictures taken by staff photographer Zachary Bloom, when requested.

The publicity men have to decide which paper gets a certain story if more than one of the team comes up with the same idea. The arrival of Umberto Bedini, Ringling European talent scout, in this country last year on one of his infrequent visits, was one such story. The team decided it went exclusively to the *New York Times*.

Open Press Call

Occasionally a story comes along which belongs in all the papers and an open press call is issued. One was Harold Alzana's return to the high wire last season. A fall in 1958 put Alzana in the hospital and he was banged up in a car accident right before the 1959 season started.

Mr. Fields said three or four accidental things happen each season. "Last Spring Tonto, the Lion, escaped and the story hit all the front pages. We don't look forward to accidents but they always happen and they're always news."

'Rates Adjectives'

"We have a good product which rates the adjectives and it IS the greatest show on earth," Mr. Denenholz said. "Everybody believes this. If we say two beautiful girls will be shot out of a cannon, that's what you get."

Mr. Fields added that the team's relationships with newspapers were excellent. "We've had their all-out support ever since I can remember," he said. He attributed the rapport to the high caliber of people representing the troupe over the years, such as Bev Kelley and Dexter Fellows.

"These men built reputations for being on the level," he said. "It would be suicide, of course, to come around to a newspaper office year after year, see the same men, and not be that way. You have a reputation for honesty, and when you do, newspapers welcome your copy."

* * *

PERSONAL NOTES

PATRICIA HANCOCK MONTGOMERY, formerly feature writer and Home Furnishings editor, *Chicago* (Ill.) *Daily News*, with UP in Chicago, and more recently associate editor, *House* and *Garden* magazine—to manager of women's news for American Airlines.

orlando is in the top ten* among morning papers for retail adv. . . .

1-miami herald	1,900,298
2-l.a. times	1,453,489
3-n.o. times-pic.	1,447,786
4-chicago trib.	1,378,532
5-phoenix rep.	1,366,150
6-washington post	1,270,866
7-st. pete times	1,228,333
8-jax.times union	1,047,238
9-orlando sentinel	1,002,328
10-norfolk v-pilot	970,467

ask branham about orlando sentinel-star

*media records for Jan., 1960



Time to buy a new mower

(and better make sure it's steel)

Just look at this 1960 crop of mowers. Wouldn't you like to replace your old lawn-chopper with one of these beauties?

And they're plenty rugged, too. Why? Because they're made of *steel*. Steel makes the strongest blades, frames, handles, and housings. Frames and handles that won't bend and

twist and work loose when you treat 'em rough: Blades and housings that can take hard knocks and smashing blows, year after year. That's why so many mower manufacturers use quality steels produced by Bethlehem.

When you shop for mowers—or other lawn and garden tools—make sure they're steel.



BETHLEHEM STEEL



Toronto TV License Goes To Telegram

TORONTO

The *Toronto Telegram*, evening newspaper, was recommended for the second television station license here March 25, following a week-long hearing of nine applicants for the license, including the *Toronto Daily Star* and *Toronto Globe & Mail*.

Associated with John Bassett, president of the Toronto Telegram, in the Baton Aldred Rogers Broadcasting Ltd., are a number of prominent Canadian broadcasting personalities and sportscaster Foster Hewitt, owner of CKFH Toronto.

Toronto Telegram will own 51% of the voting shares, 42.5% of the company's equity. John Bassett will be chairman of the board of the television station, with Joel Aldred, radio-television commentator, as president.

Toronto Telegram's television operations are expected to begin January 1 from new studios and transmitter building to be constructed in the northern part of

the city. The company is capitalized at \$3,000,000, of which \$2,000,000 will be used for construction.

The Telegram is first newspaper to be granted a second television station license in any of Canada's major cities. The applicant estimated advertising revenue potential as \$14 million the first year.

The Toronto Star had proposed to limit its profit to 7% and use anything over that to provide a wide range of public service and educational programs.

B. H. Honderich, editor in chief, said that from the day the station went on the air 58% of the programs would be of Canadian origin. The Star was prepared to invest as much as \$4 million in the station, he said.

The Toronto Globe and Mail was associated with Summit Television Ltd. The Globe and the J. Arthur Rank Organization of Canada would each have a 23.9% investment in the station.

In its brief, Summit announced that the Canadian public would be invited to share in the ownership of the station. Also, that 5% of the equity in the TV station would be donated to a university or universities by those associated with the application.

The Globe and Mail, with its own worldwide news bureaus, would furnish the TV station with news coverage.

March 14 Judged

PHILADELPHIA

Monday, March 14, has been chosen by lot as the date of issue for newspapers entering the 30th Annual Newspaper Contest for the Ayer Cup and other awards.



APPOINTED — Robert W. Chandler, former Oregon newspaper publisher, is the new general manager of the Los Angeles (Calif.) Mirror News in the Times-Mirror Co.

Printed Pact Breaks Siege Of Prisoners

NASHVILLE, Tenn.

Executive Editor Charles Moss of the *Nashville Banner* had a major part in the negotiated surrender of two armed convicts who held 18 persons hostages behind the wall of Tennessee State Prison for more than 25 hours recently.

The prisoners, Robert Rivera and Raymond Farra, "took over" the office of the deputy warden in midafternoon on March 24. Brandishing pistols smuggled behind prison walls, they soon became the center of a national news story.

Of the 20 persons originally held as hostages while Rivera and Farra told officials they demanded freedom, a half-dozen were fellow convicts who had been in the office to receive "scrip" payments for prison work. Twelve were prison personnel, including two women. Another man and woman had come to the prison to visit an inmate.

After releasing a prisoner and a guard who became ill, the "bad men" indicated a willingness to negotiate as the hours dragged on after State Corrections Commissioner Keith Hampton flatly refused their first demands.

As scores of heavily armed guards and police stood helpless on walls and in buildings surrounding them, Rivera and Farra talked repeatedly with prison officials by telephone.

Agreement Notorized

Finally, one of them asked that the *Banner* be contacted, and arrangements were made for Mr. Moss to reach them by phone.

From his office, Mr. Moss heard the convicts' new demands: that they be permitted to enter into a signed agreement with Commissioner Hampton guaranteeing to free the hostages and to surrender provided they were permitted transport to the county jail to await habeas corpus proceedings in their behalf. They also demanded assurance they would not be punished for staging the siege.

But, they told Mr. Moss, the agreement would not be binding unless he would agree to publish it in full in the *Banner* on that date.

Mr. Moss said the newspaper would do so as soon as the pair emerged with their hostages unharmed.

At this point, one of the hostages, Attorney Byron V. Bean, got on the phone and told Moss: "I believe it will be more effective if we can have a notarized statement to that effect."

Mr. Moss agreed. In a few moments, he had prepared the statement and it was notarized by Bob Battle, *Banner* city editor.

The editor delivered the statement personally to the prison. He offered to hand it to the prisoners himself, but prison officials decided it should be taken across the now-deserted inner yard by a "convict diplomat"—a man who had obtained a law degree behind the prison walls and often drew up legal papers for his fellows.

That was the beginning of the end. After Moss' written promise was delivered, Rivera signaled for a conference and Hampton gave him one, out on the wide quadrangle. After a while, as Farra guarded the hostages, Farra talked to Hampton.

Three Nashville lawyers already had joined in, offering to help the convicts seek the habeas corpus writs they demanded. Two prison psychologists and two priests had talked to the men on several occasions, mostly by phone but a few times face-to-face when the convicts were willing.

But it was publicity of their own dictate that the long-termers with the guns most wanted. After a period of indecision as to whether they could trust either Moss or anyone else, Rivera and Farra decided to "come out."

Moss still was standing by at the prison as the hostages emerged in three groups from the deputy warden's office and walked across the court to the main building. One of the psychologists took possession of the two pistols. Rivera and Farra brought up the rear of the procession.

The two were walked past scores of reporters, photographers, television and radio men, and relatives of the hostages to a State Highway Patrol car. A few minutes later, they were in Davidson County Jail, as agreed, and soon their lawyers began work on the court petitions.

And an extra edition of the *Banner* less than an hour later bore a red streamer: "Offer By *Banner* Editor Ends Revolt; Hostages Safe."

At the bottom of Page One, set two columns under a 42-point head, "Peace Pact," was the full text of the agreement.

3RD LARGEST MARKET IN ILLINOIS-IOWA

QUAD-CITIES
ONE OF THE FIRST 100 MARKETS

Reach 9 of 10 homes daily on the Illinois side—where 56% of the 272,600 Quad-Citians live

QUAD-CITIES LARGEST COMBINED DAILY CIRCULATION

ROCK ISLAND ARGUS and MOLINE DISPATCH

REPRESENTED BY ALLEN-KLAPP CO.

News need not always be tidings of despair

Only Angels Sing of Joy

News is frequently defined as being fresh information about an event that has happened recently. This, of course, is a far cry from the idea that news is only the reporting of the depraved happenings in the human community. Yet there are some media that give the impression that the only news worth printing is that which contributes to the general impression that human beings are basically a bunch of monsters.

A case could easily be made that the media consider events which put humanity at a disadvantage to be bigger news than any tidings of joy. Only the angels, it might be argued, bring tidings of great joy to mankind.

It appears that it is more profitable to be an anti-this-or-that, rather than to be a chronicler of the successful efforts among human beings to live together in peace and happiness.

The Good Man Makes News

It is conceivable, however, that the public could be jarred out of the lethargy produced by years of following, in the mass media, all the evil that men do. This country might, for example, take a new slant on life by discovering that we have completed a year in which many millions of teenagers did not become delinquent, when more than 175 million people were not guilty of assault, murder, robbery or wife beating, when the great majority of politicians did not knuckle under to gangsters or rob the public till.

In other words, are there no headlines in the good that men do?

The media claim tremendous influence over thought when selling advertising and oftentimes deny this influence when accused of not leading thought and action to higher levels of achievement.

Media Cannot Shun Leadership

Regardless of whether the media reflect life as it is or serve as guides to the future, responsibility for what appears in the media cannot be avoided by the managers of the media. This, certainly, applies to the advertising as well as the editorial content.

A minor, but entirely too noticeable, part of the mass media in this country has given itself almost entirely to reporting only those things which destroy confidence in our basic values. There are people who are apparently willing to sell their souls to attack anything enjoying public esteem—whether this be God, country, motherhood, elected officials, past heroes or the foods upon which we rely for our good health.

Down With Motherhood and Milk

It is a rather sad commentary when we find elements of the mass media trying to profit by attacking anything that a large group might consider good. This abuse of the mass media must be more effectively counteracted by the vast majority of the media which recognize a responsibility to the public.

Are the media justified in labeling as news any statements made about public health, for example, just because the statements may attack ideas that have been accepted by competent authorities, as well as the public, for many years? Is there no responsibility for checking the reliability of the person making such attacks? Or the possibility that the attacks are made for financial gain? Is there no obligation to attempt to check rumors with people or groups who might be in a position to affirm or deny them? Is the desire to get the "news" to the public fast more important than getting accurate information to the public?

A Matter of Ethics

These are questions that have been argued for many years. Yet the mass media cannot shirk responsibility by suggesting that the media merely provides "what the public wants". The media must definitely assume the position that providing reliable information to help people make wise decisions is of paramount importance.

An increasingly well educated public will demand mass media that serve the public interest by providing adequate and full reliable information in all areas. This job is being done very well by most of the media today, but the irresponsible few still make more noise than do the responsible ones.

Dairy farmers have appreciated the steady flow of information from the mass media through the years. The media bring to farmers market information, research data, fast weather reports, new information about all types of farm operations, as well as information of vital interest to farm families as citizens of their communities. Dairymen do not want to see any weakening of the influence of the mass media, and we pledge our support to the media which give to America the kind of information and leadership that proves to us, as well as to the world, that this is a nation that is much more than the criminals, food faddists or quacks who dominate too much of the news reports.

AMERICAN DAIRY ASSOCIATION

The Dairy Farmers' Voice in the Market Places of America

20 North Wacker Drive, Chicago 6, Illinois

The Weekly Editor

By Billy Smith

POLITICAL PROBLEM

Election year brings to mind a problem faced by weekly and semi-weekly newspapers in a southern state and what they did about it.

This is a hypothetical case. It's a small rural county with one newspaper, the county seat weekly established some 50 years and serving its community well.

Politics enters the picture. There's that inevitable Faction with the feeling that the newspaper isn't fair to both sides. So, the Faction goes about to start its own weekly.

None of the Faction is able to purchase equipment for a printing plant. A vacant building (usually owned by one of the Faction) is rented. They get a typewriter, a few chairs, a desk or two and say they're publishing a newspaper. Arrangements are made with another out-of-county newspaper plant to do the printing.

The Faction is counting heavily on friends in public office to publish legal notices in the new paper. It will also get a certain amount of display ads from sympathetic or back-slapping merchants.

This goes on for perhaps a year, or until the election is over and politicians making up the Faction lose interest in their "newspaper." The only loss is to the established weekly.

The state press association, got its picas together toward a solution. The problem: "What Should Be Done To Designate A Legal Newspaper?"

Legislation was drawn up and with the help of publisher-members of the assembly a bill was introduced setting forth requirements for a legal newspaper. Needless to say, the bill became law.

One of the sharpest teeth in it is something like this: "The newspaper must be printed in the county in which it is published and must have been published uninterruptedly for 12 consecutive months."

By pinpointing the difference in meanings of the words "printed" and "published" the legitimate newspapers provided themselves with considerable protection.

WHICH IS LOW BID?

A suit to determine whether circulation must be a prime consideration in determining the low bidder for governmental advertising in newspapers is pending in a Detroit court.

A citizen's suit filed in behalf of the suburban Herald Newspapers asks the court to set aside a decision by Harper Woods City Council to award advertising to the competitive *Harper Woods Community News*.

The *Community News* — claimed circulation of 1,229 — submitted a bid of \$1.09 a column inch. The *Harper Woods Herald* — 3,887 claimed circulation — bid \$1.25.

The plaintiff claims that on the basis of circulation, the *Herald's* bid is actually lower.

The Council awarded the bid to the *News* on a 3 to 2 vote with two members absent. The *Herald* had carried the city's advertising in the past.

Judge Frank Ferguson ruled it is a matter of law and he asked attorneys to file briefs.

The City Charter directs the Council to award contracts to the bidder whose bid is "most advantageous to the City." It further directs that when the lowest bid is not accepted, the

burden shifts to the City to show that the lowest bidder is "not competent" and that the bid is "not most advantageous" to the public.

The plaintiff contends the bid of the *Herald* was the lower of the two bids and that, therefore, the taxpayer is entitled to a hearing to determine that the bid was not rejected by a "lack- ing of good faith and exercise of honest discretion."

* * *

STAR REPORTER

J. Gordon Queen has been with the *Morgantown* (N. C.) *News-Herald* for over 50 years, 44 as a typesetter. Last year he became a member of the paper's news staff at the age of 66 — and he's going strong. He recently accompanied an emergency relief convoy into snow-bound mountain areas.

Faced with a vacancy on the news staff, Editor Stanley Moore persuaded Mr. Queen to become a reporter. "My only regret," says Mr. Moore, "is that we didn't think of converting him years ago. He's lived here all his life, knows everybody and is a 'natural' for the job."

Mr. Queen fussed and fretted with the typewriter keyboard a few days. For years he composed a regular column of folksy comments on a linecaster keyboard.

Corporation Buys Colorado Weekly

GOLDEN, Colo.

The *Colorado Transcript*, one of the state's oldest weeklies, which is published here, has been sold to a corporation comprised of John Jamison, publisher of the *Englewood Herald*; Bill Long, executive director of Colorado Press Association; and Bill Kosta, head of Kosta & Associates, Denver public relations firm.

Mr. Kosta and Mr. Long are co-owners of the *Broomfield Star-Builder* and the *Lafayette Leader*, both weeklies.

Byron Tarbox, sports writer for the *Colorado Springs Gazette-Telegraph* becomes editor, succeeding Harley Parsons, son of the late publisher.

* * *

SAN SABA, Tex.

Howard Harrison, publisher of the *San Saba News*, founded in 1873, has purchased the *San Saba Star*, founded in 1902, from Forrest Kyle.

The *Star's* publishing date will be changed to Monday, and the *News* will continue to come out on Thursday.

THURSDATA

ONE FOR EACH HAND—

Once-upon-a-time (a few weeks ago) there was this little town named Lake Grove, 10 miles southwest of Portland, Ore. And the little town had no newspaper of its own. Then one morning the 4,000 burghers of Lake Grove woke up and they suddenly had two weeklies and they were both named the *Lake Grove News*. Two weekly publishers in nearby towns had the same idea about the same time and both chose the same name. The publishers were Floyd M. Johnson, of the *Sherwood Tri-City News*, and William Blizard, of the *Oswego Review*. After the second week, Lake Grove still had two newspapers, but Mr. Johnson had renamed his publication the "Press."

* * *

PASS THE NEWSPRINT, MIRANDY—For years, Eugene Stowe, publisher-editor of the *Downieville* (Calif.) *Mountain Messenger*, and Hal Wright, *Loyalton* (Calif.) *Sierra Booster* owner and publisher, have been feuding with each other, much in the tradition of their Sierra Mountain region. The feud recently cost Mr. Wright \$400. Seems the two editors took opposite sides in a local election. Mr. Wright printed that Mr. Stowe was a "known liar," Mr. Stowe sued for libel, and Mr. Wright was out the \$400. Even at that, Mr. Stowe wasn't too happy. He had sued for \$115,000.

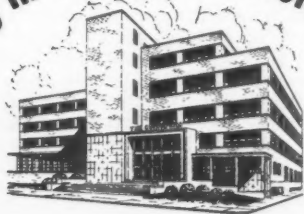
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THEY'RE THE TOPS—Winners for the best Ontario, Can., weekly newspapers for general excellence in three circulation classes were the *Winchester Press*; *Hanover Post*; and *Port Credit Weekly*. Best editorial page awards went to the *Glen-garry News*; *Port Elgin Times* and *Renfrew Advance*. Best use of pictures award went to the *Burlington Gazette*, *Uxbridge Times-Journal* and *Renfrew Advance*.

* * *

EYE WITNESS—The Finch-Tregoff murder trial, found its way into a group of weeklies 3,000 miles away. Mrs. Trudina Howard, wife of Sam Howard, publisher of the *Irvington* (N. J.) *Herald*, and three affiliated papers, wrote four stories from the Los Angeles courtroom. The pieces also appeared in the *Hunterdon County* (N. J.) *Democrat* and several Moreau publications in Essex County.

Everything in Baltimore revolves around



THE SUN

Morning • Evening • Sunday

Let us show you how
**The Star's superior
 technique with ROP**

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**can boost your
 sales in
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Agency men in growing numbers have learned that an important key to bigger sales in the Washington, D. C. market is the superior ROP Color being produced by The Star. Many agency executives have visited Washington to see The Star's facilities and examine the technique for reproducing outstanding color ads. One top agency recently cited The Star for technical excellence in reproducing color in newspaper advertising copy. We're sure our successful "know how" with color can be of great help in improving the effectiveness and pulling power of your ads in the National Capital area. This "know how" becomes a plus for boosting your sales impact in Washington. Million Market Newspapers, Inc., stands ready to provide you with further information.



THE WASHINGTON STAR WASHINGTON, D. C.

Member of MILLION MARKET NEWSPAPERS, INC. • New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard

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UPI Appoints Facilities Chief

Edward L. Brant has been appointed commercial manager of United Press International, to succeed Pierre A. Miner, who died March 10.

Mr. Brant has been Southwestern Division manager at Dallas for the past three years. He is succeeded in that post by Robert N. Bennyhoff, assistant division manager.

32-Year Vet

Mr. Brant will be in charge of the installation of all UPI news and newspapers communication facilities throughout the United States. He is a veteran of 32 years with UPI and its predecessor, United Press. He joined the United Press as a telegrapher in Chicago in 1928. Subsequently, he was transferred to the news side and in 1934 became Detroit night bureau manager. The following year he was assigned to the radio desk in New York.

In 1936 Mr. Brant returned to Chicago as Central Division radio news editor; he became a divisional business representative in 1944, and in 1954 was



Brant



Bennyhoff

appointed Central Division business manager. In 1957 he was transferred to Dallas.

Mr. Bennyhoff is 38 and a native of Oroville, California. He was transferred to Dallas on February 1 as assistant division manager after three years as a business representative in Los Angeles.

Nevada Manager

Previously he was Nevada manager at Reno and a reporter in the Sacramento, San Francisco and Los Angeles bureaus.

Mr. Bennyhoff was a correspondent in the Korean war and covered atomic tests at Bikini and in Southern Nevada. He has had extensive legislative and political coverage experience. In World War II he was a navigator with the Air Force in Europe.

Headliners' Plaque to Tampa Trib

ATLANTIC CITY, N. J.

The National Headliner Club, in its 26th annual list of awards for journalistic achievements, is giving its Public Service plaque to the *Tampa (Fla.) Tribune* for an expose of gambling in its area.

The *Miami (Fla.) Herald* will receive a special citation for its coverage of the Cuban situation and the Associated Press is being honored for its news and photo staff coverage of Premier Khrushchev's visit to the United States last Summer.

Other awards in newspaper categories—presentations will be made April 23—are:

Foreign reporting — Ernest Barcella, UPI—on Vice President Nixon's tour of Russia.

Feature — Otto Zausmer, *Boston (Mass.) Globe*.

Feature column—Charles McDowell Jr., *Richmond (Va.) Times Dispatch*.

Sports—Edwin Pope, *Miami Herald*.

Radio-TV column—Paul Molloy, *Chicago Sun-Times*.

Cartoon—Don Hesse, *St. Louis (Mo.) Globe Democrat*.

Local column — A. Vernon Davis, *Hagerstown (Md.) Herald*, and Ira Brock, *Pensacola (Fla.) News*.

Spot picture — Ed Wergeles, *Newsweek*.

Sports picture — Andrew Lopez, UPI.

Feature picture—Jack Tinney, *Philadelphia (Pa.) Bulletin*.

News in magazine—Clark R. Mollenhoff of Cowles Newspapers for "Secrecy in Washington" in *Atlantic Monthly*.

Maps Are Popular

PROVIDENCE, R. I.

Close to 10,000 maps in packages published by Rand McNally & Co. have been sold as a promotion of the *Journal and Bulletin*. The maps, sold at 25c to adults and 15c to students, pinpoint news spots. Schools ordered large quantities of them for use in social studies classes.

On Governor's Staff

AUSTIN, Tex.

Jon Ford, political reporter for the *San Antonio Express and News*, is joining Gov. Price Daniel's staff as an administrative assistant. He is a former managing editor of the *Odessa American*.

Teen Supplement Wins Official Praise

PROVIDENCE, R. I.

"Young Rhode Island," teenagers' supplement in the Saturday afternoon *Providence Bulletin*, has drawn favorable response since its appearance a month ago. The section will run throughout the school year — about nine months.

It's put together mostly by teenagers themselves. Thomas Varley has been designated "youth reporter" by the newspaper to supervise the reports of school correspondents. A teenage calendar of social and other events, a picture section, teenage profile and a cartoon of a teenager by *Journal-Bulletin* staff cartoonist Frank Lanning are features.

Reader reaction to the supplement—aimed at telling the good news about teenagers—has been overwhelmingly favorable. Letters-to-the-editor have reflected this reaction. The Rhode Island General Assembly passed a resolution praising the Young Rhode Island section and Gov. Christopher Del Sesto promptly signed it.

New Phone System

CHICAGO

The *Chicago Sun-Times* will adopt a new telephone system called Direct Inward Dialing (DID), effective April 3. It involves a new numbering arrangement, known as All Number Calling, that eliminates letters and uses seven numbers instead. It allows a caller to bypass the newspaper's switchboard and call directly to individuals at the *Sun-Times*. The system can be used for both local and long-distance calls.

Prize for Linguist

MONTREAL

Omer Heroux, editorial writer on *Le Devoir*, has been presented with the grand prize awarded annually for journalism by the St. Jean Baptiste Society here. Mr. Heroux is an authority on the survival of the French language among French-Canadians living in Canada outside Quebec Province.

Employee Liaison

LOS ANGELES

Mike McClure, former supervisor of recruitment and placement in the *Times-Mirror Co.* Personnel Department, has been appointed Employee Relations Representative. He will work with Robert Flannes, administrative assistant to President Norman Chandler, in employee relations activities.



NEWSPAPER ENTERPRISE



Dr. Philip Van Doren Stern

When history is news, **NEWSPAPER ENTERPRISE** makes history . . . by engaging Dr. Philip Van Doren Stern, a leading Civil War authority, to write, hunch and direct a continuing program of anniversary features. NEA Full Service clients will be covered on the great Centennial with colorful and authentic writing and historic illustrations.

NEWSPAPER ENTERPRISE
Association

NEW YORK • CLEVELAND



Civil War Centennial Coverage by

Size for whose sake?

Big Business, some will answer quickly, serves only itself. Its aims, as they see it, are fewer and fewer competitors, fatter and fatter profits. They ignore the fact that much of today's business is big simply because it *has* to be big to supply our needs. Let's look at a few facts on business that are all too often overlooked.

Q. These days, exactly how big is the job Oil must do?

A. Let's express it in production figures. These, of course, only hint at our huge consumer appetite for oil. The industry refined 2,789,404,000 barrels of crude oil in 1958. That's more than 7,642,000 barrels a day. We also drilled 47,758 new wells. Doing so helped add 235,512,000 barrels to our proven reserves underground. That's one more assurance we have of continuing to meet our oil needs tomorrow.

Q. In doing this job, don't a few big companies dominate the rest of the industry?

A. Not at all. The industry includes some 12,000 individual oil producers and 28,000 individual marketers. And there are 291 operating refineries in the U. S. owned by 186 different companies. No one or two or ten of these companies monopolize the business.

Q. How is the volume of business spread among these refiners?

A. In 1958, the largest refiner had 10.3% of all refinery production. The top five refiners together had 37.9% of this "run." The top ten had less than 61%. Refining is big business—but it doesn't rule out healthy competition.

Q. But why must refining companies be big business in the first place?

A. A few statistics may help answer that one. Today's standard 50,000-barrel-a-day refinery costs about \$75-80 million. And while the outlay for capital equipment for all U.S. industry runs to \$17,900 for each production worker, it comes to \$77,700 for the refining industry. A small business could hardly afford that.

Q. Up to now we've talked a lot about refining. What of exploration?

A. Our driller today spends \$13.80 to drill just a single foot. And, on an average, he must go down 4,160 feet to find oil—if he finds it at all. A "dry" hole cost \$2,000 in 1859 when the U. S. oil industry was born. Today it can run up to \$3 million. Yet, drilling costs are only part of the picture. Companies now searching for oil in offshore waters, just as an example, operate the biggest helicopter service in the world.

Q. Then there is little room for the "loner" in the oil industry.

A. As far as risky foreign operation and costly offshore exploration go this is probably true. But onshore, here at home, not true. Take drilling. The small "independents" were able to provide three of eight barrels of oil the U.S. produced. Also, most of the country's 574,900 oil wells are small producers, averaging 11.7 barrels a day. So, there is a special need for these "independents." But their oil must be transported by pipeline and often by tanker, too, to its refinery destination. This again is big business.

Q. Do we need bigness at the selling end of the business too?

A. No, as we already said, there are 28,000 marketers in the oil industry. And there are about 200,000 primary service stations selling oil products to the public. About 90% of these stations are owned by small independent businessmen.

Q. You suggested before that bigness helped here at the gas pump. How?

A. It has helped raise the quality of oil products while holding down the cost to

the public. For example, to raise gasoline octane by just one number to meet the needs of today's high compression automobile engines costs the industry some \$200 million. And oil has kept up with the costly race to boost quality without an appreciable rise in prices.

Q. Can you cite some figures on price holding?

A. Gasoline prices, excluding Federal and State taxes, averaged 20.27¢ a gallon in 1949, against 21.09¢ in 1959. That's a rise of less than a penny a gallon in over ten years. Of course, gasoline taxes jumped from 6.52¢ to 10.12¢ in the same period. The whole range of oil product prices has risen far less than the U. S. index of retail commodity prices.

Q. Even so, aren't oil industry profits way above other industries?

A. Hardly. The stiff competition, the risks of exploration, and the rising costs we spoke of all help keep oil profits down. The industry's net income after taxes in 1958 was 10.2% of net worth, against 9.8% for all manufacturing. Bigness does *not* mean exorbitant profits.

Q. If bigness hasn't meant exorbitant prices or profits, hasn't it given the oil industry undue power in our government?

A. If anything, it's the other way around. The criticism that bigness has to be "badness" dogs the oil industry in devious ways. The industry, for example, has been called on the carpet by one branch of government for doing what another branch has asked. But, often the public only remembers the headlines of the charge, even though no basis for it existed. Again and again, big business is hurt by lack of knowledge about it. The best defense for bigness is helping people understand it.

*We welcome further questions and comment.
Please address them to Gulf Oil Corp.,
Room 1300, Gulf Bldg., Pittsburgh 30, Pa.*

Obituary

F.P.A., Famous Columnist, Dies

Franklin Pierce Adams, 78, who won fame as F.P.A., conductor of "The Conning Tower" column in various New York City newspapers, died March 23 in a nursing home in which he had lived since 1955.

He wrote his first column for the *Chicago Journal* for one year (1903) and then came to New York, where his literate and lively column appeared successively in the *Evening Mail*, *World*, *Tribune*, *Herald Tribune* and *Post*, until 1941. He was on the radio program "Information Please" for a number of years.

Mr. Adams had little liking for gossip columns which came along after his own "Tower" became a city institution and in an E&P interview he deplored what he regarded as a lack of hard work by the current crop of columnists. (E&P, July 6, 1957, page 4).

One of F.P.A.'s famous verses read: "Journalism's a shrew and scold—I like her. She makes you sick, she makes you old—I like her."

ROWLAND WICKERSHAM, 51, picture editor of *Look* magazine, and a former AP bureau chief in Boston, Mass.; March 25.

THOMAS C. CORNELL, 79, former state editor of the *Salt Lake* (Utah) *Tribune*; March 16.

JAMES F. ROCHE, 61, director of public relations for the Stanley Tool Works, former ship news reporter for the *New York Times*, and former reporter for the *Hartford* (Conn.) *Times*, the *Hartford* (Conn.) *Courant*, and *Worcester* (Mass.) *Gazette*; March 24.

JOHN LARDNER, 47, columnist for *Newsweek* magazine and *The New Yorker*, and formerly with the *New York Herald Tribune* and the North American Newspaper Alliance; March 24.

JOHN OGDEN TYLDSLEY, 51, editor and publisher of the *Millbrook* (N. Y.) *Round Table*; March 24.

FRANK C. MCELVAIN, 95, former business manager, *Oakland* (Calif.) *Herald*, and formerly with Capper Publications, Topeka, Kas.; recently.

Columnist Bids Last Farewell

NEW CASTLE, Ind. On Saturday, March 19, Ed Ogborne's column appeared as usual in the *New Castle Courier-Times*.

The 51-year-old city editor and columnist started off: "This was written, of course, before the deadline."

He then listed the things he loved most in "the wonder of the world about me." Sunlight and shadow, roads and busy streets, mirrored lakes and towering mountain peaks, and most of all, people.

He went on to say: "As a reporter, I wish I could file a story from here to tell you how it is, and what you too may expect when your time comes."

The column was discovered soon after he was stricken at his desk with a fatal heart attack Friday, March 18.

Mr. Ogborne joined the *Courier-Times* as a reporter in 1935, later becoming sports editor. A tour in the Navy came in 1943. He managed a local radio station on his return in 1946 until 1954, when he rejoined the *Courier-Times* as city editor.

His first column, *Fancy Free*, appeared on the paper's editorial page in 1952.

Ernest von Hartz, Of New York Times

Ernest von Hartz, news editor of the *New York Times*, died March 24, following brain surgery. He was 56 years old.

Mr. von Hartz was a news executive of the *Times* for 12 years. He had been in newspaper work for 34 years, beginning with the *Baltimore* (Md.) *Sun* where he became foreign news editor.

Mr. von Hartz came to the *Times* as copy editor of the foreign desk and book reviewer in 1935. He left the *Times* in 1941 and served first as a civilian news consultant for the Army, then with the War Production Board.

Mr. von Hartz then joined the newly established *Chicago* (Ill.) *Sun*, serving as foreign news editor and night managing editor.

He returned to the *Times* in 1948 in charge of a project that studied experimental methods in emergency printing.

JACOB H. STRONG, 74, former editor and publisher of the weekly *Rhinebeck* (N. Y.) *Gazette*; recently.

OWEN GEORGE CARRELL, 82, former editor of the defunct *Wilmington* (N. C.) *Daily Post*; March 13.

JOE S. REISTER, 47, head of the *Louisville* (Ky.) *Courier-Journal's* Lexington bureau; March 26.

LEONARD A. UNGER, 40, AP bureau chief in Harrisburg, Pa.; March 26.

CHARLES LESLIE FOX, 53, editor, *Wadena* (Minn.) *Pioneer-Journal*; recently.

GOMER D. BATH, 61, columnist and chief editorial writer, *Peoria* (Ill.) *Journal Star*; March 16.

FRED ROBINSON, 88, retired *Rochester* (N. Y.) *Democrat* and *Chronicle* columnist; March 17.

LUDWIG G. LEDERER, 50, science columnist, *Hartford* (Conn.) *Courant*, *Hudson* (N. Y.) *Register-Star*, *Pittsfield* (Mass.) *Berkshire Eagle*, and *Millerton* (N. Y.) *News-Republican*; March 17.

John D. Blitz, 67

John D. Blitz, manager of the restaurant department of the *New York Times* since 1936, died on March 21. He was 67 years old.

Mr. Blitz was in charge of a service dining room and cafeteria, which daily served between 2,500 and 3,000 persons, and five private dining rooms, all in the *New York Times* building.

Killed by Fire Truck

CHAMPAIGN, Ill. Dudley McAllister, 41, *Champaign-Urbana Courier* political writer, was killed here March 23 in a collision of his car with a fire truck, which was answering a call from a restaurant near the University of Illinois campus.

'Final Edition' Isn't the Last

SAN BERNARDINO, Calif. Readers of the *San Bernardino Sun* had to be reassured that the paper was not going out of business, just because it started use of new edition-marking ears.

Because of a volume of inquiries, the paper had to run a box explaining that "Final Edition" was just the designation.

The edition goes primarily to San Bernardino city and immediate suburbs but is also the term for the Monday morning run.

ENGINEERING FOR THE GRAPHIC ARTS

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- NEW PLANT

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CHAS. T. MAIN, INC.

BOSTON, MASSACHUSETTS • CHARLOTTE, NORTH CAROLINA

"EARN"

did not always mean

the same as "GET"

"The more you get, the more you can spend. And this will bring prosperity."

So goes the thinking in many a public expression during the last few years.

But merely getting more wages, without producing more goods, does not bring prosperity. It brings inflation.

To earn more, a man should produce more: by producing more, he earns more. This is simple, old-fashioned logic and old-fashioned morality.

The gimme, gimme, gimme demand every year without reference to earning causes inflation. And inflation can rob us all of the prosperous business promised in the Golden Sixties, because inflation dissipates, destroys savings.

REPUBLIC STEEL

CLEVELAND 1, OHIO



INFLATION ROBBS US ALL

New products which reduce costs and give the customer more for his money are the soundest means of increasing purchasing power without creating inflation.

Among the many products Republic Steel has developed for residential construction are hollow metal doors. These doors can't warp, swell, or shrink. Moisture and temperature changes cannot affect them. They are engineered to fit right, close tight, open and close smoothly, silently. They're easy to paint to harmonize with interior decorations.

The component includes complete frame, door, and hardware. Installation is fast. Each door is factory-fitted to eliminate cutting and planing on the job. Requires no maintenance call-back expense. Steel doors add lasting value at low over-all cost to any home. Ask your builder about Truscon Steel Doors, built by Republic's Truscon Division.

CLASSIFIED CLINIC

Tabloid Pull-outs Draw Linage, Readers

By Daniel L. Lionel
CAM, New York Herald Tribune

Apparently there's something neat and cuddly about a classified section set up in tabloid form as a pullout in a standard sized newspaper. More and more newspapers seem to be going for it with advertisers and readers alike showing their satisfaction by advertising in them.

Latest entry is the *Seattle* (Wash.) *Times* with a "Spring Guide to Better Living" section on a Thursday in March that carried 3,316 ads and about 46,000 lines of paid advertising. Only once in the paper's history was more daily classified published.

Good Showing

Let the accountants look askance at the economics of publishing such a tab when normally classified runs on standard sized pages with a nine-column base for want ads, the *Seattle Times* has that situation well in hand. The tabloid contained 36 pages, each with 7 columns, 1 and 9/16 inches wide. With approximately 1,400 lines to the page, this tabloid actually makes as good, if not a better showing at the counting table than standard size pages.

"Reaction to this, special tabloid 'Spring Guide to Better Living' says CAM Lester P. Jenkins, was more favorable than anything we have done in a long, long time. Much favorable comment was given us on its convenience, readability and size.

"We included real estate classified display ahead of the regular classified; automotive classi-

fied display following regular classified, and a professional service guide tab within a tab in the middle section."

Front page of the section sported spot color, in yellow, and carried another in the *Times'* series of family portraits showing families who have successfully used want ads. CAM Jenkins says that the family want ad photo series is the most effective promotion device he's discovered to date for building voluntary. So far this year transient voluntary classified is ahead 2,000 ads per month.

Sunday Feature

Mickey Driscoll, CAM, *Las Vegas* (Nev.) *Review-Journal*, also finds enthusiastic acceptance for her tabloid classified insert which is now being published as a Sunday feature. Along with other advocates of these classified tab inserts, CAM Driscoll finds that they make readers more want ad-conscious and get a better play for the advertisers in terms of additional response.

An idea by Win Truitt, assistant CAM, *Long Beach* (Calif.) *Independent, Press-Telegram*, for a tabloid classified section on St. Patrick's Day paid off in terms of 998 inches of advertising in the 12 pages. This is an increase of some 800 inches in space over the previous Thursday, Friday, Saturday and Sunday.

Entitled "Sharin' O' the Green," it featured used car values advertised in a St. Pat-

rick's Day theme. The entire section was devoted to classified display advertising. Display cards with a huge green shamrock were placed on the featured automobiles on the lots for effective tie-in.

RECORD MONTH

"Classified is selling itself, we don't have to use any special sales techniques" says a front page story in the *Perth Amboy* (N. J.) *Evening News*, quoting its CAM, Felix Scapellati. The *Journal* broke all records for February with 160,463 lines. Never before in its 57 year history had the *Journal* run more than 150,000 lines of classified in any one month.

MORE ON COLOR

In line with the story about the effectiveness of color in classified advertising (E&P, March 20) Gunnar D. Rovick, assistant CAM, *Minneapolis* (Minn.) *Star & Tribune*, sends along some color page ads recently carried for two home builders. One of them, an ad for Orrin Thompson homes which ran in January, "swamped" the contractor. "During the month of January, says Mr. Novick, a normally slow and sometimes bitter cold month in Minnesota, Thompson Construction Company sold over 200 homes, a bang-up month for any builder in any climate!" The other advertiser, New Hope Homes, said the "heavy" response continued all week. The *Minneapolis Star* and *Tribune* carried 24 pages of color advertising in classified in 1959.

JINGLE BUT NO BELLS

They handle 10,000 phone calls per month . . . and not the single ring of a telephone can be heard:

That's the situation in the Classified Phone Room of the *St. Petersburg* (Fla.) *Times*, with the installation of the 6-A Order Turret, a telephone system which speeds up the receiving of telephone calls.

"The installation of the system had been under consideration for the past year," CAM William MacKelvie said.

With the previous system, the operator was free to disregard the ringing signal of the incoming call. The new system works in the following manner:

- (1) The incoming call travels over the 12 operating trunks until it finds a vacant line.
- (2) A light "bong" can be heard by the operator, announcing the incoming call.
- (3) Immediately the party begins to speak.

"The operator cannot refuse the call unless she is busy with

another call," Mr. MacKelvie said.

PERSONAL NOTES

J. GORDON BAUGH—to classified advertising manager, *Wichita* (Kas.) *Beacon*.

JACK E. TAYLOR—to classified advertising manager, *Columbia* (S. C.) *State and Record*, succeeding the late CLAUD A. MONTGOMERY, who died Feb. 21.

BERNARD C. MANKER, JR., display advertising salesman, *Berwyn* (Ill.) *Life*—to classified advertising manager, succeeding WALTER H. SOLOMON, retired after 25 years.

600 Papers Take Reports on Graham

COLUMBIA, S. C. Many correspondents covered parts of Billy Graham's "Safari for Souls" in Africa, but only one newspaper reporter—Tom McMahan, religion editor of the *State* here—covered the entire campaign. Each week two of his reports went to a mailing list of nearly 1,000 outlets.

The *State*, offered to share Mr. McMahan's reports free of charge with all requesting news media. Receiving the reports were 586 U. S. newspapers and 17 papers in Canada, 13 in Great Britain, 28 in Australia, and 14 in other foreign countries.

Mr. McMahan's twice-weekly copy also went to 245 magazines, mostly religious publications, including 213 in the United States, 14 in Canada, 10 in Great Britain, two in Australia, and six in other foreign countries.

Twelve United States radio stations and six in other nations received the reports, and 59 individuals were on the mailing list.

The outlets totaled 980 of all types.

Gets Polish Visa

The Polish government has granted a visa—for a month's stay—to M. S. Handler, *New York Times* correspondent. The newspaper's previous Warsaw correspondent, A. M. Rosenthal, was expelled last October for "reporting too deeply" into the country's internal affairs.

Len Davis Appointed

Leonard L. Davis Jr., newsman and public relations executive, has been appointed managing director of Bennett Associates, Inc., international PR firm. It is affiliated with Victor A. Bennett Co., Inc., ad agency.

Get the most out of a compact, rich market that buys more retail goods than any one of 35 entire states!

WRITE
WIRE
PHONE

CLEVELAND
Plain Dealer

Represented by Cresmer & Woodward

PROPER TIMING IS BEFORE THE EVENT!

Before you're accused of
LIBEL

by comment, picture, error in fact or identity, or of violating Privacy or Copyright, Piracy of matter or format

FORTIFY
against embarrassing loss with our special excess
INSURANCE
covering these hazards—
unique, effective, inexpensive

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco
107 William 175 W. 100 Bush
St Jackson St

PROMOTION



Leighton Authier

Authier Is Named Promotion Director

PROVIDENCE, R. I. Leighton D. Authier, formerly of the *Des Moines Register & Tribune*, is coordinating promotion and public relations activities for the *Providence Journal-Bulletin*, where he is the new promotion director.

Mr. Authier's appointment was announced by Charles J. Davis, director of sales development at the *Journal-Bulletin*.

Clifford A. Shaw, formerly promotion manager at the *Journal-Bulletin*, now is administrative assistant. The Science Fair and Santa Claus Fund promotions remain under his direction.

Mr. Authier was in Des Moines for 15 years, handling development and public relations programs for all departments. He originated a number of forum programs and designed a World Affairs Program for schools.

PM Appointed

AURORA, Ill. Wilfred P. Burns, manager of advertising promotions of the *Joliet Herald-News*, became promotion manager of the *Aurora Beacon-News* on April 1. Both newspapers are members of the Copley Press, Inc.

70,000 in Patio

INDIANAPOLIS More than 70,000 persons turned out to see the second annual *Indianapolis Star Flower & Patio Show* at the State Fairgrounds. Attracting the greatest attention at the show were 19 special gardens, totaling 26,000 square feet in size. They were designed by florists and nurserymen throughout the state.

EDITOR & PUBLISHER for April 2, 1960



MAKES MOVE—From promotion manager of the *Riverside (Calif.) Press-Enterprise*, Lawrence L. Wade, above, has gone to the *San Francisco Chronicle* as promotion director, succeeding Phelps Dewey, now in press relations work for the University of California.

Keeney from Canton To Evansville Post

EVANSVILLE, Ind. Arthur J. Keeney, for the past eight years associated with the *Canton (Ohio) Repository*, has been named promotion manager of the *Evansville Printing Corp. (Evansville Courier and Press.)*

While in Canton he had served as promotion and public service manager for the *Repository* and was associated with research and personnel work. He is a director of the National Newspaper Promotion Association and is president of the Central Region.

Mr. Keeney is a 1951 graduate of Northwestern University's Medill School of Journalism where he completed his graduate and undergraduate work in advertising and publication management.

PERSONAL NOTES

JOHN DEFANT, director of the University of Notre Dame Press —to advertising and promotion director of George A. Pflaum, Publisher, Inc., succeeding WILLIAM HOLUB, now general manager of the American Press, Inc., New York City.

RICHARD E. LEWIS, an account executive with Bozell and Jacobs, Omaha advertising agency —to promotion manager of the *Omaha (Neb.) World-Herald*.

HARVEY INGHAM — from *Minneapolis (Minn.) Star and Tribune* to assistant promotion manager, *Philadelphia (Pa.) Bulletin*.

LET'S QUIT SELLING ONE AD AT A TIME!

No sensible advertising man questions the power of continuity in advertising. He is quick to put its power to use—when he has an incentive for doing so.

Daily we learn of advance advertising commitments being made to our competing forms of media. They are winning this desirable business on the incentive of their rate structures.

From time to time, on festive occasions, guest-of-honor advertiser or agency principals are wont to pay lip service to the power of newspaper advertising. It's nice to know we're appreciated. But the sad fact is that national advertisers who use newspaper advertising on any but a "single shot" basis are mighty rare birds.

Why can't we get together—on a plan for selling ads on a better basis than "one at a time"? Advertisers and agencies want such a plan. Other media offer it. And a plan that would bring in ten ads for one deserves a far better title than "rate cutting."

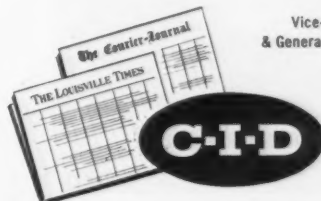
Think of the many advantages to us in getting from national advertisers long-range advertising commitments. We could better plan our product—better serve both public and advertiser.

In the interest of selling continuity in newspaper advertising, we in Louisville have inaugurated the C-I-D Plan. We do not say it is the plan. But we say it's a plan—and better than none at all.

I'd like to hear from other publishers about what they think of our plan—and how they feel about an industry-wide plan for selling more than one ad at a time. Maybe some of our many interesting "case histories" in selling continuity in advertising would be helpful to you. I can cover the details of them better in a personal letter than in this advertisement.

Lisle Baker Jr.

Vice-President & General Manager



The Courier-Journal and The Louisville Times

Represented nationally by the Branham Company

Here's proof of appeal:

Over 3,000 letters in 8 weeks from Detroiters for

A LOVELIER YOU

by Mary Sue Miller

Illustrated by lali

Mail counts from papers all over the country prove A LOVELIER YOU builds reader response. Here are some typical reports for the last 8 weeks:

Detroit	3012
Milwaukee	1432
Pittsburgh	1141

Women's editors sing the praises of A LOVELIER YOU. It's the modern, up-to-date, complete self-improvement package for all women. It's a year-round feature of advice and information on fashion, beauty, diet, figure control, etiquette, personality . . . even household tips. A LOVELIER YOU builds women's reader-interest . . . makes your columns more productive for advertisers of women's clothing, jewelry, cosmetics and accessories.



Written by a famous expert

Mary Sue Miller, a former Powers model, is a nationally known expert on fashion, beauty and charm. She is the author of the newly published book, "Here's To You, Miss Teen" and co-author of the book, "Secrets of Charm" which was chosen as a Literary Guild selection. Her authoritative advice on every phase of self-improvement is welcomed by today's women everywhere.



Illustrated by a noted artist

For many years lali has been a fashion illustrator for major national magazines. Her charming style points up each release of A LOVELIER YOU. Her crisp, appealing art adds just the right touch to give you a good-looking feature for your women's pages.

SPECIAL READER SERVICE ADDS TO APPEAL

Leaflets and booklets supplementing each release of a LOVELIER YOU are available as a service to the readers of your newspaper. There is no mail for your staff to open, process or answer, and no bookkeeping or extra cost to you. Simply forward reader requests to The Sun-Times Syndicate, which mails the material directly to each requesting reader. The volume of requests flowing through your newspaper gives you a continuing check on reader-interest in the feature.

WIRE OR PHONE NOW! Get This Timely BONUS FEATURE!

SUCCESS DIET

A new, 5-part diet series by Mary Sue Miller, regularly offered as a separate feature . . . yours at no extra charge with your initial order for A LOVELIER YOU!



ORDER THIS

Now feat
Amarillo
Appleton
Asbury
Bay City
Birmingham
Boston
Brawley
Bridgeport
Charleston
Chicago
Clarksburg
Columbi
Corona
Davenport
Dayton
Detroit
Dover
El Centro
Elmira
Erie
Fort Dodge
Fort La
Fort Wa
Greensb
Hagersto



THE FEATURE FOR ALL THE LADIES

—homemakers,
mothers,
office workers,
career girls

... PLUS special releases for teens!

Releases designed to appeal to teen-agers cover diet, skin care, figure control, grooming, manners ... the same expert advice and information that makes A LOVELIER YOU appealing to ALL the ladies.

... PLUS flexible make-up

You set each release to conform to the style of your women's pages: 1 column head and art, 2 column head and art, or 2, 3, or 4 column head with 1 or 2 column art. (All illustrations matted.)

A LOVELIER YOU

is productive for newspapers
of every size in every market ...
can build reader-interest for you!

Now featured in:

Amarillo Globe-Times
Appleton Post-Crescent
Asbury Park Press
Bay City Times
Birmingham News
Boston Globe
Brawley News
Bridgeport Post Telegram
Charleston Evening Post
Chicago Sun-Times
Clarksburg Telegram
Columbia Record
Corona Daily Independent
Davenport Morning Democrat
Dayton News
Detroit News
Dover State News
El Centro Post & Press
Elmira Star-Gazette
Eric Times
Fort Dodge Messenger
Fort Lauderdale Daily News
Fort Wayne News Sentinel
Greensboro Record
Hagerstown Morning Herald

Hammond Times
Harrisburg Patriot News
Hartford Times
Honolulu Advertiser
Houma Courier
Houston Post
Huron Daily Plainsman
Indianapolis Star
Indio News
Jackson Citizen Patriot
Jacksonville Journal
Jamaica Long Island Press
Kennewick Tri-City Herald
Lorain Journal
Long Island Star Journal
Los Angeles Mirror-News
Louisville Times
Lowell Sun
Macon Telegraph
(Madison) Wisconsin State
Journal
Marshalltown Times-Republican
Miami Beach Sun
Milwaukee Sentinel
Mobile Press Register
Muncie Evening Press

Muskegon Chronicle
Nashville Banner
Newark Star Ledger
New Britain Herald
New Orleans Times-Picayune
New York Daily Mirror
Ogden Standard-Examiner
Oklahoma City Oklahoman &
Times
Paducah Sun-Democrat
Pensacola News-Journal
Peoria Journal Star
Piqua Daily Call
Pittsburgh Post-Gazette
Rochester Times-Union
St. Joseph News-Press & Gazette
St. Louis Globe Democrat
San Antonio Express
Santa Clara Journal
Savannah News & Evening
Press
Shreveport Journal
South Bend Tribune
South Haven Daily Tribune
(Springfield) Illinois State
Register

Springfield Union
Staten Island Advance
Sunnyvale Standard
Syracuse Herald—Journal
Tacoma News Tribune
Titusville Star-Advocate
Traverse City Record-Eagle
Waco News Tribune
Waterloo Daily Courier
Wichita Morning Eagle
Williamsport Grit
Worcester Telegram
Winston Salem Journal &
Sentinel
Foreign
B. Horizonte (Brazil)
Bangkok World (Siam)
Diario da Tardi (Brazil)
Halifax Herald
Kingston Whig Standard
Manila Times
Montreal Star
St. John's Evening Telegram
Tel Aviv Laisha (Israel)
Winnipeg Free Press
Yomiuri (Japan)

A LOVELIER YOU

By Mary Sue Miller

THE LEG COMPLEXION.

These days, nylon stockings offer the legs the utmost in glamour. Just think how gossamer weights, costume colors and sparkling finishes contribute to flattery. They do, that is, if the leg complexion is fine, fair and fuzzless.

For petal-smooth legs, it is necessary to de-fuzz at the first signs of growth. Another prerequisite is a sudsy brush scrubbing, during the daily bath. That's the time, too, for smoothing scuff and callouses. For an effective tool, use a well-soaped pumice stone.

A third specific is creamy massages. For this job, moisturized hand creams and lotions are especially beneficial, as they help maintain the skin's moisture level. Lacking a normal amount of moisture, the skin flakes and dulls.

But however excellent, a skin preparation has little value unless you make regular use of it.



Application must be made to the legs at least once daily, or clear, soft skin becomes a gamble.

POCKET CALORIE COUNTER

Do you really know the calorie counts of the foods you eat? Our new booklet, **POCKET CALORIE COUNTER**, tells the score at a glance. It also gives a diet plan—a way to eat and slim. For your copy, write Mary Sue Miller, in care of this newspaper, enclosing a long, self-addressed, stamped envelope and 10c in coin.

CHICAGO

SUN-TIMES
Syndicate

Robert A. Cooper, General Manager
Phone: Whitehall 3-3000

Sun-Times Plaza
Chicago 11, Illinois

FAIRCHILD news

Stewart Jurist has joined Fairchild Publications as circulation promotion manager of the new metals weekly newspaper which the company will launch early next year. Mr. Jurist previously was circulation manager of Rudder Magazine and prior to that was associated with Direct Mail Advertising Assn.

When the American Cotton Manufacturers Institute holds its annual convention at the Americana Hotel, Miami Beach, Apr. 7-9, meetings will be attended and covered for DAILY NEWS RECORD by Herman S. Shaps, textile editor; Harry Jefferis, man-made fibers and fabrics editor; and Cheves Ligon, chief of Fairchild's Charlotte, N. C., bureau.

Through special arrangement with Northwest Orient Airlines, Fairchild Publications will fly copies of HOME FURNISHINGS DAILY, WOMEN'S WEAR DAILY, DAILY NEWS RECORD and ELECTRONIC NEWS to Osaka, Japan, for distribution at the Osaka International Trade Fair, April 11, 12, 13. 100 copies of the papers will be shipped each day.

Saul Diamond, Administrative Manager of WOMEN'S WEAR DAILY, leaves this weekend on his annual trip to Florida ready-to-wear markets. This is the 23rd year that Mr. Diamond has covered the market in Miami and surrounding areas.

Fairchild's Business Book Division has just published a new text, called "The Backbone of Retailing," which outlines merchandising and promotion ideas used successfully by smaller-store owners and which may be adapted to retail operations of any size. Written by Jane Cahill, editor of "Experiences of Smaller Stores" column in WOMEN'S WEAR DAILY. Book is \$6.50 a copy.

Frank McCann, who has been a general news reporter for HOME FURNISHINGS DAILY, has been transferred to the fashion news staff, covering furniture. He has been replaced on the general news staff by Jacqueline Kunitz.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.

Publishers of

Daily News Record, Supermarket News, Women's Wear Daily, Electronic News, Home Furnishings Daily, Directories, Men's Wear, Footwear News, Books.

44

STANLEY NOLEN — from sports editor, *Santa Fe* (N. M.) *New Mexican* to Bryan (Tex.) *Daily Eagle* as sports editor, replacing PAUL BROOKSHIRE, now sports writer, *Fort Worth* (Tex.) *Star-Telegram*.

JEROME BEATTY — to executive editor, *Berkeley* (Calif.) *Daily Gazette*, succeeding JEAN R. PAULSON, resigned to enter journalism education.

DWIGHT O'DELL, *Fortuna* (Calif.) *Humboldt Beacon* — to president, publishers unit, Redwood Empire Association succeeding JACK CRAEMER, *San Rafael* (Calif.) *Independent-Journal*.

WILLIAM CODY, *San Francisco* (Calif.) *Chronicle* advertising staff — to Wenger-Michael, Inc., San Francisco, as account executive.

Judith Crist Named Editor for the Arts

Judith Crist, a member of the news staff for 11 years, has been appointed *New York Herald Tribune* editor for the arts. She succeeds Otis L. Guernsey, who is leaving the paper to undertake a writing project.

Since 1950, Mrs. Crist has been writing features for the drama section and for the last two seasons has served as a drama critic in addition to her work as a general assignment reporter. She was educated at Hunter College, the State College of Washington and the Columbia Graduate School of Journalism.

DAVID WINSLOW, from *Schenectady* (N. Y.) *Union-Star* — to city desk, *Gloversville* (N. Y.) *Leader-Herald*.

GEORGE SPARGO, *Schenectady* (N. Y.) *Union-Star* — to *Schenectady* (N. Y.) *Gazette* copy desk.

SELBY O. NORHEIM, reporter, *Kalispell* (Mont.) *Daily Inter Lake* — to editor, *Glasgow* (Mont.) *Courier*, succeeding SAM GILLULY, now publications director, Montana Chamber of Commerce.

DON SANDERS, recent graduate of University of New Mexico journalism department — to sports editor, *Gallup* (N. M.) *Independent*.

FRANK MAESTAS, sports reporter, *Albuquerque* (N. M.) *Journal* — to sports editor, *Santa Fe* (N. M.) *New Mexican*, succeeding STANLEY NOLEN.

personal



TITLED PEOPLE—When the Authors Guild entertained book critics recently in New York, the camera caught Cornelius Ryan (left) of "The Longest Day" chatting with Tom Tinkle of the Dallas (Tex.) News, Theresa Vidal, poetess, and Tom Sherman of the St. Louis (Mo.) Post Dispatch.

BILL WILLIAMS, feature writer and columnist, *Gastonia* (N. C.) *Gazette* — to associate editor.

LEONARD F. WILLEY — from advertising department to assistant general manager, *Salem* (Mass.) *Evening News*. JOHN W. SPLAINE — to advertising manager.

WILLIAM H. HEXNER, classified advertising manager and commercial printing department director, *Martinez* (Calif.) *Contra Costa Gazette* and *Standard* — to general manager.

VICTOR WHITAKER JR., night city editor, *San Diego* (Calif.) *Union* — to city editor, succeeding EDWARD L. THOMAS, now assistant executive news editor.



PRESS QUEEN—Mrs. Joanne Falk, 23, secretary in the news department of the New York Times, has been picked to preside at the New York Newspaper Guild's Page One Ball, April 1. She's hoping to become a reporter.

News Conference Board Helps MEs

SAN BERNARDINO, Calif. D. R. (Bob) Geggie, a member of the *San Bernardino Sun-Telegram* staff for 11 years, has been named to the newly-created post of assistant to the managing editors.

The assignment makes him a member of a new editorial conference with Jack E. Blue, city editor; William B. Adams Jr., news editor; Robert S. Roddick, county editor, and Robert Walton, sports supervisor. This group has been formed to assist G. David Ackley, day managing editor, and Frederick J. Lawless, night managing editor, in departmental administration.

Mr. Geggie will continue as political editor and picture editor.

FRED SHAVER — to Santa Fe (N. M.) *United Press* bureau.

CHARLES R. HOLDREN — to editor, *Tucumcari* (N. M.) *Daily News*, succeeding JESS PRICE — resigned to become city editor of *Santa Fe* (N. M.) *New Mexican*. Mr. Holdren was formerly on staff of *Pratt* (Kan.) *Daily Tribune*.

GERALD WRIGHT — to news editor, *Las Cruces* (N. M.) *Sun-News* — succeeding BILL TRENT.

DONALD C. HANSEN, formerly editor of the *Rangeley* (Me.) *Record*, editor of the *Boothbay* (Me.) *Register*, and news editor of the *Brunswick* (Me.) *Record* — to police and education reporter, *Portland* (Me.) *Evening Express*.

EDITOR & PUBLISHER for April 2, 1960

mention



IT ISN'T A NOVEL EXPERIENCE but Miss Glandy Culligan (left) of the Washington (D.C.) Post finds cocktails and talk interesting with Glenway Westcott and Langston Hughes.

ARCHIE QUINN, former assistant editor, *Memphis* (Tenn.) *Commercial Appeal*, and more recently director of advertising for Holiday Inns of America, Inc.—rejoins Commercial Appeal as head of the Mid-South Resources Bureau. He replaces **WILLIAM BOOZER**, now manager of the publicity department of the Memphis Chamber of Commerce.

* * *

MISS LEE SILVIAN, formerly radio news writer for UP in New York; radio writer and editor for the *New York Daily News*; reporter and columnist for the *Newark* (N. J.) *Star-Ledger* and *Duluth* (Minn.) *News-Tribune*—to editor of TV Channels, new weekly magazine which starts June 5.



PRESIDENT—Joseph M. Dealey, above, has succeeded his father, E. M. (Ted) Dealey, as president of the A. H. Belo Corp., publisher of the Dallas (Tex.) Morning News and owner of affiliated radio-TV enterprises. He is a grandson of the founder, G. B. Dealey.

'Judge' Clark Retires

DANBURY, Conn.
Cicero E. Clark is retiring from the newspaper field April 1 after some 57 years of active association. Best-known to friends and associates as "Judge," Mr. Clark worked on newspapers in his native Indiana and in Oklahoma before joining the *Danbury Evening News* as assistant city editor in March, 1923. He covered various "beats" and held other posts in the *News-Times* editorial department, served as managing editor for a time. For the past 14 years he had been in charge of the proof room.

BILL COOK, formerly with *Santa Fe* (N. M.) *New Mexican* and *Taos* (N. M.) *News*, and **JAY WEBBER**—to *Alamogordo* (N. M.) *Daily News* as reporter photographers.

VIRGINIA SCOTT—to acting society editor, *Farmington* (N. M.) *Daily Times*.

CARL SKIFF, city desk, *Battle Creek* (Mich.) *Enquirer* and *News*—to *Santa Fe* (N. M.) *New Mexican* as police reporter.

ISABEL DUBOIS, *Chicago* (Ill.) *Daily News* home economics editor—first prize from the American Dairy Association of Illinois for her articles dealing with the improvement of milk production over the last 20 years. She received an engraved cowbell and a \$100 check.

BOB RULE, sports editor, *Houston* (Tex.) *Post*—new president of the U. S. Basketball Writers Association, succeeding **DICK HERBERT**, *Raleigh* (N. C.) *News and Observer*.

New AP Posts For Curry, Hudgins

Two executive changes in the Associated Press foreign service have been announced by General Manager Frank J. Starzel.

Brack G. Curry, news editor at Frankfurt, Germany, was named chief of Scandinavian services and **Garven Hudgins** of the London staff was made chief of bureau at Istanbul.

Mr. Curry, a Texan who succeeds **Thomas A. Reedy**, being reassigned to London, will make his base in Copenhagen.

Mr. Reedy, 49, is from Reading, Pa. He joined AP in 1936.

At Istanbul, Mr. Hudgins replaces **Douglas W. (Webb) McKinley**, whose reassignment as chief of Middle East services with headquarters at Beirut was recently announced. Mr. Hudgins is 36, a native of Portsmouth, Va. He was graduated from Yale University, worked on the *Philadelphia Bulletin* and joined the AP in New York in December, 1950.

JON FORD, *San Antonio* (Tex.) *Express* and *News* capitol correspondent in Austin—to staff of Texas Governor **Price Daniel**, who is running for re-election.

MARJORIE VAN ALSTYNE DONOVAN, writer for the *Ridgefield* (Conn.) *Press*, and **JOHN ROBERT HOWARD COUSE**, reporter, *Norwalk* (Conn.) *Hour*—married March 23 at Westport, Conn.

THOMAS E. COOPER—to managing editor, *Lafayette* (Colo.) *Leader*, succeeding **JACK SINK** who accepted a position as advertising copy writer with the **Curt Freiberger & Co.**, Denver advertising agency.

MRS. ILLYS REEVES—to *Klamath Falls* (Ore.) *Herald and News* as reporter, replacing **RUTH HARRIS**, resigned.



PUBLISHER title goes to **Gordon W. Chelf**, above, who moves from ad director of the Philadelphia *Inquirer* to the top spot on the Philadelphia *Daily News*, also a Triangle publication. A World War I Marine, Mr. Chelf has been with the *Inquirer* since 1926.

ELIZABETH BIRKLEY, former church editor, *Cleveland* (Ohio) *News*—to classified advertising department, *Cleveland* (Ohio) *Plain Dealer*.

LYON PHELPS, assistant drama critic, *Boston* (Mass.) *Herald*—resigned to work on two plays and a book. **JULES WOLFFERS**, formerly music critic, *Christian Science Monitor* and *Boston* (Mass.) *Jewish Advocate*, succeeds him.

EMMET COLLINS—from state desk to special assignments, *Houston* (Tex.) *Post*. **KENT DEMARET**—from general assignments to shipping and maritime labor beat. **VIC JUNGER**—from shipping and maritime labor beat to state desk. **CHET BROOKS**—from makeup editor to business desk.

ROBERT FASSETT, former editorial artist, *Portland* (Ore.) *Journal*—to *San Diego* (Cal.) *Union* as editorial artist.

WANTED: Thriving Daily Newspaper

Veteran daily newspaper owner-publisher who successfully managed his own 70-100,000 circulation daily for number of years wishes to return to active direction of an outstanding property, preferably a monopoly with growth potential.

This capable man, a proved community leader, will consider outright purchase of daily newspaper in the under 100,000 circulation class. Will exchange business, financial and personal references with interested principals.

Reply in full confidence to: **James W. Brown, Jr., Editor & Publisher**, 1700 Times Tower, New York City. (BRyant 9-3052).

Personals

(Continued from page 45)



NEWLY-CREATED award by the U.S. Treasury Department was presented to Miami Herald staff writer Joy Reese Shaw for a four-part study of methods and problems of collecting federal income taxes in Florida. Laurie Tomlinson of the Internal Revenue Service makes the presentation.

WILLIAM R. BEASLEY—to editorial director, *Billings* (Mont.) *Gazette* Parade of Progress edition to be published Sept. 18-25, commemorating the 75th anniversary of the newspaper.

MAURICE WHITNEY, former owner of the *Rocky Ford* (Colo.) *Enterprise-Tribune*—to news editor, *Colorado Springs* (Colo.) *Gazette-Telegraph*, succeeding BYRON AKERS, who resigned as managing editor of the *Gazette-Telegraph* recently because of ill health. The m.e.'s job has been eliminated.

HERSCHEL CRIBB, *Montgomery* (Ala.) *Advertiser* political writer—to *St. Petersburg* (Fla.) *Times* as editorial writer.

ETHEL BOROS, former music editor of the *Cleveland* (Ohio) *News*—to staff of the *United Appeal* of Cleveland.

SIMPSON LAWSON, *Louisville* (Ky.) *Courier-Journal* copy reader—to assistant of financial, and building and real estate desks.

ARTHUR E. ROUSE, former *Boston* (Mass.) *Traveler* copy editor—to *Washington* (D. C.) *Post* and *Times Herald* as a copy editor. ERIC FRANKLAND, *Manchester* (N. H.) *Union-Leader*—to *Boston Traveler* as copy editor.

DALE WALTON—formerly city editor, *Snyder* (Tex.) *Daily News*—to managing editor, *Irving* (Texas) *News*.



FAMILY GROUP—Pan American press department sends this pretty picture of Mr. and Mrs. James L. Knight and daughters, Beverly and Marjorie, on takeoff via jet Clipper to Puerto Rico. Mr. Knight is general manager of the *Miami Herald*, publisher of the *Charlotte* (N.C.) *Observer*.

MIKE SMITH—to sports editor, *North Platte* (Neb.) *Telegraph-Bulletin*. GARY JOHANSEN—now area-farm editor.

JERRY HORNSBY, *Montgomery* (Ala.) *Journal* state editor—to *Birmingham* (Ala.) *News*.

ALEX S. WALLER, assistant night editor, *New Orleans* (La.) *Times-Picayune*—new president of the Press Club of New Orleans.

PETER J. DEVITO—to national advertising manager, *Middletown* (N. Y.) *Daily Record*.

2 Long Service Executives Promoted

STAMFORD, Conn. Kingsley Gillespie, *Stamford Advocate* publisher, has announced promotion of two long-time employees to new posts.

E. W. Davis, business manager, becomes general manager, and E. R. McCullough, managing editor, moves up to editor.

Mr. Davis joined the afternoon daily in May, 1925, and Mr. McCullough in May, 1924.

JACK SMITH, reporter, *Greenville* (Texas) *Banner-Herald*—to news editor, *Wazahachie* (Texas) *Daily Light*, succeeding MRS. R. G. MCGEE, resigned.

PAUL A. STEWART—to editorial department of the *New York Herald Tribune* as a society writer. He was formerly director of publicity and advertising for the Waldorf-Astoria Hotel and before that society editor for the *New York Sun* and with the *New York Times*.

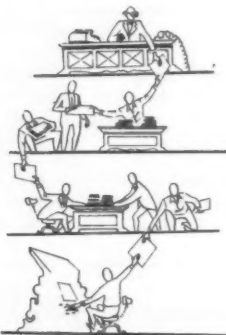
ED HUNT, *Flagstaff* (Ariz.) *Daily Sun*—feature writer-photographer, *Ogden* (Utah) *Standard-Examiner*.

JOYCE L. WILSON, formerly with *Lockport* (N. Y.) *Union-Sun & Journal*, *Buffalo* (N. Y.) *Courier-Express*, and *Buffalo* (N. Y.) *Evening News*—to donor relations manager, Our Lady of Victory Homes of Charity, Lackawanna, N. Y.

BETH MERRIMAN, food editor of *Parade Magazine*, *New York*—awarded "The Golden Peanut Award" of the National Peanut Council for her articles in 1959.

EDITOR & PUBLISHER for April 2, 1960

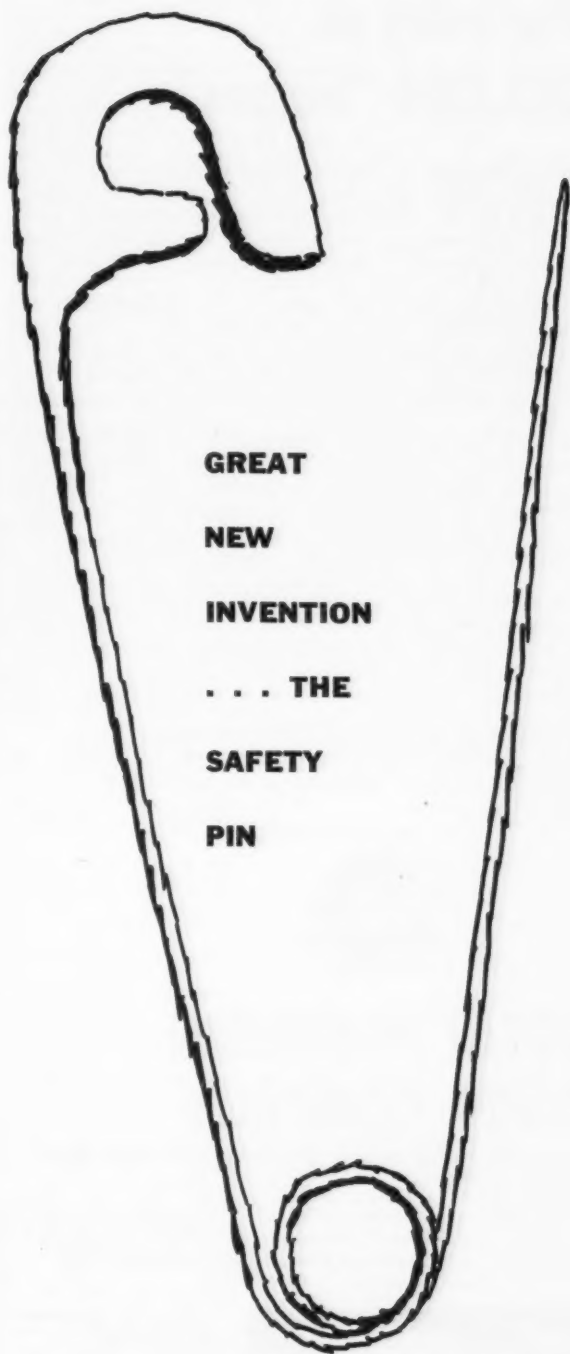
NEWSPAPER PLANTS



LOCKWOOD GREENE
ENGINEERS • ARCHITECTS

NEW YORK • 41 E. 42nd St. SPARTANBURG, S. C. BOSTON, MASS.

Brochure on request.



**GREAT
NEW
INVENTION
. . . THE
SAFETY
PIN**

A bit of wire, put a turn in it, add a simple head . . . a truly revolutionary device. As new today as ever . . . no one's really been able to improve upon it. And its principle has particular application to your newspaper's profits and prosperity.

To wit: Consider your unceasing efforts and mounting costs of selling white space to national advertisers. Consider, too, that most of the meat and potatoes things you do are also done by competing radio and tv stations, magazines, outdoor and carcards, and other newspapers. You sell with basic market data, research studies, readership or audience analyses. Competition does the same. You invest in direct mail and space promotion. Ditto, competition.

Sometimes you're concerned, too, that maybe you haven't done as good a job of describing your newspaper as the competition has with his medium. And it hurts . . . because you know darn well that in your market, your newspaper is in a class by itself.

You know it. Your readers know it. But who knows it along Madison Avenue, Michigan Avenue, Woodward Avenue? Who recognizes it in the offices of the nation's top public relations practitioners? Who speaks up for you in the conference rooms of major corporations? And most of all . . . is your newspaper, its impact and intimacy with its audience, its warmth and personality, its "oneness" with its community . . . are these *qualitative* "exclusives" known to your fellow publishers and journalists and all the other influential subscribers to Editor & Publisher?

So much of selling, you see, is the simple device of telling. And, like the safety pin, it represents surety. Your best insurance for today and tomorrow starts right here with a special campaign to improve your own "industry relations." We'll be delighted to show you how other newspapers are doing this and help you with your copy . . .

EDITOR & PUBLISHER, Times Tower, 1475 Broadway, New York 36, N. Y.

Meet the man who holds the reins on 215,000 "horses"

Where do you live? Denver? Atlanta? Portland, Rochester, Worcester, Mass.? Fort Worth? Better name a big one! Great Northern has water power alone that's enough to supply electricity to all the homes in any one of Great American cities like these.

Power is the third "ingredient" of newsprint paper, along with wood and water. Altogether Great Northern has 215,000 "horses" on call and the man at the central control panel in our picture holds the reins on all of them.

At the flick of a switch he electronically controls power created at automatic hydro-electric stations on rivers deep in the Maine wilderness. At his command are the power resources of Great Northern's supplementary system of modern, high-pressure steam-generating plants.

The company that thinks ahead does the best job *today*. With capacity considerably in excess of present demand, Great Northern is in a position to make certain the *quantity* production of *quality* newsprint.

As the major *domestic* supplier of newsprint, Great Northern has a responsibility to the newspaper industry which it is proud to recognize and fill.

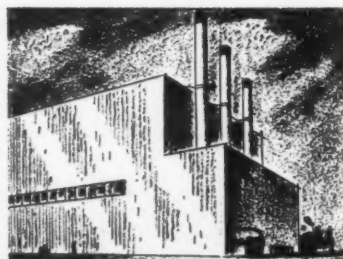


GREAT NORTHERN PAPER COMPANY

Largest independent producer of newsprint in the United States

Mills in Maine

Sales offices: 342 Madison Avenue, New York, MUrray Hill 2-5984
: 230 North Michigan Avenue, Chicago, FInancial 6-1993
: 20 Providence Street, Boston, HAncock 6-7960



Taking the "guesswork" out of Nature

Industry has not yet been able to "turn on the rain." To compensate for periods of low water, two gleaming new steam plants like this one supply Great Northern with 1,500,000 pounds of high-pressure steam per hour. Great Northern's installed power potential is sufficient to meet the challenge of any future drought.

The company that thinks ahead . . . does the best job *today*



R. E. Houk Heads Central States CMs

CHICAGO News; and William Jardine, *Minneapolis (Minn.) Star and Tribune*.
 Raymond E. Houk, *Indianapolis (Ind.) Star and News*, was elected president of the Central States Circulation Managers Association, succeeding Lee Messenger, *Kankakee (Ill.) Journal*, at the annual meeting here this week.

Ken Carrithers, *Peoria (Ill.) Journal Star*, was elected vice-president and C. K. Jefferson, *Des Moines (Ia.) Register and Tribune*, was re-elected secretary-treasurer for his 27th term. He announced the 1960-61 term would be his last as secretary-treasurer.

ICMA Representative

Ivan Sundberg, *St. Paul (Minn.) Pioneer Press and Dispatch*, was chosen as Central States' representative on the board of the International Circulation Managers Association.

Newly-elected Central States directors are Nelson Dodge, *South Bend (Ind.) Tribune*; Grattan Gray, *Monroe (Mich.)*

Journal, Philadelphia, was named a director for the Farm Publications Division, succeeding the late Paul Huey, advertising director of the *Progressive Farmer*.

Certificates of merit were awarded to the following for their circulation promotion displays at the convention:

Under 15,000: Don Elliott, *Owosso (Mich.) Argus-Press*, for "Developing Young Readers."

15,000 to 50,000: George Evans, *Danville (Ill.) Commercial-News*, for carrier trip contest and public relations.

Over 50,000: Raymond Houk, *Indianapolis Star and News*, for year-around carrier promotion. Honorable mention: C. K. Jefferson, *Des Moines Register and Tribune*; and Walter Aronoff, *Detroit (Mich.) Times*.

School Projects

ICMA President Lou Colvey, *Montreal (Que.) Gazette*, in commenting on the continuing progress of the youth reading and Summer Workshop program for high school teachers,

paid special tribute to Mr. Jefferson, who served as chairman of the ICMA Youth Reading Committee. The program, fathered by ICMA and now jointly sponsored by ICMA and ANPA, was termed one of the most constructive efforts now being made to help high school students to become thoughtful and intelligent readers of newspapers.

Mrs. Elmer Stoll, teacher in the Mishawaka, Ind., High School and an attendant at the University of Iowa ANPA-ICMA Workshop seminar last Summer, told how the *South Bend (Ind.) Tribune* had cooperated in getting the newspaper before the 9th graders at her high school.

Clarence Harding, Tribune public relations director, in turn, explained the importance of careful backgrounding of the school administrators and teachers before such a project is launched.

The Tribune has four school projects under way. Another began this week in South Bend's largest parochial high school.

50 Boys at Exeter

MINNEAPOLIS

More than 100 newspaper carriers from more than 20 newspapers have received scholarships to the Phillips Exeter academy at Exeter, N. H., during the past 12 years.

Hamilton Bissell, the school's director of scholarship boys, said 50 are now enrolled in the Exeter student body of 770. Reporting these figures at a recent circulation seminar, he said 16 are from the *Minneapolis Star and Tribune*.

ABC List Expands

CHICAGO

William R. Farrell, chairman of the Audit Bureau of Circulations and director of marketing services for Monsanto Chemical Company, has announced the election of 55 new ABC advertiser and advertising agency members since the first of the year. Included in the list of new members are 39 national advertisers and 16 advertising agencies.

PERSONAL NOTES

JAMES H. SNOW, *Schenectady (N. Y.) Union-Star* district manager—to motor route supervisor.

ABC Audits Now on File In New York

The Audit Bureau of Circulations closed its office in Newark, N. J. this week. All auditing operations are now concentrated at the Chicago headquarters.

ABC will maintain a periodical reference library, covering audits of magazines, business and farm publications, at the Magazine Center, 444 Madison Ave., New York. A newspaper audit reference library will be maintained at the Bureau of Advertising, 485 Lexington Ave.

George C. Dibert, vice-president of J. Walter Thompson Co., Chicago, and past chairman of the board, was elected treasurer of ABC, succeeding E. Ross Gamble, retired, at the recent New Orleans ABC board meeting.

Mr. Dibert was named chairman of the Finance Committee.

Mr. Gamble, formerly of Leo Burnett Co., had served as ABC treasurer for over 25 years prior to his retirement from the advertising agency field.

Kenneth Laird, president of Tatham-Laird, Inc., Chicago, was elected a director from the Agency Division. Richard J. Babcock, president of the *Farm*

Journal, Philadelphia, was named a director for the Farm Publications Division, succeeding the late Paul Huey, advertising director of the *Progressive Farmer*.

Safety League

FT. LAUDERDALE, Fla.

A news carriers safety league has been formed by the Ft. Lauderdale police department. Membership in junior and senior divisions is open to all carriers operating either motor vehicles or bicycles. The carriers will be given 72 hours of training in traffic safety, first aid, and safety rules. Annual awards will be given for safety.

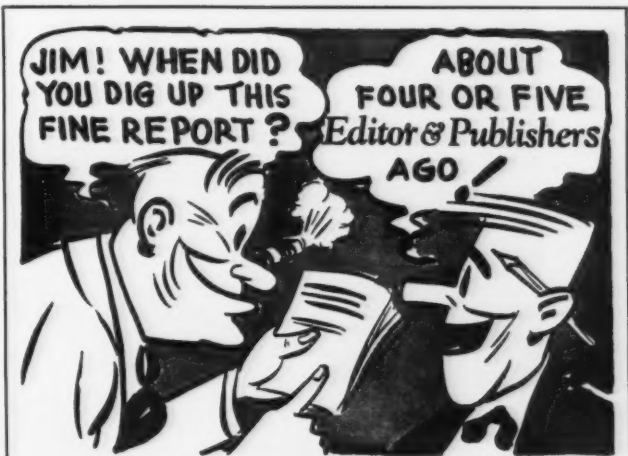
Sunday Science Quiz

LOUISVILLE, Ky.

A reminder of the scope of science news in the *Courier-Journal* and a check on readers' understanding of it is provided by the new *Courier-Journal* Science Quiz. The quiz, by Robert P. Clark, runs each Sunday. It contains questions that have been answered by science stories that were in the preceding week's issues.

Resch in Europe

F. A. (Al) Resch, general newsphoto editor of the Associated Press, is on an inspection trip of AP photo operations in Europe.



It is never too late to start a file of valuable E & P information and it may pay off sooner than you think. Clip and mail this coupon. It means money in the bank—for you!

Name
 Address
 City Zone State
 Company

Mail check to

Editor & Publisher

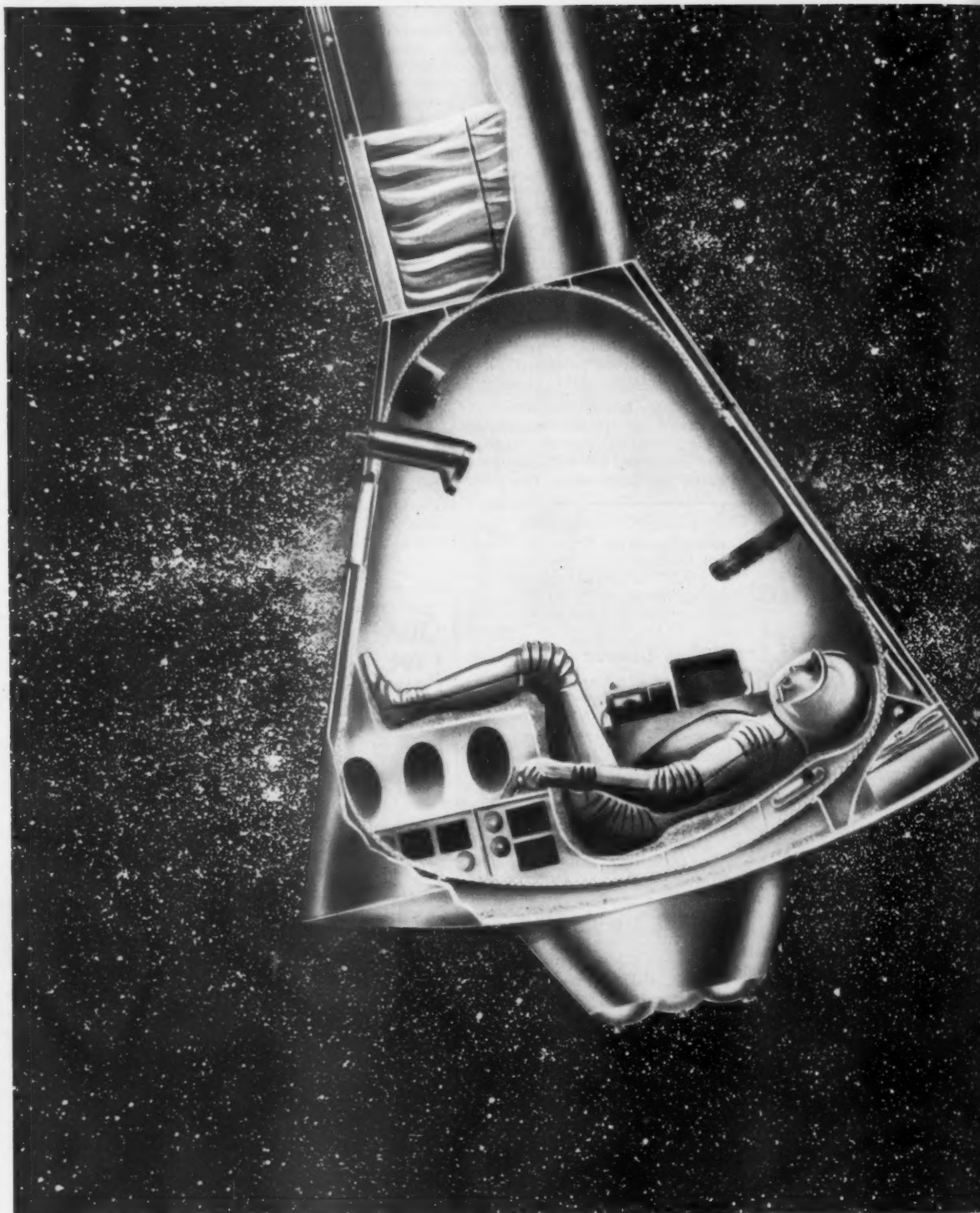
1475 BROADWAY

NEW YORK 36, N. Y.

\$6.50 a year, U. S. and Canada—all other countries, \$10.00



WESTERN ELECTRIC AND



PROJECT MERCURY SPACE CAPSULE, being developed by the McDonnell Aircraft Company, will orbit the earth with a human pilot. Western Electric was selected by the National Aeronautics and Space Administration to head up the industrial team that is building the world-wide tracking and ground instrumentation network necessary to keep in contact with the space capsule.

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SPACE-AGE COMMUNICATIONS

As the space-age becomes a reality, Western Electric's arsenal of communications experience continues in the service of the nation . . . tracking astronauts and missiles in space and shielding the nation with far-flung electronic networks.

Because of our vast background in handling complex electronic and communications projects for the Bell Telephone System, the Government has selected Western Electric as prime contractor on vital military communications, defense and tracking networks.

With high-speed intercontinental bombers in the '50s came the urgent need for electronic warning systems. When the Air Force decided to build a fence of radar stations across the Arctic, Western Electric was named prime contractor and completed the massive project in just 32 months. This Distant Early Warning (DEW) Line—since extended to the Aleutian Islands and soon across Greenland—will stretch 5,000 miles in our defense.

We have also been asked to provide management services for the construction of the Semi-Automatic Ground Environment (SAGE) System and to design and build the rearward communications for BMEWS. SAGE will be a complex of inter-connecting computers, radars and other equipment making up electronic ground environment in each Air Defense Sector. BMEWS will use long-range radar installations for rapid warning and precise, trajectory predictions of enemy ballistic missiles.

W.E. has been recently named by the National Aeronautics and Space Administration to lead an industrial team which is engineering and installing the global tracking and control system for manned space vehicles. This is "Project Mercury," planned for next year to orbit an astronaut 120 miles in space.

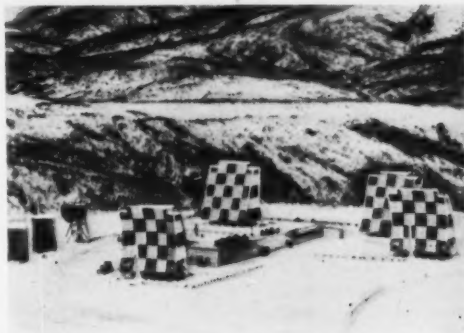
We at Western Electric are indeed proud to help provide the United States with the best military communications, warning, and tracking systems that modern science can achieve.

Western Electric

MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM



BMEWS SUBMARINE CABLE is laid by HMS Monarch in the remote, ice-choked ocean north of the Arctic Circle. Western Electric was assigned the responsibility for development and construction of the rearward communications for the Ballistic Missile Early Warning System.



WHITE ALICE STATION perches among some of the roughest terrain in northwestern Alaska. Built by W. E. for the United States Air Force, the 33-station system provides Alaska with greatly improved military and civilian long distance communications.



SAGE PROJECTION SCREEN presents situation display to Sector Commander at Semi-Automatic Ground Environment direction center—allowing a potential enemy air attack to be quickly detected and missiles and fighter aircraft directed to selected targets.



DEW LINE STATION on Baffin Island is part of the largest single defense system ever constructed—an operating radar system across the top of North America, having its own communications network.

Miss Perkins Celebrates 60 Years with the Boyds

NEW BRUNSWICK, N. J.

Sixty years ago (March 26, 1906) Miss Melicent Perkins started work for the *Daily Home News* at its modest office at Hiram and Dennis Streets.

It may be significant—and in her deep loyalty to the *Home News* she would have planned it that way—that a classified ad led to her employment on March 26, 1900, as stenographer and typist. She was the only woman among the newspaper's 14 employees.

Today, still active as secretary-treasurer of the *Home News Publishing Company*, she is the lone survivor of the *Home News*' staff of 1900. She carries on her duties daily in her office in the new, modern *Home News* plant at 123 How Lane, where 200 are employed.

She had originally planned to be a teacher. Born and raised in Hobart, N. Y., she came here with her parents while she was in her teens. After she was graduated from New Brunswick High School in 1898, she studied at Wilson Business College and taught there for a year.

She probably didn't intend to become so involved in newspapers when she started work for William Boyd. He was a son of the paper's owner, Hugh Boyd, and father of its present publisher, Hugh N. Boyd. The latter's son, William B., is a director of the firm and represents the fourth generation of the family concerned with the newspaper.

"They didn't have secretaries in those days," Miss Perkins recalled with a reflective smile. "I did everything." That included answering telephones, writing letters, running errands, super-



Melicent Perkins

vising newspaper boys and occasionally writing news stories—all for \$6 a week.

And when the Boyds bought the *Times*, she had power of attorney for the publisher and handled the transaction. She also learned to operate a linecasting machine.

After the death of the elder Mr. Boyd, Miss Perkins became even more indispensable to his three sons, William, Arthur and Elmer, during their participation in the *Home News*' management and operations. The question: "Let's see what Miss Perkins has to say" or "Let's see what she thinks about it" has preceded many an important decision.

Engineer-Writer

The *New York World-Telegram* has engaged Richard E. Slawsky, an engineer, to write a three-times-a-week column on science in industry. He has been an editor of scientific journals.

Ray Erwin's Column

OUR TOWN'S TALKING with joy about the new book "Meyer Berger's New York" (Random House) and with sorrow about the death a year ago of Meyer (Mike) Berger, the city's gifted biographer and lover. The book is a collection of Mr. Berger's polished and pleasing "About New York" columns in the *New York Times* with foreword by Brooks Atkinson, retiring drama critic of the *Times*. An earlier Berger book: "The Story of the New York Times" (Simon & Schuster).

Mike's valuable 450-volume library about New York has been bought by Jay Irving, "Potty" cartoonist for the *Chicago Tribune-New York News Syndicate*, an honorary deputy police commissioner of many cities, who presently is researching a book about the New York City Police Department, with the cooperation of Deputy Police Commissioner Walter Arm, former *New York Herald Tribune* police reporter.

Incidentally, the vast glass-chrome-wood desk and study chair and visitors' bench of an earlier great biographer of New York, the late O. O. McIntyre, will be removed from his study at 290 Park Avenue this month to adorn the office of Dean Earl English, University of Missouri School of Journalism, a gift by Mrs. McIntyre. The McIntyre apartment house is to be transformed into an office building. After spending the Spring season at "Gatewood," her historic home at Gallipolis, Ohio, Mrs. McIntyre will spend the late Summer, as usual, at the Ritz in Paris with side trips to London, Moscow and Leningrad. Her future Winter residence will be an apartment in the Hotel St. Regis, New York.

Tip to any publisher or editor who is building a new home or office: The handsome and ancient oak panelling and baronial stone mantle, imported from England, in the McIntyre drawing room is available this month.

Pro-Brevity Propaganda

Wit with verbosity
Is a monstrosity.

—Tom Pease

—TV columnist Harriet Van Horne, *New York World-Telegram & Sun*, commented on Jack Paar's exodus extravaganza: "All the show needed was a brief word from Eva Marie Saint." . . . B. M. Atkinson's *Louisville Times* column often carries humorous accounts of family life. *Times* "Strolling" columnist Floyd Edwards turned the tables by interviewing Mrs. Atkinson for the true story of their family life. "Far from being a harried husband and father, he is a shy and gentle guy, affectionate, and with great consideration for others," the interview revealed. . . . Howard Hardaway, 61, free-lance writer who contributes "Old Hiker" accounts of his hikes to the *Louisville Courier-Journal*, is walking the 450 miles of the old Natchez Trace from Natchez to Nashville. His great-granddaddy, a Kentucky farmer, walked it nine times. . . . Dr. Oliver H. Knight Jr., assistant professor of journalism, Indiana University, is author of a book to appear in May, "Following the Indian Wars: The Story of Newspaper Correspondents Among the Indian Campaigners" (University of Oklahoma Press). . . . Injun talk reminds that the *St. Paul Dispatch* headed a UPI story of a supermarket opened on a South Dakota Indian reservation by Cheyenne River Sioux: "Heap Bargain At Siouxpermarket." The slotman was forced to concede it was a Siouxperior headline.

—Further filler about filler from Hal Miller, copydesk, *Baltimore News-Post, Sunday American*: "Response to the item on filler names was interesting, though 'plug' has a painful connotation to one who in past years has been a copyreading workhorse. Here are News-Post names for filler: News Miscellany, for newspaper fillers; for special pages, Theater Filler, AOT (any old time); or for less timely newsmatter, ROP (run of paper). What do our Canadian, British and Australian cousins call filler copy?" Jim White, retired Albany *Knickerbocker News* copy editor, says they used to call filler "red pepper" in his early days at the *Detroit Free Press*. Editor J. N. Heiskell, Little Rock *Arkansas Gazette*, writes: "Many years ago the *Memphis Commercial Appeal* composing room had a name for a filler that was possibly unique. A plentiful supply was obtained from a column of items a few lines long which ran in a Pittsburgh paper under the head 'Curious Condensations.' When a make-up man needed a few lines he would call for a 'curio.'"

1

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NEWSPICTURES**

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The **COLORMATIC***
Most ruggedly constructed,
precision-made
press unit ever built!

*TRADEMARK



R. HOE & CO., INC., New York, N. Y.



Spokesman for 1,600,000 farm families says:

WE RECOMMEND THAT THE FORAND BILL BE DISAPPROVED

Dairy farmer Keith Wallace, president of the Vermont State Farm Bureau, represented 1,600,000 American Farm Bureau Federation families at a Congressional hearing last year. Here is what he said about Forand-type legislation to provide certain forms of medical care for Social Security beneficiaries:

"Farmers . . . are . . . in a position to express their doubts and misgivings about the Federal Government being given power to determine their medical and surgical care."

From first-hand experience, farmers know that well-meaning attempts by the Federal Government to solve one problem readily expand into programs that are all but irrevocable.

In his testimony at the Congressional hearing, Mr. Wallace also stated:

"... For many years our county and state farm bureaus have been very active in their support of voluntary prepaid insurance plans . . . a Federal Government program such as proposed in H. R. 4700 will very seriously impair, if not completely supersede, these efforts..."

"The bill proposes to finance the cost by increasing the burden of the Social Security tax by one-quarter of 1 percent each on employees and their employers and three-eighths of 1 percent on the self-employed on the first \$4,800 of income or wages. Whether the receipts from these taxes will be adequate to cover the costs is highly problematical. In view of experience with the Social Security tax, we are convinced that, once the system is instituted, it will be further increased before many years have passed by."

The American Farm Bureau Federation is not alone in its opposition to Forand-type legislation. So are:

- The National Grange
- National Taxpayers Conference
- American Bar Association
- American Hotel Association
- Chamber of Commerce of the United States
- National Retail Merchants Association
- National Association of Manufacturers
- American Dental Association
- American Hospital Association
- American Association of Small Business
- National Federation of Independent Business
- Health Insurance Association of America

These are just a few of the many national organizations that oppose taking the fatal first step toward government medicine represented in Forand-type proposals.

AMERICAN MEDICAL ASSOCIATION

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Reliance on Police Curbs Crime Expose

EVANSVILLE, Ill.

No crime reporter can be a servant of two masters; he cannot expect to expose corruption among public officials if he becomes too dependent upon police officials as sources of information.

This was a fiat delivered by Jacob Scher at Northwestern University's second annual short course for newsmen in crime news analysis and reporting. Mr. Scher is a professor of journalism at Northwestern.

"All too often," he charged at a session March 24, "police reporters become nothing but public relations men for police departments." If this situation occurs, reporters lose their initiative to ferret out the news, and corruption continues to thrive, he said.

Kenneth McCormick, reporter and columnist for the *Detroit* (Mich.) *Free Press*, backed up these statements. In Detroit, he said, an aroused public and alert reporters helped to expose corruption in government.

3 Requisites

Virgil Peterson, operating director of the Chicago Crime Commission, gave three requisites for successfully combatting rackets and corruption: (1) A crusading press; (2) Witnesses unafraid of being intimidated; and (3) Successful prosecution of racketeers and public officials who are their minions.

Edward Lindsay, editor of the Lindsay-Schaub Newspapers, Decatur, said it is necessary for

the press to not only bring to light details of mysterious kidnappings or murders, but to combat crime in its "erosive form," "crime that exists without attracting much attention and sometimes with the thoughtless cooperation of the communities' best families."

"It took the prestige of two Illinois governors, Adlai Stevenson and William G. Stratton," Mr. Lindsay said, "to get slot machines out of a good many of the downstate Illinois communities."

Fred E. Inbau, Northwestern University professor of law, told newsmen that, while it was perfectly legitimate for them to cover the findings of a coroner's jury, they ought to seek ways of improving the procedure either within the coroner system or by substituting a medical examiner system.

"Too often," he said, "the only reason for conducting a coroner's inquest is to give the coroner personal publicity or feed news material to the press."

The verdict of the coroner's jury—made up, in some states, of six laymen selected by the coroner or one of his deputies—is not binding on the prosecuting attorney, grand jury or the court. In effect, it is merely an advisory finding which can either be accepted or completely ignored, Prof. Inbau said.

John E. Reid, a lie detector expert, declared the use of the polygraph in interrogation of suspects is only as accurate as its operator. He emphasized that those who administer lie detector tests should be men who have served a thorough appren-

ticeship in learning the merits and limitations of the polygraph.

When asked whether there was any sure way of beating the lie detector, Mr. Reid replied that a good lie detector operator could easily detect any attempt at deception.

Tips from Lawyer

Don H. Reuben, Chicago attorney, discussed the libel and privacy aspects of crime reporting. He advised reporters to keep in mind the Biblical saying, "A good name is better than precious ointment."

It is risky for a reporter just to state that someone was picked up on a certain charge, he said. "The thorough crime reporter must make sure that a suspect is actually booked for the crime and get the right charge," he said.

Three rules to follow in avoiding libel suits were: (1) Be certain the matter is something the public has a right to know; (2) Get rid of "shirt tails," i.e. avoid mentioning people who aren't closely connected with a story; (3) Above all use good taste.

Newspaper List Unearths Back Pay

WILKES-BARRE, Pa.

Thirty-eight persons, one-time employees of the Lehigh Valley Coal Company or the Payne Coal Company, stand to get about \$1,500 in back wages they didn't know about until the *Times-Leader*, *Evening News* here published a list of funds to be turned over to the state.

That many claims were submitted to the clerk of Dauphin County Court, Harrisburg, in the proceeding after the newspaper published lists of those with \$25 or more due them. Previously, the whereabouts of the claimants had been "unknown" for at least seven years.

Letter-to-Editor Responsibility Asked

ANCHORAGE

Under the Deveau-Roady bill introduced in the Alaska State House of Representatives, now in session in Juneau, newspaper publishers would be held responsible for "letters to the editor."

Covering the criminal offenses of libel and slander, the bill would require the publisher to print the letter writer's name and address unless the writer requested that it be withheld, in which case the publisher would be required to keep them in his files.

The bill also requires publishers to verify the existence and address of letter writers.

Intellectual Fare Served On Weekends

UTICA, N. Y.

"The Horizons of Thought," a series of prestige articles by leaders in their respective erudite fields, has been launched as a week-end feature in the *Utica Observer-Dispatch*.

Originated by Managing Editor Gilbert P. Smith, the articles appear in the Saturday and Sunday issues of the Gannett newspaper. They are patterned after the *Saturday Evening Post's* "Adventures of the Mind."

The bordered layout takes up five columns, including a closeup picture of the author.

More than half way through, the 12-part series has evoked much favorable comment for thought provoking articles that cover topics from poetry to missiles.

Drawing "eggheads" into public print has not been an easy job for the O-D editors. Some declined, others wanted payment. However, the key that turned the formula into a success has been a complete absence of editorial dictation. Candidates for the series were told they might expound on any subject, preferably their specialty, just as long as it was intelligible to the reader. While there has been no specific limit on length, the articles have all run about the same number of column inches.

With the Utica area rapidly transforming into a high level electronics and research center, the cultural pattern was quickly changing too. Engineers, physicists, scientists and other scholarly personnel have been pouring into the community to keep pace with the hungry demands of new industry. That's how "Horizons of Thought" was born . . . the O-D's contribution to the stepped-up intellectual atmosphere.

Says Mr. Smith: "While this series has taken quite a chunk of space out of our Saturday and Sunday editions, we're convinced it is worthwhile. If we can get more of the quality contributors, we will definitely continue."

Secretary Retires

HARTFORD, Conn.

Mrs. Richard J. Hartford, private secretary to David R. Daniel, *Hartford Times* publisher, announced her retirement March 23. She is the wife of the Times managing editor.

AUSTRALIA'S

Expanding Wealth Offers Opportunities

Investigate the developments that are taking place — increased population, industrial development, high standard of living, and the mounting successes of over 800 U. S. companies that are operating and have \$500,000,000 invested in Australia.

To keep in touch with marketing, advertising, publishing and graphic arts in Australia read

NEWSPAPER NEWS

Published fortnightly

Annual Subscription to U. S. \$8
15 Hamilton St., Sydney, Australia



A MAJOR REASON WHY
3 OUT OF 4 NEWSPAPERS ARE
PRINTED ON GOSS PRESSES

1959 LINAGE FIGURES FOR 1,801 NEWSPAPERS IN 1,123 CITIES

Showing Media Records (418 newspapers) and Figures Gathered from 1,383 Newspapers by Editor and Publisher

In this annual linage report EDITOR & PUBLISHER presents linage records of almost all U.S. and Canadian daily and Sunday newspapers for the year 1959. Linage as measured by Media Records is shown on this and succeeding pages. Linage of other newspapers as reported by their publishers to E & P begins on page 59.

MEDIA RECORDS SUMMARY FOR 1959

In 138 cities, 418 newspapers published 5,368,666,269 square lines of newspaper advertising as measured by Media Records, Inc., for the year 1959, in the following classifications:

Retail	2,964,867,597
General	679,775,297
Automotive	303,869,298
Financial	115,594,755
Total Display	4,064,106,947
Classified	1,274,702,291
Legal	29,857,031
Total Advertising	5,368,666,269

Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising
AKRON, OHIO						
Beacon Journal (e)	13,711,251	2,376,224	1,539,484	386,373	9,625,455	27,837,367
p Beacon Journal (S)	7,267,075	1,166,022	265,046	87,632	3,130,665	11,917,299
ALBANY, N. Y.						
x Knickerbocker News (1) (e)	10,057,085	1,676,744	723,505	480,361	2,530,293	15,917,543
Times-Union (m)	6,615,859	1,566,057	489,040	383,862	3,490,619	13,160,394
* Times-Union (S)	4,736,271	904,148	198,160	194,401	1,117,180	7,152,329
AUBUQUERQUE, N. M.						
Journal (m)	10,845,254	1,575,464	1,196,501	241,887	3,766,499	17,694,484
p Journal (S)	3,157,009	832,271	222,539	84,864	1,447,468	5,746,449
Tribune (e)	10,809,541	1,431,251	1,173,205	242,970	3,763,164	17,474,617
ATLANTA, GA.						
Constitution (m)	8,816,885	3,008,917	1,396,919	806,324	5,840,394	19,939,300
Journal (e)	15,747,261	3,037,507	1,188,822	819,098	5,678,695	26,820,879
Journal and Constitution (S)	7,532,570	1,408,276	201,366	256,199	2,854,676	12,257,406
ATLANTIC CITY, N. J.						
Press (m)	6,345,743	1,009,862	547,331	256,873	1,822,742	10,139,864
x Press (S)	1,537,543	498,325	70,664	72,850	454,301	2,633,734
BALTIMORE, MD.						
* American (S)	4,900,986	1,013,144	387,258	47,047	631,533	6,904,019
News-Post (e)	10,810,634	1,787,751	1,170,754	405,683	1,911,851	16,150,328
Sun (m)	4,199,509	2,822,301	1,008,788	650,278	5,974,805	14,737,339
Sun (e)	13,270,715	2,909,917	1,222,302	444,481	5,863,382	24,467,213
§Sun (S)	10,444,252	2,165,820	399,764	127,235	3,398,500	16,539,149
BEAVER VALLEY, PA.						
Times (e)	6,118,538	583,061	424,208	201,834	1,527,138	8,957,432
BINGHAMTON, N. Y.						
Press (e)	10,788,669	1,165,946	1,008,809	121,775	2,769,968	16,016,438
p Press (S)	2,499,809	858,230	239,514	163,478	550,419	4,311,793
Sun (m)	2,262,005	453,948	210,982	153,352	1,390,475	4,576,994
BIRMINGHAM, ALA.						
Post-Herald (m)	4,567,413	2,335,927	1,064,980	425,253	3,427,260	11,945,204
News (e)	13,757,606	2,375,296	1,343,015	507,760	3,963,955	21,970,523
§News (S)	6,433,604	1,298,468	283,429	138,192	1,880,559	10,035,275
BOISE, IDAHO						
Statesman (2)	7,154,564	799,506	562,727	309,433	1,885,224	10,851,037
x Statesman (S)	1,403,984	579,686	138,642	36,007	379,296	2,548,051
BOSTON, MASS. (7)						
American (e)	5,214,148	1,280,298	441,173	121,389	708,167	7,802,212
Record (5)(7) (m)	5,393,243	1,288,437	461,110	120,785	1,330,469	8,803,129
*Advertiser (S)	1,955,529	719,197	116,502	9,742	795,343	3,596,428
Globe (3)(7) (e)	10,075,496	2,840,595	962,951	257,900	3,649,648	17,846,655
p Globe (3)(7) (m)	5,984,711	2,847,952	895,851	262,039	5,459,140	15,508,569
§Globe (3)(7) (S)	7,379,259	1,764,789	243,886	54,274	5,221,348	14,664,116
Herald (m)	7,189,031	3,161,756	1,011,489	472,647	4,776,379	16,679,502
Herald (S)	8,206,029	2,073,948	225,670	77,242	3,706,080	14,289,960
Traveler (4)(7) (e)	11,571,701	3,022,812	967,270	446,377	2,351,348	18,381,730
BUFFALO, N. Y.						
Courier Express (m)	6,757,619	1,679,220	1,401,035	294,785	2,590,607	12,802,595
*Courier Express (S)	7,888,675	2,137,579	947,789	64,403	1,152,030	12,091,580
§News (e)	16,533,228	3,609,949	2,045,607	312,252	5,670,100	28,246,336
CAMDEN, N. J.						
Courier-Post (e)	7,032,899	1,432,195	1,151,657	223,996	3,606,017	13,721,552

Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising
CHARLESTON, W. VA.						
Mail (e)	6,174,408	1,922,343	966,795	180,596	2,329,680	11,806,255
Gazette (m)	6,386,322	1,929,378	970,507	202,556	2,413,888	12,160,994
pGazette Mail (S)	2,565,198	910,544	125,308	132,181	436,977	4,180,107
CHARLOTTE, N. C.						
*News (8) (e)	6,807,322	1,185,489	648,425	294,691	2,685,124	11,665,541
Observer (m)	10,831,106	1,635,471	929,430	363,750	3,999,900	17,817,792
§Observer (S)	3,809,307	1,276,192	140,903	120,042	1,704,884	7,081,123
CHICAGO, ILL.						
Tribune (m)	21,398,761	5,810,948	1,262,547	967,576	7,641,635	37,095,210
Tribune (S)	9,543,262	3,465,739	242,887	438,041	5,451,565	19,142,104
§Daily News (e)	14,506,038	4,519,714	1,066,768	776,271	2,738,155	23,620,211
American (e)	6,967,565	1,626,591	656,572	292,910	1,119,154	10,737,745
*American (S)	2,681,152	744,028	135,054	28,263	428,308	4,017,011
Sun-Times (m)	9,853,739	1,982,783	995,179	350,446	3,135,767	16,324,533
pSun-Times (S)	4,535,443	1,248,251	167,057	71,905	1,310,505	7,333,304
CINCINNATI, OHIO						
Enquirer (m)	11,935,895	2,291,547	1,434,067	475,334	9,251,164	25,494,947
*Enquirer (S)	10,734,408	2,243,357	320,873	67,714	3,453,356	16,834,017
Post & Times-Star (e)	11,389,941	3,495,015	1,556,290	340,378	5,726,435	22,554,440
CLEVELAND, OHIO						
Plain Dealer (m)	11,162,918	2,727,194	1,333,768	802,833	10,723,669	26,800,145
*Plain Dealer (S)	12,323,334	2,717,784	546,965	154,540	5,045,004	20,789,129
News (e)	6,809,053	1,007,773	764,529	462,572	1,016,847	10,215,648
Press (e)	16,868,787	3,741,970	1,817,435	539,361	8,857,861	31,881,375
COLUMBUS, OHIO (9)						
Dispatch (9) (e)	10,686,124	3,260,334	1,693,282	364,639	6,945,854	23,016,463
Dispatch (9) (S)	7,412,242	1,264,827	211,430	134,593	4,130,223	13,155,477
Citizen (9)(10) (e)	3,716,451	787,159	498,216	107,744	1,274,381	6,456,224
pCitizen (9)(10) (S)	1,687,681	694,150	86,126	69,358	574,686	3,113,667
Citizen Journal (12) (m)	1,194,936	176,789	68,111	74,217	401,355	1,924,696
Ohio State Journal (9)(11) (m)	2,832,317	712,857	463,207	423,369	2,383,866	6,923,159
Star (w)	469,405	137,192	88,403	20,183	58	715,241
DALLAS, TEXAS						
News (m)	13,407,016	3,020,345	1,646,012	284,670	6,975,120	25,550,066
§News (S)	3,940,073	1,616,556	206,751	123,281	2,937,207	8,850,160
Times-Herald (e)	16,452,991	3,179,050	1,654,414	207,170	5,573,973	27,088,234
*Times-Herald (S)	4,931,893	1,025,995	171,871	102,825	2,548,721	8,803,837
DAYTON, OHIO						
Journal Herald (m)	10,024,596	2,205,509	1,629,699	328,425	6,221,070	20,575,836
News (e)	13,309,487	2,205,113	1,642,394	323,502	6,219,650	23,819,377
p News (13) (S)	5,556,706	1,066,468	159,320	41,915	1,989,164	8,814,871
DENVER, COLO.						
Rocky Mountain News (m)	10,949,853	1,122,658	1,046,322	474,104	6,303,060	19,902,434
*p Rocky Mountain News (S)	2,438,838	1,109,379	232,319	81,431	1,026,227	4,889,436
Post (e)	12,829,007	2,926,601	1,569,258	669,541	7,654,498	25,698,358
§Post (S)	4,327,788	1,632,135	287,892	112,377	4,106,964	10,468,844
DES MOINES, IOWA						
Register (m)	3,118,430	1,392,390	753,149	157,829	3,004,477	8,508,059
Tribune (e)	5,552,312	1,428,728	1,089,332	159,441	2,994,582	11,265,515
§ Register (S)	2,509,480	1,993,014	194,539	42,960	1,878,428	6,618,958
DETROIT, MICH.						
Free Press (14) (m)	9,013,282	2,362,368	1,337,513	494,275	2,961,432	16,200,034
p Free Press (14) (S)	3,145,242	1,209,164	164,688	164,462	901,475	5,587,381
News (15) (e)	15,053,742	3,471,444	1,457,120	374,501	6,418,377	26,793,693
§ News (15) (S)	6,588,669	2,060,282	261,049	180,181	4,509,715	13,601,039
Times (16) (e)	7,146,923	1,816,948	1,055,547	241,044	2,137,264	12,480,948
*Times (16) (S)	2,612,229	781,243	143,880	64,312	693,074	4,298,933
DULUTH, MINN.						
Herald (e)	5,663,444	1,260,833	671,670	184,446	2,049,778	9,940,719
News-Tribune (m)	3,195,218	1,249,696	622,782	127,504	2,095,440	7,374,752
News-Tribune (S)	3,971,153	399,300	164,359	26,172	618,061	5,179,383
ELMIRA, N. Y.						
Advertiser (m)	1,274,406	746,017	544,320	133,764	1,588,683	4,405,678
Star Gazette (e)	7,078,600	769,686	628,688	138,964	1,591,485	10,255,195
x Telegram (S)	2,194,996	499,813	143,877	111,788	365,076	3,315,631
EL PASO, TEXAS						
Times (m)	8,799,973	1,812,122	1,095,269	213,165	4,654,724	16,613,867
*Times (S)	3,464,504	638,567	195,829	41,797	1,185,089	5,527,512
Herald Post (e)	9,460,981	1,888,658	1,152,717	246,452	4,665,461	17,450,273
ERIE, PA.						
News (m)	8,224,453	1,492,814	684,219	300,844	2,928,597	13,733,963
Times (e)	8,896,244	1,505,520	690,201	311,993	2,998,293	14,901,258
p Times-News (S)	2,988,372	872,364	109,315	82,170	1,167,530	5,220,431
FALL RIVER, MASS.						
x Herald News (17) (e)	8,091,629	1,514,558	756,641	435,629	1,542,464	12,448,485
FOND DU LAC, WIS.						
Commonwealth-Reporter (e)	5,356,933	536,942	634,583	214,388	907,293	7,812,557

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Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising	Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising
FORT WAYNE, IND.							LOS ANGELES, CALIF.						
Journal Gazette (m)	5,851,443	1,600,239	873,422	354,614	5,362,466	14,269,665	Examiner (m)	10,101,653	3,466,930	1,191,723	770,563	6,685,821	22,222,644
p Journal Gazette (S)	3,854,316	916,686	619,653	54,519	1,255,506	6,250,680	* Examiner (S)	7,551,257	1,562,173	361,064	74,332	2,619,028	12,167,874
News-Sentinel (e)	10,323,749	1,815,844	1,055,454	388,121	5,564,450	19,288,716	S Times (S)	19,545,027	4,841,241	1,563,650	1,367,995	17,199,410	44,537,369
FORT WORTH, TEXAS							LOUISVILLE, KY.						
Star-Telegram (m)	3,283,977	2,536,656	1,014,279	292,990	4,202,366	11,354,595	Herald Express (e)	9,515,190	2,618,016	1,215,521	590,173	1,063,864	15,005,704
Star-Telegram (e)	13,608,168	2,596,204	1,731,053	292,195	4,168,733	22,482,430	Mirror-News (e)	7,766,446	2,056,250	1,152,204	499,452	3,506,159	14,985,432
p Star-Telegram (S)	5,121,020	1,229,553	258,938	77,424	1,853,958	8,548,534	LOWELL, MASS.						
Press (e)	4,244,180	604,046	573,836	122,007	938,419	6,529,173	Sun (e)	5,148,139	569,425	427,246	152,511	1,524,600	7,947,599
Press (S)	1,408,395	103,296	131,329	14,918	354,746	2,020,514	x Sun (S)	1,270,210	504,094	107,053	111,138	683,671	2,693,137
FRESNO, CALIF.							LYNN, MASS.						
Bee (e)	8,859,466	2,265,102	1,491,155	298,379	4,010,702	17,143,842	Item (e)	5,075,259	551,784	456,445	318,926	1,340,884	7,801,991
p Bee (S)	3,912,417	1,205,150	368,778	92,327	1,593,581	7,182,932	MEMPHIS, TENN.						
GARY, IND.							MIAMI, FLA.						
Post-Tribune (e)	11,098,114	951,333	963,472	185,892	3,273,009	16,654,359	Herald (m)	23,690,028	3,410,484	2,209,303	1,198,124	11,214,969	41,850,846
x Post-Tribune (S)	2,726,170	608,144	103,116	115,439	991,310	4,544,934	p Herald (S)	8,244,422	1,825,556	397,878	752,588	7,182,920	18,416,859
GLENS FALLS, N. Y.							MIAMI, FLA.						
Post Star (10) (10)	5,151,694	544,116	400,856	216,365	1,453,425	7,859,736	News (e)	8,157,293	1,619,265	1,169,311	558,562	2,926,109	14,551,949
GRAND RAPIDS, MICH. (19)							MILWAUKEE, WIS.						
Press (e)	14,341,805	2,122,623	1,645,920	328,551	7,014,253	25,550,231	Sentinel (m)	6,707,294	1,422,221	767,258	517,435	4,454,169	13,878,434
x Press (20) (S)	3,244,815	750,947	256,916	79,464	934,750	5,266,843	p Sentinel (S)	1,878,662	783,700	119,847	51,334	761,119	3,567,540
HAMMOND, IND.							MINNEAPOLIS, MINN.						
Times (e)	10,212,312	777,854	981,136	219,532	2,564,052	14,775,932	Journal (e)	22,765,703	3,340,471	1,917,317	661,446	4,298,658	36,388,043
Times (S)	4,022,347	214,352	130,848	137,816	969,156	5,476,027	S Journal (S)	8,615,338	2,212,716	473,107	161,790	7,234,137	18,701,644
HARRISBURG, PA. (21)							MODesto, CALIF.						
Patriot (m)	9,324,730	2,023,489	1,015,427	262,578	3,920,290	16,679,513	Bee (e)	4,473,898	998,960	636,761	251,681	1,847,923	8,369,322
p Patriot-News (S)	2,736,601	1,046,305	178,308	80,763	626,363	4,668,739	p Bee (S)	1,039,915	843,010	145,323	43,783	436,695	2,556,467
HARTFORD, CONN.							MONTREAL, CANADA						
Courant (m)	5,247,673	1,633,918	1,000,443	374,355	3,130,859	11,520,336	m Star (e)	14,138,103	5,153,077	1,419,883	368,891	9,496,824	30,907,627
p Courant (S)	5,318,341	1,602,872	624,965	121,955	1,504,684	9,174,253	Gazette (m)	7,401,960	3,750,206	1,080,041	478,617	4,517,433	17,630,711
Times (e)	12,808,396	2,705,297	1,663,726	459,024	5,614,549	23,456,124	La Presse (e)	16,437,767	4,646,855	1,393,611	246,264	7,049,715	30,259,608
HAVERHILL, MASS.							La Patrie (S)						
Journal (e)	3,308,177	222,428	167,403	46,005	1,082,640	4,867,262	S La Patrie (S)	607,912	980,160	109,403	31,663	39,996	1,791,007
HONOLULU, HAWAII							Le Petit Journal (S)						
Advertiser (m)	2,731,054	1,340,987	435,417	323,836	1,684,879	6,791,086	Press (e)	5,801,801	797,727	769,517	248,175	1,746,974	9,607,357
x Advertiser (S)	3,144,314	954,593	137,655	110,365	784,162	5,139,327	Star (m)	5,766,015	975,561	745,508	257,341	1,773,263	9,602,716
p-Star-Bulletin (e)	10,761,946	2,979,363	860,347	479,167	3,120,297	18,565,409	x Star (S)	1,627,774	665,093	140,678	122,271	644,211	3,200,864
Star-Bulletin (22) (S)	300,893	147,240	21,938	8,606	110,568	591,502	NASHVILLE, TENN.						
HOUSTON, TEXAS							NEW HAVEN, CONN.						
Chronicle (e)	15,693,049	2,932,233	1,330,861	249,537	8,917,200	29,009,452	Journal Courier (m)	2,515,219	928,462	785,349	366,861	318,755	5,112,903
* Chronicle (S)	7,881,096	1,432,848	254,953	70,906	2,705,305	12,560,140	Register (e)	10,947,630	2,409,667	1,292,275	509,714	2,375,324	17,634,502
Post (m)	14,105,369	2,734,760	1,449,587	250,870	5,647,408	24,291,772	x Register (S)	4,738,709	896,191	537,946	323,310	1,370,457	7,884,422
§ Post (S)	5,363,565	1,282,673	168,153	54,540	1,485,968	8,371,076	NEW LONDON, CONN.						
Press (e)	5,692,449	931,402	612,663	126,777	1,357,576	8,813,578	Day (e)	7,149,918	934,087	1,187,605	276,284	1,476,956	11,237,274
INDIANAPOLIS, IND.							NEW ORLEANS, LA.						
News (e)	10,360,567	2,633,907	1,281,172	374,610	7,234,347	21,954,064	Times-Picayune (m)	20,969,975	2,791,192	1,387,920	534,602	6,161,226	32,116,372
Star (e)	9,211,101	2,637,632	1,287,018	367,384	7,249,077	20,825,685	* Times-Picayune (S)	6,179,830	1,889,428	217,532	80,172	3,249,348	11,629,183
§ Star (S)	7,331,577	1,687,607	222,552	104,300	3,452,939	12,799,136	States & Item (e)	5,395,876	2,645,535	1,339,380	420,190	6,546,483	16,913,350
Times (e)	6,393,279	1,212,421	769,399	277,310	2,329,462	11,064,017	NEW YORK, N. Y.						
p Times (S)	1,624,760	747,019	118,819	68,934	1,052,760	3,612,855	Times (m)	9,460,203	6,574,040	1,159,854	1,906,388	8,580,796	27,716,201
JACKSON, MISS.							NEW ORLEANS, LA.						
Clarion-Ledger (m)	5,164,543	1,302,230	917,276	285,295	2,133,279	10,006,527	Times (S)	14,812,887	9,134,205	381,926	561,538	7,448,271	32,340,794
p Clarion-Ledger (S)	2,474,737	971,290	127,803	148,237	500,960	4,224,365	Herald Tribune (m)	3,789,608	3,625,764	713,949	1,084,025	2,096,024	11,348,527
News (e)	3,793,114	1,287,671	905,744	252,287	2,124,878	8,486,577	News (S)	4,673,482	2,925,706	77,138	119,255	1,083,870	8,680,582
State Times (e)	2,861,714	1,058,485	522,514	188,280	1,365,389	6,159,301	News (S)	13,879,189	2,909,981	833,079	642,354	384,999	18,766,626
State Times (S)	1,403,655	321,255	156,203	111,195	336,183	2,329,795	News (S)	18,153,908	1,702,330	254,202	176,399	95,253	20,382,122
JACKSONVILLE, FLA.							NEW YORK, N. Y.						
Times-Union (m)	13,979,371	2,718,716	2,659,263	528,609	4,635,568	24,634,548	Mirror (m)	5,823,507	1,113,442	1,318,710	343,559	803,216	9,497,984
§ Times-Union (S)	5,728,910	1,281,328	291,385	67,766	1,695,977	9,064,764	Mirror (S)	3,600,084	640,699	72,568	9,328	131,776	4,454,537
Journal (e)	5,571,689	1,141,530	1,037,755	381,833	2,942,792	11,139,418	Journal American (e)	5,850,771	2,407,864	740,012	538,186	2,331,989	11,964,348
* Journal (23) (S)	340,739	420,948	49,453	65,732	245,514	1,122,957	* Journal American (S)	2,604,924	1,122,022	108,273	10,558	870,417	4,716,336
JERSEY CITY, N. J.							NEW YORK, N. Y.						
Jersey Journal (e)	6,732,830	1,253,911	761,118	420,259	3,091,240	12,543,427	Post (e)	7,840,269	2,041,269	394,529	297,931	1,533,743	12,092,608
KANSAS CITY, MO.							NEW YORK, N. Y.						
Star (e)	10,065,377	2,135,319	1,302,201	224,793	4,874,155	18,626,133	Post (S)	481,013	72,958	10,783	326	491,776	1,056,854
§ Star (24) (S)	6,114,593	1,688,136	357,047	361,051	2,667,416	11,193,282	Sun (e)	8,265,408	3,252,652	755,470	872,165	1,714,157	14,939,807
Times (m)	12,522,161	1,869,679	1,006,945	213,418	4,870,233	20,486,306	Long Island Press (e)	9,281,468	1,418,761	1,178,323	479,442	4,994,138	17,550,272
KNOXVILLE, TENN.							NEW YORK, N. Y.						
Journal (m)	2,415,493	1,151,154	612,319	155,354	1,927,004	6,292,286	p Long Island Press (S)	4,052,249	926,958	112,197	128,669	1,596,703	6,816,891
News-Sentinel (e)	8,557,199	1,272,490	952,484	203,358	1,993,424	12,911,254	NEWPORT NEWS, VA.						
p News-Sentinel (S)	2,907,339	812,233	115,406	29,820	781,566	4,648,098	Press (m)	8,204,570	1,466,252	1,078,062	321,765	3,152,833	14,319,385
LAWRENCE, MASS.							NEWPORT NEWS, VA.						
Eagle Tribune (25) (25)	7,497,076	704,951	547,733	374,058	1,967,565	11,182,149	p Press (S)	3,446,348	783,044	146,064	44,198	590,783	5,020,622
LITTLE ROCK, ARK.							NEW YORK, N. Y.						
Arkansas Gazette (m)	7,022,554	1,183,259	1,070,420	248,081	2,174,601	11,814,564	Times-Herald (e)	7,250,264	1,413,268	938,628	317,131	2,936,758	12,895,984
p Arkansas Gazette (S)	3,065,794	950,493	163,740	163,195	649,248	4,996,453	NIAGARA FALLS, N. Y.						
LONG BEACH, CALIF.							NEW YORK, N. Y.						
Independent (m)	10,919,017	2,217,742	1,422,143	491,472	5,615,503	20,939,516	Gazette (e)	8,489,470	830,202	662,135	212,272	2,161,174	12,652,888
p Independent Press-Telegram (S)	4,944,641	928,330	236,183	79,522	2,011,828	7,750,504	x Gazette (S)	1,254,685	510,435	148,153	58,598	277,699	2,249,570
Press-Telegram (e)	12,202,199	2,215,094	1,461,353	489,538	5,619,147	21,992,639	NEW YORK, N. Y.						
LONG ISLAND, N. Y.							NEW YORK, N. Y.						
Newsday-Suffolk Edition (e)	11,634,875	1,852,209	1,715,309	259,111	7,174,751	22,							

Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising	Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising
NORFOLK, VA.							SACRAMENTO, CALIF.						
Ledger-Dispatch & Star (e)	10,750,916	2,544,361	1,789,366	615,679	6,725,375	22,557,736	p Bee (35) (e)	11,534,713	2,442,045	1,552,975	383,807	7,407,594	23,749,408
Virginian-Pilot (m)	14,031,173	2,491,095	1,732,936	634,304	5,739,341	24,797,955	p Bee (S)	1,879,488	1,003,241	549,644	56,254	1,688,338	4,823,909
Virginian-Pilot & Star (S)	6,579,022	1,187,180	227,709	220,043	1,791,442	10,052,739	Union (m)	2,916,356	552,288	569,306	334,445	2,991,399	7,545,080
OAKLAND, CALIF.							ST. LOUIS, MO.						
Tribune (e)	10,755,409	2,900,148	1,340,052	458,344	6,332,610	22,220,301	Globe-Democrat (36) (m)	5,685,528	1,697,945	875,559	489,618	2,062,508	10,845,752
p Tribune (S)	5,383,074	1,144,821	237,672	44,095	2,165,444	9,005,905	* Globe-Democrat (36) (S)	2,461,567	1,039,298	94,423	54,896	735,404	4,389,815
OKLAHOMA CITY, OKLA.							ST. PAUL, MINN.						
Oklahoman (m)	5,992,474	1,956,071	1,054,853	167,305	3,829,547	13,007,590	Post-Dispatch (36) (e)	13,240,014	3,776,585	1,481,018	458,811	7,596,536	26,616,894
Oklahoman (S)	3,653,230	725,193	136,309	103,486	1,725,164	6,344,574	* Post-Dispatch (36) (S)	7,890,818	2,017,668	285,626	114,337	4,692,242	15,007,716
Times (e)	8,037,896	1,935,181	1,129,339	219,353	3,825,927	15,149,581	ST. PETERSBURG, FLA.						
OMAHA, NEBR.							SAN ANTONIO, TEXAS						
World-Herald (27)	8,305,573	2,015,571	971,045	216,328	3,602,612	15,128,434	Express (m)	7,035,822	1,518,988	771,015	375,349	5,437,090	15,151,375
World-Herald (S)	5,332,172	1,453,511	231,527	97,691	2,380,189	9,497,632	* Express-News (S)	5,321,886	1,093,921	117,235	43,816	1,919,339	8,498,336
ORLANDO, FLA.							SAN DIEGO, CALIF.						
Sentinel (28) (e)	13,087,801	1,833,189	1,589,996	600,148	6,349,269	23,484,170	Express-News (Sat)	1,818,989	172,505	122,678	30,869	1,592,330	3,740,593
Sentinel (S)	6,186,049	675,951	264,410	368,505	1,738,305	9,235,949	News (e)	9,829,261	1,918,273	975,199	248,950	5,420,148	18,404,633
OWENSBORO, KY.							SAN FRANCISCO, CALIF.						
Messenger & Inquirer (d)	6,777,063	617,657	612,284	119,188	794,282	9,018,402	Chronicle (m)	7,476,040	2,576,249	870,757	502,002	5,039,795	16,476,845
Messenger & Inquirer (S)	1,773,267	581,852	165,948	124,349	246,911	2,898,615	* Chronicle (S)	4,511,591	1,818,637	117,890	76,614	1,679,501	9,262,229
PASADENA, CALIF.							SAN JOSE, CALIF. (40)						
Star News (e)	7,478,043	1,205,492	868,245	425,652	4,665,881	14,837,642	Mercury (40) (m)	7,092,450	1,268,584	993,312	283,831	4,233,276	13,929,792
p Independent-Star (S)	2,318,803	695,950	166,018	121,990	1,792,355	5,095,448	News (40) (e)	7,200,049	1,261,172	956,275	283,593	4,190,569	14,024,204
Independent (S)	6,914,133	1,201,193	851,012	427,116	4,659,560	14,107,759	p Mercury-News (40) (S)	3,183,811	545,239	112,271	71,554	1,312,671	5,225,736
PAWTUCKET, R. I.							SAN RAFAEL, CALIF.						
Times (e)	6,616,873	865,842	835,738	427,715	1,252,569	10,106,898	Independent-Journal (e)	6,224,863	540,535	842,264	219,389	3,233,169	11,436,604
PEORIA, ILL.							SCHEENASTADY, N. Y.						
Journal Star (29) (e)	7,989,810	1,846,177	1,115,057	377,708	4,147,540	15,492,954	Gazette (m)	7,353,628	1,616,721	803,240	325,668	3,392,306	13,606,625
p Journal Star (S)	3,374,374	918,272	152,031	64,403	979,532	5,488,832	x Union-Star (e)	5,913,328	1,043,795	634,133	320,735	1,719,907	9,732,272
PHILADELPHIA, PA.							SCRANTON, PA.						
Bulletin (e)	14,787,691	3,637,972	1,206,993	427,654	4,567,741	24,774,173	Times (e)	8,357,415	1,804,892	677,323	282,972	1,111,776	12,338,891
* Bulletin (m)	4,966,787	1,679,333	217,701	36,942	1,177,095	8,078,366	SEATTLE, WASH.						
Inquirer (S)	9,717,176	3,817,863	1,152,687	604,733	5,802,353	21,292,285	Post-Intelligencer (m)	6,267,281	2,055,977	751,793	327,270	5,414,423	14,831,871
Inquirer (S)	11,376,718	2,536,006	241,556	47,526	4,029,753	18,231,801	* Post-Intelligencer (m)	3,237,631	989,095	194,815	48,592	1,341,357	5,811,603
News (e)	5,846,777	1,087,417	350,794	157,736	1,116,102	8,967,402	Times (e)	11,654,795	3,011,785	1,118,307	315,991	7,201,056	23,321,624
PHOENIX, ARIZ.							SHREVEPORT, LA.						
Republic (m)	16,452,342	2,463,894	2,101,556	639,495	7,440,588	29,122,997	Journal (e)	6,330,316	1,819,099	1,091,146	305,904	3,320,694	13,677,644
* Republic (S)	5,980,181	1,672,761	362,571	140,161	2,250,056	10,428,331	Times (m)	8,746,848	1,909,726	1,109,820	258,980	3,346,929	15,440,382
Gazette (e)	16,452,510	2,456,094	2,100,457	641,187	7,418,431	29,131,400	Times (S)	3,487,010	412,707	138,884	87,306	1,278,401	5,410,201
PITTSBURGH, PA.							SOUTH BEND, IND.						
Post-Gazette (30) (m)	7,671,457	2,411,978	969,796	356,601	2,419,579	14,111,786	Tribune (e)	10,272,819	1,301,778	1,596,656	277,351	3,516,594	17,099,556
Press (30) (e)	11,677,855	3,188,716	937,762	257,677	5,064,440	21,403,372	Tribune (S)	5,191,852	510,429	408,784	113,675	716,540	6,941,621
* Press (30) (S)	6,819,069	1,930,568	362,108	90,559	3,098,357	12,190,733	SPOKANE, WASH.						
Sum-Telegraph (30) (e)	5,138,635	1,323,290	522,474	169,866	1,479,541	8,897,340	Spokesman-Review (m)	4,722,626	1,499,335	827,309	80,269	2,856,369	10,012,503
* Sun-Telegraph (30) (S)	3,126,691	782,272	94,339	33,930	877,882	4,915,221	* Spokesman-Review (S)	3,020,673	1,187,351	153,181	101,420	1,418,669	5,882,929
PORTLAND, ORE.							STOCKTON, CALIF.						
Oregonian (31) (m)	10,161,496	2,524,903	1,007,429	203,618	6,094,511	20,015,252	Record (e)	10,032,794	1,519,120	1,144,576	415,574	3,598,130	16,824,496
* Oregonian (31) (S)	5,020,315	1,461,486	172,248	56,177	2,905,544	9,619,320	SYRACUSE, N. Y.						
Oregon Journal (31) (e)	9,084,620	1,707,655	788,085	140,202	3,108,663	14,837,882	Herald Journal (e)	11,299,692	2,678,614	1,187,276	238,481	3,048,447	19,933,254
Journal (31) (S)	2,582,640	1,133,910	74,246	48,837	1,375,091	5,218,792	* Herald American (m)	4,100,955	1,336,163	135,196	118,177	1,493,765	7,311,380
POUGHKEEPSIE, N. Y.							TACOMA, WASH.						
New Yorker (e)	6,918,812	879,788	849,306	212,359	1,563,372	10,615,137	News Tribune (e)	9,583,843	2,044,939	1,041,797	231,132	4,089,603	17,016,513
x New Yorker (S)	2,073,899	609,227	157,336	173,587	643,702	3,660,546	News Tribune (S)	3,258,200	355,522	190,703	48,622	1,506,619	5,360,825
PROVIDENCE, R. I.							TAMPA, FLA.						
Bulletin (e)	11,492,107	2,420,474	1,488,498	493,839	3,409,301	19,329,059	Tribune (m)	12,329,301	2,769,465	1,923,853	421,973	6,630,013	24,147,719
Journal (m)	3,494,076	2,374,567	2,512,422	456,161	3,312,108	12,682,127	* Tribune (42) (S)	5,780,506	1,111,129	221,721	66,424	2,833,985	10,016,023
* Journal (S)	5,708,071	1,756,057	1,173,751	361,393	885,502	9,886,135	x Times (e)	3,040,813	2,220,340	1,031,011	314,377	2,993,750	9,162,645
READING, PA.							TOLEDO, OHIO						
Eagle (32) (e)	8,048,783	1,397,050	836,733	215,922	2,172,553	12,817,114	fd Times (m)	1,970,473	2,305,555	1,167,360	380,125	5,188,964	7,473,477
Eagle (S)	1,987,818	294,674	98,397	63,081	340,772	2,785,371	Blade (e)	12,940,483	2,346,151	1,303,740	375,468	5,180,917	22,234,573
RICHMOND, VA.							UTAH, UTAH						
News-Leader (e)	10,344,686	2,727,167	1,313,696	677,823	4,967,216	20,079,950	Blade (S)	6,825,916	1,074,563	167,771	146,420	2,161,189	10,376,307
Times-Dispatch (m)	7,479,726	2,452,728	1,178,976	517,812	5,130,151	17,139,485	UTAH, UTAH						
* Times-Dispatch (S)	6,884,744	1,376,172	208,652	311,724	1,318,455	10,118,555	UTAH, UTAH						
RIVERSIDE, CALIF.							UTAH, UTAH						
Press-Enterprise (33) ..	9,388,333	1,067,994	776,325	376,981	3,579,680	15,275,163	UTAH, UTAH						
p Press-Enterprise (S)	2,449,443	757,954	90,047	84,267	816,974	4,198,783	UTAH, UTAH						
ROANOKE, VA.							UTAH, UTAH						
Times (m)	6,914,808	1,522,570	808,655	390,929	2,337,040	12,015,200	UTAH, UTAH						
p Times (S)	2,553,711	948,405	124,636	163,016	667,577	4,474,253	UTAH, UTAH						
World-News (e)	6,993,644	1,534,487	829,115	393,229	2,337,774	12,168,080	UTAH, UTAH						
ROCHESTER, N. Y.							UTAH, UTAH						
Democrat & Chronicle (m)	9,947,758	2,213,373	1,808,324	510,888	4,128,584	18,975,137	UTAH, UTAH						
* Democrat & Chronicle (S)	6,020,003	1,483,013	529,516	318,504	1,678,077	10,033,000	UTAH, UTAH						
Times Union (e)	15,008,028	2,676,698	1,800,994	688,096	2,051,286	22,066,138	UTAH, UTAH						
ROCKFORD, ILL.							UTAH, UTAH						
Star (34) (e)	7,572,944	1,383,743	736,631	156,495	3,271,708	13,180,793	UTAH, UTAH						
Star (S)	4,283,692	344,200	168,209	100,400	1,010,630	5,907,928	UTAH, UTAH						

Newspaper	Retail Display	General Display	Auto-motive Display	Financial Display	Classified	Total Advertising
TORONTO, CANADA						
Globe & Mail (m)	5,890,994	3,753,981	1,497,824	533,118	6,036,971	18,028,201
m Telegram (e)	13,606,433	4,855,758	1,730,613	294,761	8,309,265	28,963,022
Star (e)	14,278,915	3,846,283	1,607,181	282,955	11,231,221	31,187,749
Star (w)	40,486	949,074	37,316	1,121	—	1,027,997
TRENTON, N. J.						
fd Times (e)	7,792,595	1,380,775	761,702	261,167	2,922,624	13,314,691
x Times Advertiser (S)	3,251,313	544,881	85,454	120,152	801,428	4,810,711
Trentonian (m)	5,235,740	377,258	481,194	174,651	2,756,397	9,182,957
TROY, N. Y.						
Record (43)	7,488,012	1,651,142	774,553	235,085	1,924,900	12,219,818
TULSA, OKLA.						
Tribune (e)	11,524,956	2,187,499	1,090,166	331,292	4,406,532	19,542,823
World (m)	11,526,380	2,189,255	1,086,980	330,156	4,407,492	19,549,628
World (S)	4,271,550	497,512	158,914	98,554	1,494,558	6,521,750
UNION CITY, N. J.						
Hudson Dispatch (m)	4,939,648	658,443	451,318	292,410	2,636,564	9,333,026
UTICA, N. Y.						
Observer Dispatch (e)	7,429,638	1,046,706	862,893	421,409	2,622,117	12,427,920
x Observer Dispatch (S)	2,710,764	644,204	131,063	80,805	491,658	4,059,047
Press (m)	10,142,351	952,653	877,810	493,495	2,682,927	15,271,182
WASHINGTON, D. C.						
News (e)	8,934,561	960,446	807,801	277,696	2,521,391	13,580,543
Post (m)	17,406,294	3,790,540	2,095,463	616,172	8,197,251	32,181,259
*p Post (S)	7,284,462	2,048,593	279,753	208,604	2,485,762	12,310,193
Star (e)	19,581,264	2,696,667	1,452,450	577,013	6,899,593	31,661,232
§ Star (S)	7,240,760	1,762,672	277,898	172,486	3,149,450	12,609,327
WATERBURY, CONN.						
American (44)	8,995,518	1,469,880	746,634	478,455	2,513,830	14,281,264
Republican (S)	3,092,954	310,165	69,263	307,160	741,284	4,542,241
WESTCHESTER COUNTY, MACY GROUP, N. Y.						
Mamaroneck Times (e)	4,560,357	1,539,526	580,592	346,346	1,233,541	8,335,881
Mt. Vernon Argus (e)	5,598,952	1,640,432	717,221	322,721	1,713,021	10,092,586
New Rochelle Standard Star (e)	6,196,064	1,647,753	728,498	393,660	1,570,203	10,615,488
Ossining Citizen Register (e)	4,254,199	1,533,640	617,871	278,711	1,388,026	8,119,641
Peekskill Star (e)	4,427,536	1,346,975	651,198	242,040	681,674	7,399,195
Port Chester Item (e)	5,823,026	1,636,335	729,470	343,502	1,488,356	10,077,728
Tarrytown News (e)	4,412,272	1,540,400	621,508	264,149	1,391,671	8,303,072
Yonkers Herald Statesman (e)	6,134,613	1,613,518	717,984	355,668	2,180,007	11,166,385
White Plains Reporter Dispatch (e)	7,365,418	1,582,039	985,010	383,629	2,205,091	12,634,429
WICHITA, KANSAS						
Beacon (e)	6,231,658	1,136,988	747,165	115,773	2,710,082	11,306,254
* Beacon (S)	1,726,492	726,492	213,873	73,345	1,037,066	3,796,839
Eagle (m)	8,836,523	1,588,589	1,040,785	174,798	6,268,712	17,956,260
Eagle (e)	5,997,216	1,324,145	634,571	152,654	6,165,016	14,442,270
§ Eagle (S)	2,282,280	1,052,907	180,978	39,535	2,166,537	5,733,572
WINSTON-SALEM, N. C.						
Journal (45)	7,562,346	1,231,395	981,065	220,637	2,511,589	12,694,687
Journal & Sentinel (S)	3,284,072	361,738	130,904	214,446	654,617	4,656,636
WORCESTER, MASS.						
Telegram (S)	4,192,939	492,581	361,208	141,301	1,220,046	6,410,672
Telegram (m)	4,574,876	1,443,875	866,406	289,183	2,731,009	10,075,064
Gazette (e)	7,776,778	1,535,858	1,018,017	374,082	2,907,755	13,644,504
YOUNGSTOWN, OHIO						
Vindicator Telegram (e)	10,849,127	2,104,038	1,141,869	244,371	3,000,050	17,446,832
p Vindicator Telegram (S)	6,831,766	1,034,749	222,537	146,232	1,730,010	9,965,515

* Includes American Weekly Linage.
 x Includes Family Weekly Linage.
 p Includes Parade Linage.
 § Includes This Week Linage.
 M Includes Week-End Magazine Linage.
 FD Published only Five Days Each Week.

- NOTES: (1) Albany—Knickerbocker News Evening first Family Weekly publication September 12, 1959.
 (2) Boise—Statesman Morning and Evening are sold in combination only. Linage of one edition Morning only is shown.
 (3) Boston—Evening Globe sold in combination with either Morning Globe or Sunday Globe.
 (4) Boston—Evening Traveler sold only in combination with either Morning Herald or Sunday Herald.
 (5) Boston—Morning Record sold only in combination with Evening American or Sunday Advertiser.
 (6) Boston—Globe Sunday Parade first issue July 5, 1959.
 (7) Boston—All newspapers on strike November 6, 1959 (except Record November 7). Resumed November 14—Globe and Herald. Others November 15, 1959.
 (8) Charlotte—News Evening first American Weekly publication September 12, 1959.
 (9) Columbus—Dispatch, Citizen and Journal on strike February 27 & 28, 1959. The Sunday editions, February 1, 1959 were also affected by strike. All Newspapers on strike March 1, through March 14, 1959.

- (10) Columbus—Citizen ceased publication November 8, 1959.
 (11) Columbus—Ohio State Journal ceased publication November 7, 1959.
 (12) Columbus—Citizen-Journal's first publication November 3, 1959.
 (13) Dayton—News Sunday first Parade publication May 3, 1959.
 (14) Detroit—Free Press on strike September 9, 10, 25, 26, 1959.
 (15) Detroit—News on strike September 8, 9, 24, 26, 1959.
 (16) Detroit—Times on strike September 9, 24, 25, 26, 1959.
 (17) Fall River—Herald News Evening first Family Weekly publication April 4, 1959.
 (18) Glens Falls—Post Star Morning and Times Evening sold in combination only. Linage of one edition Post Star Morning only is shown.
 (19) Grand Rapids—All newspapers on strike January 1 through January 5, 1959.
 (20) Grand Rapids—Press Sunday first publication April 5, 1959. Press Sunday This Week effective September 13, 1959. Family Weekly discontinued September 13, 1959.
 (21) Harrisburg—Patriot on strike July 2, 1959.
 (22) Honolulu—Advertiser Sunday first Family Weekly publication May 3, 1959. Star-Bulletin Sunday first publication November 1, 1959.
 (23) Jacksonville—Journal Sunday last publication June 28, 1959.
 (24) Kansas City—Star Sunday first This Week publication February 1, 1959. All newspapers on strike June 19 through June 28, 1959.
 (25) Lawrence—Tribune Evening and Eagle Morning sold in combination only. Linage of one edition Tribune Evening only is shown. Eagle disc. 10/1/59.
 (26) Meriden—Record Morning and Journal Evening are sold in combination only. Linage of one Record Morning only is shown.
 (27) Omaha—World-Herald Morning & Evening sold in combination only. Linage of one edition World-Herald Evening only is shown.
 (28) Orlando—Sentinel Morning and Star Evening sold in combination only. Linage of one edition Sentinel Morning only is shown.
 (29) Peoria—Journal Star Evening & Journal Star Morning sold in combination only. Linage of one edition Journal Star Evening only is shown.
 (30) Pittsburgh—Post-Gazette Morning on strike May 25, 1959. Press and Sun-Telegraph Sunday on strike May 24, 1959.
 (31) Portland—Oregonian last issue November 10th due to strike. Journal last issue November 9th due to strike. Oregonian & Journal first combined issue November 11, 1959.
 (32) Reading—Eagle Evening and Times Morning sold in combination only. Linage of one edition Eagle Evening only is shown.
 (33) Riverside—Enterprise Morning and Press Evening sold in combination only. Linage of one edition Enterprise Morning is shown.
 (34) Rockford—Star Morning & Register-Republic Evening sold in combination only. Linage of one edition Star Morning only is shown.
 (35) Sacramento—Bee Evening includes Parade Linage for January only. Bee Sunday first publication February 1, 1959.
 (36) St. Louis—Globe-Democrat on strike February 22 through May 31, also from June 11 through 25, 1959. Post-Dispatch on strike June 10 through June 24, 1959.
 (37) St. Petersburg—Independent Sunday first Family Weekly publication April 4, 1959.
 (38) San Diego—Tribune Evening first American Weekly publication September 13, 1959.
 (39) San Francisco—Call-Bulletin last publication August 8, 1959. News last publication August 8, 1959. News-Call Bulletin first publication August 10, 1959.
 (40) San Jose—All newspapers on strike February 15 through June 22, 1959.
 (41) Schenectady—Union Star Evening first Family Weekly publication April 4, 1959.
 (42) Tampa—Tribune Sunday first This Week publication September 13, 1959. American Weekly last publication September 6, 1959.
 (43) Troy—Record Morning and Times-Record Evening sold in combination only. Linage of one edition Record Morning only is shown.
 (44) Waterbury—American Evening and Republican Morning sold in combination only. Linage of American Evening only is shown.
 (45) Winston-Salem—Journal Morning and Sentinel Evening are sold in combination only. Linage of one edition Journal Morning is shown.

Linage reported by publishers starts on Page 59

Financial Feature Wins New Readers

WASHINGTON
 In seeking to widen readership appeal of its financial pages, the *Washington Post* has inaugurated a daily feature illustrated with a spot cartoon or drawing.

Any interesting ideas, plans, theories or events related to world, national or local commerce are likely candidates for this new corner in the business pages. A letter from an insurance company, a handout from an investment house, a gripe letter from a reader, wire service copy, an article from business magazines or trade papers have provided subject matter for copy written either by Financial Editor S. Oliver Goodman

or his assistant, Frank C. Porter. Some days the lighter side of financial news is exploited.

Investment Forum Attracts 1600

DALLAS, TEX.
 To help more people in the Dallas area understand the stock market better, the *Times Herald* co-sponsored an investment forum with Merrill Lynch, Pierce, Fenner & Smith. The forum consisted of three meetings, on the evenings of March 15, 22, and 29, in the Crystal Ballroom of the Hotel Baker.

Frank Langston (former business editor, now editor and chief editorial writer) estimated the audience at 1600.

1959 ADVERTISING LINAGE REPORTED BY 1,383 U.S. AND CANADIAN NEWSPAPERS

Total, National, Local, Classified and Legal Volume in 985 Cities as Reported to Editor & Publisher

City	Paper	Published	Total Linage	Display National	Display Local	Classified	Legal	City	Paper	Published	Total Linage	Display National	Display Local	Classified	Legal
ALABAMA															
Decatur	Daily Eagle	(e)	5,517,640	514,920	4,733,000	1,133,216	135,814	Santa Barbara	News-Press	(e)	12,231,520	1,121,694	6,928,243	3,810,121	371,462
Dobson	Times	(e)	5,898,666	381,570	5,722,204	1,216,866	39,889	Santa Cruz	Sentinel	(e)	8,301,400	497,336	5,284,720	2,213,654	609,590
Florence	Times	(e)	9,640,624	648,816	7,268,254	1,669,682	53,872	Santa Maria	Times	(e)	6,162,324	345,384	3,498,544	1,993,880	124,516
Gadsden	Times	(e)	7,495,138	761,944	5,122,880	1,237,922	81,410	Santa Monica	Chronicle	(e)	11,664,312	975,934	6,889,632	3,617,908	177,716
Huntsville	Advertiser Journal	(e)	11,943,722	812,968	8,790,094	2,286,046	94,616	Santa Rosa	Press-Democrat	(e)	10,398,878	930,636	5,997,530	3,376,450	94,262
Montgomery	Advertiser Journal	(e)	11,338,921	1,380,789	7,676,172	2,192,982	49,000	Sunday Edition	(e)	1,313,374	85,100	1,272,100	88,426	27,748	
	Advertiser	(e)	4,179,305	253,095	3,164,615	738,206	3,288	Total	(e)	15,532,282	995,736	8,169,630	4,264,672	122,010	
	Times-Journal	(e)	27,213,834	3,413,354	18,907,090	5,145,154	148,936	Sonora	Daily-Union-Democrat	(e)	1,368,000	180,000	756,000	252,000	180,000
Opelika	Home & News	(e)	1,428,000	280,000	938,000	147,000	63,000	Sunday Edition	(e)	6,159,119	357,097	3,851,739	1,813,077	137,206	
Troy	Messenger & Herald	(e)	2,291,540	215,082	2,008,622	433,882	24,262	Turlock	Journal	(e)	3,920,882	294,308	2,728,220	776,342	121,002
Tuscaloosa	News	(e)	9,322,170	625,300	7,532,154	1,312,206	52,430	Ukiah	Times-Herald & News	(e)	2,674,259	1,069,969	285,402	422,534	99,358
ALASKA															
Journal	Empire	(e)	1,421,868	339,496	910,210	138,600	33,572	Ventura	Star-Free Press	(e)	11,154,692	813,442	7,867,890	2,239,426	233,954
ARIZONA															
Phoenix	Review	(m)	2,040,984	241,305	1,348,060	242,046	209,573	Visalia	Times-Delta	(e)	6,150,620	316,624	4,281,536	1,208,198	132,384
	Meza Tribune	(e)	4,348,676	385,900	3,017,126	792,526	153,034	Watsonville	Register-Pajaronian	(e)	10,815,140	900,758	7,708,968	2,020,028	296,366
	Courier	(e)	2,639,224	288,414	1,742,328	402,710	205,772	Whittier	Advertiser	(e)	8,791,740	460,782	4,980,590	2,627,520	232,348
	Leader	(e)	2,621,700	290,896	1,709,344	261,198	166,254	Willows	Journal	(e)	1,615,096	217,112	1,025,596	285,922	86,464
	Citizen	(e)	20,980,512	1,902,642	14,287,182	4,574,878	215,810	Woodland	Press	(e)	1,996,320	196,318	1,283,880	688,436	52,846
	Star	(e)	4,127,332	285,376	2,768,528	1,058,806	14,322	Yreka	News	(e)	1,873,746	215,740	1,165,374	347,340	145,292
	Total	(m)	43,363,586	3,827,404	26,960,666	10,206,362	366,954	COLORADO							
	Sun	(e)	5,627,650	367,990	4,999,732	1,069,592	89,936	Alamosa	Courier	(e)	1,837,990	216,328	1,219,890	356,314	45,458
ARKANSAS															
Batesville	Guard	(e)	1,701,725	161,782	1,277,282	228,595	31,056	Boulder	Camera	(e)	10,230,780	494,298	8,316,522	1,025,864	194,096
Bryant	Courier-News	(e)	4,336,048	330,048	3,308,468	649,340	31,871	Canon City	Record	(e)	2,832,236	206,794	2,365,342	326,914	53,186
Eldorado	News	(m)	4,846,128	442,650	3,458,371	896,720	48,328	Colorado Springs	News-Record	(e)	12,111,416	1,211,516	8,338,456	4,692,800	56,448
Fayetteville	Northwest Arkansas	(e)	10,781,211	935,501	7,825,629	1,946,304	73,577	Durango-Cortez	Herald-News	(e)	3,217,400	403,260	2,084,502	631,414	98,224
Hopkins	Times	(e)	5,442,465	418,033	4,078,487	905,940	40,005	Fort Collins	Coloradan	(e)	6,414,114	338,842	4,193,266	892,451	97,104
Hot Springs	Star	(e)	1,945,118	194,656	1,644,944	63,700	41,818	Fort Morgan	Times	(e)	2,255,828	222,680	1,704,542	290,478	48,130
Mountain View	Record	(m)	19,751,984	1,255,492	14,433,846	3,996,314	66,332	Grand Junction	Sentinel	(e)	6,264,988	681,268	4,337,424	1,116,500	129,794
Plum Bluff	Commercial	(e)	8,971,892	877,400	6,875,120	1,194,228	75,054	La Junta	Tribune-Democrat	(e)	2,404,416	221,004	1,834,728	308,388	39,298
Springdale	News	(e)	2,623,704	163,520	2,163,316	264,838	30,223	Longmont	Times-Call	(e)	916,776	103,440	671,752	67,494	24,690
Tarkenton	Record-Gazette	(e)	2,801,760	299,896	1,709,344	261,198	166,254	Louisville	Reporter-Herald	(e)	2,906,496	221,800	2,899,888	537,194	47,614
Turkett	Gazette	(m)	10,849,804	882,224	7,819,154	2,132,172	16,254	Montrose	Press	(e)	1,894,354	230,100	1,089,364	227,736	32,254
West Memphis	Times	(m)	18,740,196	1,696,058	13,137,166	3,743,014	15,526	Newburg	Chiefly	(m)	5,080,468	1,198,518	5,926,558	1,197,208	164,082
	Total	(m)	1,123,393	144,653	888,070	28,460	64,810	Rocky Ford	Gazette	(e)	2,448,796	118,898	2,025,902	499,090	4,906
								Salida	Mountain Mail	(e)	1,459,878	211,778	995,216	190,470	64,414
								Sterling	Journal-Advocate	(e)	3,991,344	409,688	2,893,044	621,088	62,564
								Trinidad	Chronicle-News	(e)	2,006,362	325,290	1,431,738	119,756	17,578
CALIFORNIA															
Alhambra	Times-Star	(e)	3,745,546	378,714	2,409,494	761,698	196,000	Bridgeport	Telegram	(m)	20,950,765	2,369,035	14,410,453	4,171,227
Alhambra	Post-Advocate	(e)	5,232,469	428,641	3,418,581	1,239,551	124,296	Bristol	Herald	(e)	3,114,209	236,628	2,658,705	218,876
Asheem	Bulletin	(e)	8,642,508	533,596	5,851,878	2,403,604	31,810	Danbury	News-Times	(e)	10,271,800	697,396	7,004,060	2,570,344
Arroyo	Leader	(e)	3,228,400	349,216	2,143,190	678,398	57,596	Manchester	Herald	(e)	10,918,324	4,159,992	5,791,762	903,896	63,784
Bakersfield	Californian	(e)	18,917,034	1,808,856	12,943,814	3,964,800	260,470	Middletown	Herald	(e)	7,123,354	539,895	5,478,522	995,792	89,210
Banning-Beaumont	Record-Gazette	(e)	2,334,000	578,008	1,806,960	2,565,984	67,860	Northridge	Herald	(e)	9,498,236	948,784	6,282,754	1,645,848	16,146
Berkeley	Gazette	(e)	8,056,577	715,544	4,849,740	1,812,916	136,801	Norwalk	Hour	(e)	1,042,360	898,555	7,486,857	2,019,020	137,928
Beverly Hills	Enterprise-Record	(e)	7,462,159	715,785	4,976,837	1,610,686	73,038	Stamford	Advocate	(e)	12,864,474	1,369,396	9,971,984	2,329,208	130,880
Chico	Transcript	(e)	4,902,690	395,422	2,913,544	1,610,686	73,038	Winnetka	Chronicle	(e)	3,635,399	289,567	3,101,640	243,862
Covina	Observer	(e)	1,761,352	178,075	1,614,493	66,857	Winsted	Citizen	(e)	1,320,432	170,156	715,870	196,106
Covina	Independent	(e)	3,009,608	310,614	2,106,320	510,916	81,645	CONNECTICUT							
Escondido	Imperial Valley Post	(m)	5,394,228	444,234	3,817,156	1,000,482	132,356	Bridgport	Telegraph	(m)	20,950,765	2,369,035	14,410,453	4,171,227
Escondido	Times-Advocate	(e)	5,232,469	428,641	3,418,581	1,239,551	124,296	Bristol	Herald	(e)	3,114,209	236,628	2,658,705	218,876
Escondido	Times-Advocate	(w)	563,017	13,393	318,000	107,324	3,263	Danbury	News-Times	(e)	10,271,800	697,396	7,004,060	2,570,344
Escondido	Total	(e)	7,395,486	662,034	4,838,616	1,367,275	127,561	Manchester	Herald	(e)	10,918,324	4,159,992	5,791,762	903,896	63,784
Escondido	Times & Standard	(m)	12,236,834	936,850	8,520,154	2,846,934	323,246	Middletown	Herald	(e)	7,123,354	539,895	5,478,522	995,792	89,210
Fontana	Political News	(e)	3,512,726	221,242	2,398,262	820,190	75,012	Northridge	Herald	(e)	9,498,236	948,784	6,282,754	1,645,848	16,146
Fountain	News-Tribune	(e)	7,761,352	389,840	5,121,744	1,812,916	136,801	Norwalk	Hour	(e)	1,042,360	898,555	7,486,857	2,019,020	137,928
Fontana	News	(e)	12,923,677	449,033	8,416,366	3,764,362	293,916	Stamford	Advocate	(e)	12,864,474	1,369,396	9,971,984	2,329,208	130,880
Fontana	News-Press	(e)	9,077,068	707,028	5,884,956	2,344,638	100,448	Winnetka	Chronicle	(e)	3,635,399	289,567	3,101,640	243,862
Fontana	Union	(e)	2,327,430	239,680	1,523,144	408,002	156,604	Winsted	Citizen	(e)	1,320,432	170,156	715,870	196,106
Fontana	Sentinel	(e)	4,280,913	437,780	3,061,688	640,570	104,875	DELAWARE							
Fontana	Review	(e)	17,639,323	655,854	14,213,262	2,516,107	254,100	Dover	Delaware State News	(e)	4,245,671	410,688	3,177,160	578,412	79,411
Fontana	News	(e)	9,924,634	585,842	5,308,224	3,025,167	103,192	Wilmington	News & Journal	(m)	18,594,250	2,234,730	12,098,807	3,917,249	343,474
Fontana	News	(e)	6,642,174	452,466	4,757,006	3,191,238	241,864	FLORIDA							
Fontana	Ante-appe Valley Ledger-Gazette	(e)	4,056,796	331,436	2,833,670	680,318	211,372	Bradenton	Herald	(e)	8,616,804	353,261	6,853,700	1,251,544	158,289
Fontana	Times-Advocate	(e)	5,232,469	428,641	3,418,581	1,239,551	124,296	Clearwater	Sun	(e)	14,397,166	908,718	10,781,968	2,925,132	201,348
Fontana	Times-Advocate	(w)	563,017	13,393	318,000	107,324	3,263	Daytona Beach	Journal	(e)	8,074,644	660,874	6,151,232	2,533,566	4,172
Fontana	Total	(e)	7,395,486	662,034	4,838,616	1,367,275	127,561	Daytona Beach	News-Journal	(e)	10,919,338				

City	Paper	Pub-lished	Total Linage	National	Display Local	Classi-fied	Legal	City	Paper	Pub-lished	Total Linage	National	Display Local	Classi-fied	Legal
Baldwin	Saco Journal	(e)	2,934,134	288,568	2,645,566	241,626	63,028	Winona	News	(e)	6,456,044	532,168	4,782,386	1,025,061	115,409
Leicester	Leicester Journal	(e)	7,377,808	708,162	6,669,646	786,276	Werthington	Globe	(e)	4,329,660	281,324	3,493,862	583,954	80,528
Portland	Press Herald, Express & Telegram	(meS)	23,747,670	4,050,294	16,073,480	3,370,502	253,394	MISSISSIPPI							
MARYLAND								Clarksdale	Press-Register	(e)	3,424,632	245,707	2,942,633	168,840	67,452
Annapolis	Capital	(e)	5,261,645	414,679	3,863,964	819,323	163,997	Columbia	Commercial Dispatch	(eS)	4,670,171	311,241	3,696,256	546,368	124,306
Cambridge	Banner	(e)	3,671,752	296,900	2,712,458	572,278	88,116	Greenwood	Times Democrat	(eS)	6,307,644	469,014	4,748,842	1,003,492	86,296
Frederick	Post	(e)	8,328,668	502,670	7,675,036	698,096	98,886	Greenwood	Commonwealth	(eS)	4,123,451	275,775	3,614,124	170,672	62,880
MASSACHUSETTS								Laurel	Leader-Call	(e)	7,887,922	462,220	6,750,716	734,986
Amherst	News	(e)	1,155,794	116,046	884,870	124,936	26,852	McComb	Enterprise-Journal	(e)	3,120,338	281,792	2,417,728	338,923	66,340
Attol	News	(e)	2,754,766	269,884	2,484,882	376,098	23,174	Tupelo	Journal	(e)	6,063,932	449,303	4,778,597	771,512	66,340
Barnstable	Enterprise & Times	(e)	10,940,369	768,880	8,267,980	1,803,508	MISSOURI							
Berkshire	Legal included in Local	(e)	3,858,384	505,106	6,477,760	1,373,008	59,430	Boonville	News	(e)	2,310,989	224,316	1,762,256	264,894	36,623
Fitchburg	Sentinel	(e)	3,858,384	505,106	6,477,760	1,373,008	59,430	Advertiser	(w)	1,308,578	68,103	1,216,590	97,275	11,808	
Haverhill	News	(e)	7,308,370	708,386	5,931,172	736,812	Bate	Post	(e)	2,265,602	252,000	1,996,616	274,189	50,431
Leicester	News	(e)	4,168,358	198,226	3,663,534	308,896	Brookfield	News-Bulletin	(e)	2,176,983	156,170	1,753,843	286,970
Northampton	Legal included in Local	(e)	4,168,358	198,226	3,663,534	308,896	Carrollton	Democrat	(e)	1,087,582	111,400	976,192
Pittsfield	Berkshire Eagle	(e)	12,124,182	1,111,100	9,260,880	1,752,114	Carthage	Press	(e)	3,979,094	172,600	3,201,380	356,332	44,776
Springfield	Legal included in Local	(e)	12,124,182	1,111,100	9,260,880	1,752,114	Chillicothe	Conservation-Tribune	(e)	1,863,092	99,722	1,263,862	193,508
Taunton	News	(m)	4,853,622	2,437,246	6,056,480	3,359,888	Columbia	Missourian	(eS)	3,733,205	313,320	2,760,880	629,526	80,270
Ware	Legal included in Local	(e)	4,853,622	2,437,246	6,056,480	3,359,888	Jefferson	Tribune	(e)	6,563,060	468,440	4,907,378	1,066,260	120,974
Westfield	Legal included in Local	(e)	4,853,622	2,437,246	6,056,480	3,359,888	Hannibal	Courier-Post	(e)	4,426,674	358,442	3,311,378	716,680
Worcester	Legal included in Local	(e)	4,853,622	2,437,246	6,056,480	3,359,888	Independence	Examiner	(e)	5,202,410	193,576	3,714,052	1,092,980	10,270
MICHIGAN								Joplin	Globe & News	(e)	14,881,000	1,943,362	10,193,600	2,822,190	21,406
Ann Arbor	News	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Kirksville	Express & News	(eS)	4,340,420	239,400	3,572,660	478,794	51,576
East Lansing	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Laban	Democrat	(e)	1,563,092	99,722	1,263,862	193,508
Flint	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Lamar	Record	(e)	2,846,668	342,325	2,354,187	190,156
Grand Haven	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Marshall	Democrat-News	(e)	2,841,972	156,114	2,145,940	215,362	52,892
Iron Mountain	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Moberly	Ledger	(e)	3,996,902	338,860	3,417,498	445,774	70,518
Ironwood	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Nebraska	Democrat	(e)	3,708,838	279,174	2,815,094	452,522	62,048
Jackson	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Nevada	Mail & Herald	(eS)	2,875,480	198,874	2,207,646	383,894	88,874
Lawton	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Poplar Bluff	American Republic	(e)	3,740,400	393,820	3,700,718	1,578,727	68,023
Lincoln	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	St. Joseph	Democrat	(e)	2,875,480	198,874	2,207,646	383,894	88,874
Marquette	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	St. Louis	News-Press	(e)	9,811,450	985,790	6,195,854	1,893,773	28,025
Midland	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	St. Louis	News-Press	(e)	3,205,706	170,072	2,830,441	394,023	2,170
Monroe	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	636,100 lines Parade	(mS)	16,779,056	2,097,228	10,884,391	3,746,717	58,666	
Northampton	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Sedalia	Capital	(m)	4,410,476	355,208	3,490,466	469,882	94,920
Port Huron	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Democrat	(e)	4,410,476	355,208	3,490,466	469,882	94,920	
St. Joseph	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Sunday Edition	(m)	1,990,962	77,692	1,606,325	211,890	3,145	
Union	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Standard	(e)	3,903,102	307,180	3,045,066	172,018	18,330	
Warren	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Springfield	Legal included in Local	(e)	1,009,118	1,009,118	8,043,518	2,115,883	5,068
Westfield	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	Warrensburg	Star-Journal	(e)	2,421,972	279,286	1,986,614	330,333	29,349
Worcester	Legal included in Local	(e)	6,957,832	387,926	5,243,826	1,195,782	130,298	West Plains	Quill	(e)	1,689,058	154,140	1,335,516	170,492	28,910
MINNESOTA								MONTANA							
Albert Lea	Tribune	(e)	5,881,900	331,842	4,674,272	756,770	110,070	Billings	Gazette	(mS)	11,997,657	1,469,174	8,715,882	1,749,566	63,035
Amnien	Herold	(e)	6,450,476	393,138	4,876,748	1,045,940	134,562	Bozeman	Chronicle	(eS)	2,877,830	338,688	2,048,914	451,620	38,616
Brainerd	Dispatch	(e)	4,001,480	308,094	2,852,226	719,474	121,632	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Fairmont	Journal	(e)	2,963,532	239,616	2,126,106	553,138	72,890	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Fergus Falls	News	(e)	3,850,952	283,255	2,989,696	454,118	123,993	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Fergus Falls	Journal	(e)	3,332,320	391,958	2,669,370	466,256	7,736	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Fergus Falls	Tribune	(e)	4,375,112	404,194	3,251,096	585,970	103,252	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Little Falls	Transcript	(e)	2,259,730	166,877	1,691,981	370,132	71,869	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Muskogee-North	Legal included in Local	(e)	2,259,730	166,877	1,691,981	370,132	71,869	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
New Ulm	Free Press	(e)	9,208,416	649,936	7,027,314	1,387,260	443,906	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Northwest	Journal	(e)	3,520,239	287,498	2,669,013	535,581	48,187	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Red Wing	People's Press	(mS)	3,574,979	277,886	2,586,451	561,902	148,740	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
St. Cloud	Republican-Eagle	(e)	3,458,796	251,822	2,615,853	520,804	70,475	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
St. Cloud	Post-Bulletin	(e)	13,244,476	758,366	10,335,488	2,018,798	133,516	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Times	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702	1,013,110	88,354
Virginia	Legal included in Local	(e)	8,048,018	612,515	6,395,333	922,572	117,796	Butte-Anaconda	Montana Standard	(mS)	7,256,480	1,187,314	4,967,702		

City	Paper	Pub-lished	Total Linage	Display National	Display Local	Classi-fied	Legal	City	Paper	Pub-lished	Total Linage	Display National	Display Local	Classi-fied	Legal
Plainfield	Courier-News	(e)	14,986,762	1,085,140	10,948,686	2,366,910	96,026	Dover	Reporter	(e)	6,758,836	335,888	4,959,878	1,401,386	61,884
Vineand	Times-Journal	(e)	6,739,406	485,235	5,113,817	1,099,245	71,021	East Liverpool	Review	(e)	10,396,890	503,104	7,975,166	2,430,750	81,858
NEW MEXICO															
Alamogordo	News	(e)	4,494,602	311,864	3,244,542	938,196		Elyria	Chronicle-Telegram	(e)	12,362,371	638,004	9,009,665	2,333,635	181,900
Artesia	Current-Artesia	(e)	2,806,062	250,262	1,993,298	553,812	98,602	Farmington	Armad	(e)	5,222,100	181,700	3,869,362	1,366,540	36,700
Carlsbad	Times	(e)	4,322,696	432,626	3,890,070	822,432	65,147	Findlay	Republican-Courier	(m)	9,023,646	484,864	6,896,244	1,681,182	118,412
Farmington	Times	(e)	6,898,844	550,949	4,621,232	1,541,520	63,147	Fostoria	Review-Times	(e)	4,508,874	291,895	3,358,799	825,093	83,267
Gallop	Independent	(e)	2,790,025	404,579	1,873,052	495,265	106,729	Freemont	News-Messenger	(e)	8,727,376	157,254	6,714,344	1,488,074	67,704
Grants	Western	(e)	1,880,900	175,600	1,670,000	45,000		Galion	Inquirer	(e)	3,582,280	473,122	2,892,712	496,454	30,992
Las Vegas	West Las Vegas	(e)	1,737,834	148,764	1,371,552	113,050	104,468	Gallatinia	Times	(e&Sat)	2,634,734	191,534	2,183,888	205,426	53,886
Las Vegas	Optic	(e)	1,889,132	147,560	1,442,476	113,890	185,206	Greenfield	Times	(e)	6,006,016	49,000	4,822,088	60,900	14,628
Lovington	Leader	(e)	2,758,742	191,646	2,153,940	348,776	66,828	Greenville	Advocate	(e)	4,519,578	272,408	3,657,472	1,552,192	103,966
Portales	Times	(e)	4,273,448	27,354	3,906,486	113,232	1,168	Hamilton	Journal-News	(e)	16,252,646	896,864	12,895,544	3,359,248	191,500
	Sunday Edition	(e)	3,704,890	218,988	2,958,900	463,008	63,994	Ironton	Tribune	(e)	4,527,534	411,334	3,504,138	792,820	83,242
	Total	(e)	3,704,890	218,988	2,958,900	463,008	63,994	Irton	Sunday Edition	(e)	1,446,592	444,478	1,187,466	202,202	12,446
Raton	Range	(e)	2,063,591	237,643	1,634,416	138,796	52,738	Kenton	Total	(e)	6,274,226	555,812	4,727,604	985,022	85,796
Roswell	Record	(e)	9,139,942	679,140	6,897,422	1,426,682	136,558	Lancaster	Eagle-Gazette	(e)	8,356,880	502,278	6,211,310	1,495,220	148,864
Santa Fe	New Mexican	(e)	6,838,160	661,094	5,084,114	836,458	256,494	Lima	Citizen	(e)	13,743,254	905,968	9,999,252	3,273,270	75,864
								Logan	News	(e)	3,649,586	188,972	2,821,294	586,047	53,272
								Lorain	Journal	(e)	19,565,416*	1,237,793*	9,511,817*	2,672,383	143,420
NEW YORK															
Amsterdam	Recorder	(e)	5,296,859	610,275	3,998,974	627,998	59,612	Marietta	Times	(e)	7,308,910	363,967	5,867,450	954,623	122,870
Auburn	Citizen-Advertiser	(e)	5,976,026	429,594	3,235,706	216,538	93,822	Marion	Star	(e)	11,344,184	654,756	9,681,994	899,106	108,810
Batavia	News	(e)	5,643,596	436,702	4,513,642	629,860	63,392	Belaire	Times-Leader	(e)	6,684,120	491,888	4,929,262	1,142,582	120,980
Canandaigua	Messenger	(e)	3,954,234	223,692	2,481,080	314,328	35,224	Marysville	Journal-Tribune	(e)	2,328,176	161,254	1,868,428	432,592	43,362
Catskill	Mail	(e)	3,005,210	294,583	2,111,662	318,122	28,536	Massillon	Independent	(e)	9,979,952	556,542	9,026,656	313,850	89,862
Cortland	Standard	(e)	5,589,056	376,719	4,731,027	418,478	62,832	Mills	Reflector-Herald	(e)	6,425,818	399,526	4,968,638	3,934,000	112,812
Corning	Leader	(e)	6,623,160	453,439	3,165,300	925,575	78,948	Mont Vernon	News	(e)	5,056,944	404,448	3,871,064	589,944	66,638
Dunkirk-Fredonia	Recorder	(e)	4,192,512	505,480	3,551,456	528,751	110,886	New Philadelphia	Times	(e)	6,721,864	409,528	4,887,414	1,362,760	92,180
Geneva	Recorder	(e)	4,723,484	275,324	3,994,662	568,233	67,774	Niles	Times	(e)	4,515,238	161,798	4,485,209	785,512	62,719
Herkimer-Ilion	Telegram	(e)	3,484,381	251,032	2,605,505	484,526	143,318	Norwalk	Reflector-Herald	(e)	3,063,304	216,760	3,060,550	632,552	54,888
Hornell	Tribune	(e)	3,555,662	315,509	2,764,111	498,450	67,992	Piqua	Call	(e)	6,674,948	365,580	5,293,736	953,232	64,400
Hudson	Register-Star	(e)	4,077,822	508,688	3,023,944	425,474	121,716	Port Clinton	News	(e)	2,664,424	135,058	2,298,926	188,636	41,860
Ithaca	Journal	(e)	5,838,676	1,010,712	7,314,305	2,204,119	91,555	Portsmouth	Times	(e)	12,213,732	857,012	8,857,216	2,390,172	109,330
Jamestown	Post-Journal	(e)	10,620,691	860,104	6,774,236	1,268,258	156,930	Ravenna-Corn	Record-Courier	(e)	6,740,448	369,614	4,795,583	1,428,247	147,004
Kingston	Freeman	(e)	8,917,186	487,032	4,350,580	1,020,782	191,572	Salem	Tribune	(e)	6,040,418	384,542	4,407,570	1,204,882*	52,824
Lockport	Register-Star	(e)	4,723,448	372,634	3,494,662	568,233	67,774	Saratoga Springs	Reflector-Herald	(e)	6,040,418	384,542	4,407,570	1,204,882*	52,824
Malden	Times	(e)	5,482,624	289,632	4,703,286	485,850	23,856	Schenectady	News	(e)	8,493,772	139,258	6,373,304	1,928,990	52,228
Middletown	Times Herald	(e)	5,651,885	444,234	4,498,397	656,240	43,014	Schenectady	News-Sun	(e)	2,259,720	13,720	1,807,232	438,564	21
Monticello	Times Herald	(e)	10,015,518	1,219,512	7,185,472	1,486,506	122,084	Staubenville	Total	(e)	20,179,012	1,132,068	14,539,182	4,302,248	205,332
Norwich	Sun	(e)	4,723,448	372,634	3,494,662	568,233	67,774	Tiffin	Advertiser-Tribune	(e)	5,577,313	368,647	4,236,353	913,898	96,254
Nyack	Journal-News	(e)	6,680,644	494,666	4,722,145	1,337,390	126,443	Troy	News	(e)	5,113,402	264,054	3,745,518	1,037,316	66,518
Ogdensburg	Journal & Advance-News	(e)	3,935,946	416,122	2,854,600	449,764	215,460	Upper Sandusky	Chief Union	(e)	1,859,510	187,360	1,822,892	700,070	54,278
Oran	Times-Herald	(e)	8,731,136	547,204	5,247,774	896,784	59,374	Van Wert	Times Bulletin	(e)	4,274,752	263,606	3,529,302	377,566	44,210
Oneida	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Warren	Tribune-Chronicle	(e)	16,738,582	857,206	12,006,204	3,679,788	193,384
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Washington	Record-Herald	(e)	5,010,496	313,642	3,992,268	649,978	54,608
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wiloughby	News-Herald	(e)	7,404,810	330,176	4,527,460	2,376,738	178,448
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wilmington	News-Journal	(e)	5,352,138	309,890	3,877,386	591,948	62,778
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,054,139	243,748	2,324,770	452,224	33,397	Wolcott	Record	(e)	8,128,260	400,148	5,522,160	1,449,992	92,888
Oran	Star	(e)	3,05												

City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal	City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal
Clarksburg	Exponent	(m)	5,454,200	671,048	3,860,020	625,618	67,394		Journal	(e)	17,892,400	3,395,955	9,897,185	4,509,260	
	Telegram	(e)	9,336,328	673,672	8,749,220	896,374	91,889	Owen Sound	Sun-Times	(e)	4,504,052	813,904	3,222,226	467,922	
	Exponent-Telegram	(m)	2,850,875	67,542	2,388,235	374,064	1,004	Pembroke	Observer	(e)	3,252,622	453,304	2,355,950	396,848	47,820
	Total	(me)	13,441,483	1,432,263	10,122,545	2,096,386	190,287	Peterborough	Examiner	(e)	12,665,142	1,165,898	9,700,404	1,776,540	
Hinton	News	(e)	2,125,522	168,546	1,775,338	167,160	16,478	Port Arthur	News Chronicle	(e)	10,320,208	1,829,706	7,284,710	1,605,792	
Huntington	Advertiser & Herald-Advertiser	(me)	270,453,733	3,283,905	19,641,763	4,259,035	266,050	St. Catharines	Standard	(e)	16,994,323	1,865,766	12,469,249	2,604,060	59,240
Martinsburg	Journal	(e)	5,055,659	346,466	4,356,753	316,001	34,419	St. Thomas	Times-Journal	(e)	6,895,653	1,083,927	4,632,247	1,179,479	
Parkersburg	Sentinel	(e)	8,073,948	694,456	6,392,440	687,638	99,414	Sarnia	Observer	(e)	10,177,267	1,415,511	5,662,723	1,899,633	
	News	(e)	2,919,938	29,134	2,731,274	143,477	17,052	St. Catharines	Standard	(e)	10,969,336	1,362,472	6,697,584	889,280	
	Total	(me)	22,271,018	1,422,260	19,124,140	5,125,470	211,146	Stratford	Beacon-Herald	(e)	5,477,004	829,661	3,788,774	772,689	85,840
Wexford	Times	(e)	6,805,006	277,354	6,277,250	246,402	24,148	Sudbury	Star	(e)	11,899,620	1,990,767	6,385,472*	1,523,591	
Weich	News	(e)	4,171,580	261,254	3,724,336	106,512	79,478	Timmins	Press	(e)	5,729,482	969,719	3,851,190*	906,543	
Wheeling	Intelligencer	(m)	10,261,890	1,329,106	7,591,248	1,284,934	56,602	Welland-Port	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	News-Register	(e)	9,666,362	1,327,235	7,186,886	1,090,404	94,437	Welland-Port	News Chronicle	(e)	15,832,429	3,577,654	9,611,498*	2,643,277	
	News-Register	(e)	4,491,973	118,037	3,952,928	339,708	30,408	Windsor	Star	(e)	15,832,429	3,577,654	9,611,498*	2,643,277	
Williamson	News	(e)	4,635,345	288,961	4,173,050	112,700	60,634								

WISCONSIN

City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal	City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal
Appleton-Meenah	Post Crescent	(e)	16,672,772	1,235,192	12,430,488	2,970,296	235,796	Granby	La Veix De L'Est	(e)	3,823,639	644,234	2,979,405		
Deaver Dam	Citizen	(e)	3,479,082	207,032	2,910,738	343,640	17,472	Quebec	Chronicle-Telegraph	(e)	4,583,715	1,332,123	2,832,946*	418,646	
Beloit	News	(e)	7,791,798	613,648	4,947,138	2,110,962	120,050	Quebec City	Le Soleil	(e)	13,901,595	3,961,487*	8,160,644	1,779,464	
Green Bay	Press-Gazette	(e)	15,236,986	1,427,462	11,103,890	2,472,988	234,226	Le Senechal	L'Evenement	(m)	8,298,188	3,961,487*	4,348,340	468,352	
Janesville	Gazette	(e)	4,491,973	118,037	3,952,928	339,708	30,408	Le Soleil Au Saguenay	(e)	2,227,248	154,734*	2,072,514			
Kenosha	News	(e)	11,230,814	804,790	7,595,476*	2,707,974	123,074	Le Soleil Au Saguenay	(e)	2,227,248	154,734*	2,072,514			
*61,740 Readers lines included in Local.								Le Soleil Au Saguenay	(me)	24,927,031	6,077,778	14,591,507	2,267,916		
La Crosse	Tribune	(e)	8,263,920	830,088	5,607,968	1,695,904	130,060	Sherbrooke	La Tribune	(e)	8,021,671	2,124,228	4,888,925	918,518	
Marinette	News	(e)	3,995,322	70,546	1,489,754	338,524	1,498	Star	Record	(e)	4,705,984	1,662,870	2,700,605	342,509	
Madison	Journal	(m)	14,308,497	1,878,457	8,565,704	2,129,428	131,558	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	Capital Times	(e)	14,078,029	1,983,392	8,569,967	3,525,718	98,952	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	Journal	(e)	4,491,973	118,037	3,952,928	339,708	30,408	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	Total	(me)	33,745,187	3,983,754	20,823,089	7,885,479	437,899	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Includes 615,146 lines Parade.								St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681	1,246,003	
Marshfield	Eagle-Star	(e)	4,667,334	312,648	3,662,456	589,372	102,850	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Merrill	Herald	(e)	4,615,869	384,434	3,475,942	478,235	95,888	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Morrison	Times	(e)	2,359,420	215,712	1,854,904	288,964	90,016	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Oshkosh	Northwestern	(e)	9,293,130	765,912	6,912,570	1,139,312	175,536	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Portage	Journal & Democrat	(e)	2,929,280	298,542	2,222,430	324,772	76,342	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Racine	Journal-Times	(e)	11,370,159	848,738	8,056,230	2,138,214	348,887	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	Bulletin	(e)	2,818,284	81,228	2,283,964	453,132		St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
	Total	(e)	14,188,443	927,986	10,340,134	2,571,456	348,887	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Rhineland	News	(e)	3,053,660	242,410	2,351,524	348,559	91,868	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Shawano	Leader	(e)	2,178,442	175,616	1,688,372	270,368	44,086	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Sheboygan	Press	(e)	11,683,652	749,292	9,101,596	1,620,612	192,192	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Stevens Point	Journal	(e)	3,687,339	318,813	2,415,154	848,828	103,544	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Superior	Superior	(e)	2,929,280	298,542	2,222,430	324,772	76,342	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Waukesha	Freeman	(e)	5,862,220	400,148	4,855,964	1,330,574	275,534	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Wausau	Record-Herald	(e)	9,959,068	688,290	7,631,148	1,818,146	141,484	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	
Wisconsin Rapids	Tribune	(e)	5,937,408	383,432	4,263,560	851,468	109,946	St. Paul	Journal	(e)	8,212,552	1,018,866	5,947,681*	1,246,003	

WYOMING

City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal	City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal
Casper	Tribune-Herald	(e)	5,980,124	854,786	3,547,134	1,298,416	249,788	Moose Jaw	Times-Herald	(e)	6,177,244	954,219	4,334,148*	888,677	
	Star	(m)	4,498,326	797,538	2,794,190	867,972	38,626	Regina	Leader Post	(e)	14,660,220	2,657,553	8,348,470*	3,654,205	
	Total	(me)	10,478,450	1,652,324	6,341,324	2,166,388	288,414	Saskatoon	Star-Phoenix	(e)	11,371,170	2,533,423	6,249,420	2,466,426	119,880
Rawlins	Times	(m)	2,306,584	178,640	1,773,814	243,390	110,740								
Rock Springs	Rocket-Miner	(m)	1,682,324	168,232	1,198,944	198,816	76,342								
Sheridan	Press	(e)	3,381,512	324,156	2,603,524	268,702	165,130								
Worland	News	(m)	2,071,888	236,964	1,553,272	216,584	65,058								

ALBERTA

City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal	City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal
Calgary	Albertan	(m)	6,818,049	1,331,286	3,260,256	2,226,507		Edmonton	Journal	(e)	21,682,067	3,933,733	11,658,159	3,280,962	131,999
	Herald	(e)	2,189,183	3,933,277	11,669,684	6,079,126		Lethbridge	Herald	(e)	8,366,138	1,279,089	5,602,029	1,485,089	
Edmonton	Journal	(e)	21,682,067	3,933,277	11,669,684	6,079,126		Medicine Hat	News	(e)	5,158,570	893,303	3,546,016	699,257	
Lethbridge	Herald	(e)	8,366,138	1,279,089	5,602,029	1,485,089		Red Deer	Advocate	(e)	2,586,133	455,447	1,694,014	406,672	
Medicine Hat	News	(e)	5,158,570	893,303	3,546,016	699,257									
Red Deer	Advocate	(e)	2,586,133	455,447	1,694,014	406,672									

BRITISH COLUMBIA

City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal	City	Paper	Pub-lished	Total Linage	Display National	Local	Classi-fied	Total Legal
Kamloops	Sentinel	(e)	3,932,636	764,272	2,503,628	664,736		Nanaimo	Free Press	(e)	5,546,635	776,187	3,472,221*	1,298,227	
Kelowna	Courier	(e)	2,765,393	623,910	1,770,923	370,560		Nelson	News	(m)	2,626,637	607,501	1,494,066	525,070	
Nanaimo	Free Press	(e)	5,546,635	776,187	3,472,221*	1,298,227		Penticton	Herald	(e)	6,234,108	646,131	1,672,482	515,495	
Nelson	News	(m)	2,626,637	607,501	1,494,066	525,070		Prince George	Citizen	(e)	3,015,694	670,383	2,003,694	293,860	47,667
Penticton	Herald	(e)													

Total Linage Ahead 6.9%; General Off

Total advertising lineage in the 52 Cities measured by Media Records held above the 200 million mark and scored a 6.9% gain for February, as compared with February 1959.

For the two months—year to date—the total lineage barometer stands 2.2% ahead of last year's mark.

Only the General category dragged its feet in February, dropping 6.4% below the year-ago figure. This followed a 1% decline for January.

Other categories showed percentage gains as follows: Display, 4.3; Classified, 14.5; Retail, 4.5; Department Store, .9; Automotive, 32.9; Financial, 6.9. City-by-city reports follow:

FEBRUARY Newspaper Linage—52 Cities

(Compiled by EDITOR & PUBLISHER from Media Record Measurements)

	1960 Linage	1959 Linage	% of 1959	E&P Index
Total Advertising				
February	209,661,474	196,095,753	106.9	104.4
January	212,027,241	193,524,738	109.6	105.0
Year to date	421,688,715	389,620,491	108.2	102.2
Display				
February	151,561,141	145,353,308	104.3	101.2
January	151,980,135	141,786,518	107.2	102.1
Year to date	303,541,276	287,139,821	105.7	101.6
Classified				
February	58,100,333	50,742,450	114.5	113.5
January	60,047,106	51,738,220	116.1	113.5
Year to date	118,147,439	102,480,670	115.3	113.7
Retail				
February	109,694,331	104,975,948	104.5	103.9
January	113,131,985	105,154,877	107.6	107.3
Year to date	222,826,316	210,130,825	106.0	105.9
Department Store				
February	36,943,893	36,622,906	100.9	98.0
January	39,808,477	37,479,517	106.2	101.9
Year to date	76,752,370	74,102,423	103.6	100.0
General				
February	25,833,132	27,607,240	93.6	87.2
January	21,838,243	22,058,087	99.0	88.3
Year to date	47,671,375	49,665,327	96.0	88.7
Automotive				
February	12,186,677	9,171,824	132.9	101.1
January	10,590,016	8,853,041	119.6	91.5
Year to date	22,776,693	18,024,865	126.4	96.8
Financial				
February	3,847,001	3,598,291	106.9	123.7
January	6,419,891	5,720,513	112.2	118.8
Year to date	10,266,892	9,318,804	110.2	119.5

	1960	1959
AKRON, OHIO		
Beacon Journal-e	1,926,432	1,812,674
Beacon Journal-S	887,451	759,220
Grand Total	2,814,083	2,571,894

	1960	1959
ALBANY, N. Y.		
Knickerbocker-News-e	1,185,514	1,016,936
Times Union-m	937,161	773,439
Times Union-S	458,466	474,276
Grand Total	2,581,141	2,264,651
NOTE: Part run adv. included: Knickerbocker News-e 1960—1,185,514 (217,424).		

	1960	1959
ALBUQUERQUE, N. M.		
Journal-m	1,375,668	1,136,467
Journal-S	413,093	399,881
Tribune-e	1,377,582	1,120,263
Grand Total	3,166,343	2,656,611

	1960	1959
ATLANTA, GA.		
Constitution-m	1,551,568	1,399,630
Journal-e	1,868,350	1,786,850
Journal & Constitution-S	874,570	826,576
Grand Total	4,294,488	4,012,290

	1960	1959
ATLANTIC CITY, N. J.		
Press-m	634,513	670,293
Press-S	233,116	180,758
Grand Total	867,629	851,051

	1960	1959
BALTIMORE, MD.		
American-S	496,267	529,673
News-Post-e	1,138,474	1,097,183
Sun-m	1,143,919	1,046,850
Sun-S	1,728,047	1,664,389
Sun-S	1,253,622	1,212,853
Grand Total	5,790,329	5,550,948

	1960	1959
BANGOR, MAINE		
News-e	635,778	

	1960	1959
BINGHAMTON, N. Y.		
Press-e	1,138,645	1,039,683
Press-S	306,327	270,506
Sun-m	345,221	310,102
Grand Total	1,790,213	1,620,291

	1960	1959
BIRMINGHAM, ALA.		
Post-Herald-m	875,269	833,427
News-e	1,574,810	1,581,518
News-S	742,085	667,724
Grand Total	3,192,164	3,082,669
NOTE: Part run adv. included: News-e 1960—1,574,810 (30,832). 1959—1,581,518 (39,370).		

	1960	1959
BOISE, IDAHO		
Statesman-m	751,801	755,098
Statesman-S	184,505	174,622
Grand Total	936,306	929,720
NOTE: Statesman Morn. and Eve. sold only in combination. Linage of one edition (Morn.) only is shown.		

IMPORTANT NOTICE

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Except where other figures are specifically shown the following footnotes apply to Media Records, February 1960 Linages:

*Includes 27,656 lines AMERICAN WEEKLY
**Includes 28,575 lines FAMILY WEEKLY.
Includes 63,243 lines THIS WEEK.
Includes 42,804 lines PARADE.
Includes 82,784 lines WEEKEND MAGAZINE.

	1960	1959
BOSTON, MASS.		
American-e	510,066	507,856
Record-m	649,936	625,049
Advertiser-S	268,750	254,668
Globe-e	1,196,621	1,244,878
Globe-m	1,217,746	1,161,099
Globe-S	1,189,289	1,044,309
Herald-m	1,338,806	1,264,052
Herald-S	1,093,063	1,075,645
Traveler-e	1,171,913	1,274,050
Grand Total	8,636,190	8,451,606

	1960	1959
BUFFALO, N. Y.		
Courier Express-m	914,934	797,341
Courier Express-S	829,826	863,112
Evening News-e	1,921,048	1,839,750
Grand Total	3,665,808	3,500,203

	1960	1959
CAMDEN, N. J.		
Courier-Post-e	1,140,280	1,017,737

	1960	1959
CHARLESTON, W. VA.		
Mail-e	879,718	834,386
Gazette-m	932,672	853,810
Gazette-Mail-S	265,130	294,220
Grand Total	2,077,520	1,982,416

	1960	1959
CHARLOTTE, N. C.		
News-e	1,011,450	903,152
Observer-m	1,277,110	1,301,720
Observer-S	515,786	442,872
Grand Total	2,804,346	2,647,744

	1960	1959
CHICAGO, ILL.		
Tribune-m	2,604,313	2,406,063
Tribune-S	1,404,598	1,258,781
Daily News-e	1,687,221	1,545,490
American-e	817,741	723,453
American-S	287,972	296,894
Sun-Times-m	1,201,995	1,032,082
Sun-Times-S	511,744	511,578
Grand Total	8,515,584	7,794,341

NOTE: Part run adv. included: 1960—2,604,313 (549,647); 1,404,598 (748,680); 287,972 (193,076). 1959—2,406,063 (472,721); 1,258,781 (648,129); 296,894 (197,858).

	1960	1959
CINCINNATI, OHIO		
Enquirer-m	1,863,885	1,719,926
*Enquirer-S	1,174,688	1,183,806
Post & Times-Star-e	1,727,516	1,445,436
Grand Total	4,766,089	4,349,168

	1960	1959
CLEVELAND, OHIO		
Plain Dealer-m	2,073,177	1,774,565
*Plain Dealer-S	1,562,808	1,461,083
Press and News-e	2,557,844	2,208,937
News-e	710,442	
Grand Total	6,193,829	6,155,227

NOTE: Part run adv. included: Press & News-e 1960—2,557,844 (79,772). (*) The Press and News merged effective January 25, 1960.

	1960	1959
COLUMBUS, OHIO		
Dispatch-e	1,904,710	1,664,658
Dispatch-S	1,043,001	793,717
Citizen-S	545,154	595,154
Citizen-Journal-m	222,359	
Citizen-Journal-m	885,161	
Ohio State Journal-m	569,606	
Star-w	51,101	51,650
Grand Total	3,883,973	3,847,144

NOTE: (*) Dispatch, Citizen and Journal on strike February 27 & 28, 1959. The Sunday editions, February 1, 1959 were also affected by strike.

	1960	1959
DALLAS, TEXAS		
News-m	1,986,367	1,836,970
Times-S	604,347	568,202
Times Herald-e	2,012,264	1,882,780
*Times Herald-S	593,846	582,436
Grand Total	5,196,846	4,670,388

NOTE: Part run adv. included: Times Herald-e 1960—2,012,264 (29,092). 1959—1,882,780.

	1960	1959
DAYTON, OHIO		
Journal-Herald-m	1,560,649	1,357,098
News-m	1,818,985	1,576,860
News-S	649,911	562,624
Grand Total	4,029,545	3,516,582

	1960	1959
DENVER, COLO.		
Rocky Mt. News-m	1,570,686	1,368,926
*Rocky Mt. News-S	351,643	324,230
Post-e	1,872,810	1,744,809
Post-S	709,218	685,323
Grand Total	4,504,377	4,128,288

	1960	1959
DES MOINES, IOWA		
Register-m	543,887	566,656
Tribune-e	784,192	741,065
Register-S	496,988	483,900
Grand Total	1,825,067	1,791,621

	1960	1959
DETROIT, MICH.		
Free Press-m	1,259,237	1,112,830
Free Press-S	494,154	332,863
News-e	1,962,402	1,766,075
*News-S	982,238	897,924
Times-e	1,018,778	834,665
*Times-S	315,119	282,738
Grand Total	6,031,928	5,227,095

NOTE: Part run adv. included: Free Press-m 1960—1,259,237 (94,904); Free Press-S 1960—494,154 (113,250); Times-e 1960—1,018,778 (141,236).

	1960	1959
DULUTH, MINN.		
Herald-e	727,500	725,431
News-Tribune-m	524,723	520,012
News-Tribune-S	365,642	365,017
Grand Total	1,617,865	1,610,460

	1960	1959
ELMIRA, N. Y.		
Advertiser-m	342,219	284,997
Star Gazette-e	752,344	673,993
**Telegram-S	239,334	228,843
Grand Total	1,333,897	1,187,833

	1960	1959
EL PASO, TEXAS		
Times-m	1,179,674	1,143,975
*Times-S	427,492	387,811
Herald-Post-e	1,248,067	1,220,276
Grand Total	2,855,233	2,752,062

	1960	1959
ERIE, PA.		
News-m	1,005,085	844,554
Times-e	1,027,740	933,552
*Times-News-S	371,791	361,608
Grand Total	2,404,616	2,159,814

	1960	1959
HAVERHILL, MASS.		
Journal-e	410,729	312,842
HONOLULU, HAWAII		
Advertiser-m	670,943	414,362
**Advertiser-S	412,916	350,575
Star Bulletin-e	1,226,208	1,268,284
Star Bulletin-S	283,397	
Grand Total	2,593,464	2,033,221
HOUSTON, TEXAS		
Chronicle-e	2,205,716	1,953,369
*Chronicle-S	921,186	848,150
Post-m	1,836,918	1,697,565
†Post-S	621,537	695,442
Press-e	746,516	643,555
Grand Total	6,330,873	5,638,081
NOTE: Part run adv. included: Chronicle-e 1960-2,205,716 (70,717), 1959-1,953,369 (90,877).		
INDIANAPOLIS, IND.		
News-e	1,575,517	1,503,104
Star-m	1,544,588	1,357,198
†Star-S	877,703	824,785
Times-e	781,607	725,424
†Times-S	247,418	247,607
Grand Total	5,026,833	4,658,208
JACKSON, MISS.		
Clarion Ledger-m	693,418	682,451
News Ledger		
‡News-S	265,677	306,541
Daily News-e	635,775	561,146
State Times-e	417,800	442,809
State Times-S	190,571	137,926
Grand Total	2,203,241	2,130,875
JACKSONVILLE, FLA.		
	1960	*1959
Times-Union-m	1,946,551	1,590,307
†Times-Union-S	673,230	672,017
Journal-e	1,058,173	703,588
Journal-S		191,537
Grand Total	3,677,954	3,157,449
NOTE: (*) Journal Sunday—last publication June 28, 1959.		
JERSEY CITY, N. J.		
Jersey Journal-e	982,935	859,353
NOTE: Part run adv. included: Jersey Journal-e 1960-982,935 (125,911), 1959-859,353 (140,826).		
KANSAS CITY, MO.		
Star-e	1,263,511	1,283,178
†Star-S	887,687	809,799
Times-m	1,473,643	1,428,333
Grand Total	3,624,841	3,521,310
KNOXVILLE, TENN.		
Journal-m	485,542	442,097
News-Sentinel-e	891,275	853,619
§News-Sentinel-S	336,991	327,068
Grand Total	1,713,808	1,622,784
LAWRENCE, MASS.		
Eagle-Tribune-e	862,989	772,984
LITTLE ROCK, ARK.		
Arkansas Gazette-m	815,974	789,662
§Arkansas Gazette-S	379,676	400,972
Grand Total	1,195,650	1,190,634
LONG BEACH, CALIF.		
Independent-m	1,658,400	1,487,116
§Independent Press		
Telegram-S	583,234	600,526
Press-Telegram-e	1,695,405	1,516,643
Grand Total	3,937,045	3,604,285
NOTE: Part run adv. included: Independent-m 1960-1,658,400 (225,629), 1959-1,487,116 (164,169), Press-Telegram-e 1960-1,695,405 (225,629), 1959-1,516,643 (164,169).		
LONG ISLAND, N. Y.		
Newsday Suffolk-e	1,664,620	1,547,283
Newsday Nassau-e	1,943,220	1,766,483
Grand Total	3,607,840	3,313,766
LOS ANGELES, CALIF.		
Examiner-m	1,431,175	1,478,773
*Examiner-S	877,786	872,291
Times-m	3,517,185	3,065,130
†Times-S	2,345,523	2,326,306
Herald-Express-e	1,098,213	1,074,666
Mirror-News-e	1,073,942	1,046,187
Grand Total	10,563,724	9,863,353
NOTE: Part run adv. included: Times-S 1960-2,345,523 (697,236), 1959-2,326,306 (661,409), Times-m 1960-3,517,185 (203,975), 1959-3,065,130.		

	1960	1959
LOUISVILLE, KY.		
Courier Journal-m	1,279,357	1,208,073
Courier Journal-S	691,431	649,026
Times-e	1,511,110	1,383,693
Grand Total	3,481,898	3,240,792
LOWELL, MASS.		
Sun-e	573,093	522,314
**Sun-S	233,515	180,875
Grand Total	806,608	703,189
LYNN, MASS.		
Item-e	647,938	545,117
MEMPHIS, TENN.		
Commercial Appeal-m	1,609,659	1,490,283
†Commercial Appeal-S	721,796	705,542
Press-Semitar-e	1,114,475	998,358
Grand Total	3,445,930	3,194,183
MERIDEN, CONN.		
Record Journal	701,865	599,057
NOTE: Record Morning and Journal Evening are sold only in combination. Linage of one edition, Record Morning only is shown.		
MIAMI, FLA.		
Herald-m	3,748,088	3,339,630
§Herald-S	1,614,981	1,629,004
News-e	1,233,228	1,264,213
†News-S	446,666	483,129
Grand Total	7,042,963	6,715,976
NOTE: Part run adv. included: Herald-m 1960-3,748,088 (78,579), 1959-3,339,630 (68,929), Herald-S 1960-1,614,981 (116,068), 1959-1,629,004 (140,408).		
MIDDLETOWN, N. Y.		
Daily Record-m	434,962	386,565
Times-Herald-e		
Grand Total	821,547	769,410
NOTE: Part run adv. included: Record-m 434,962 (44,828).		
MILWAUKEE, WIS.		
Sentinel-m	932,321	859,636
*Sentinel-S	244,627	243,922
Journal-e	2,683,763	2,413,649
†Journal-S	1,355,273	1,248,978
Grand Total	5,215,984	4,766,185
MINNEAPOLIS, MINN.		
Tribune-m	1,353,409	1,243,680
Star-e	2,050,743	1,941,171
†Tribune-S	960,190	885,245
Grand Total	4,364,342	4,070,096
NOTE: Part run adv. included: 1960-2,050,743 (121,625), 1959-1,941,171 (120,208).		
MODESTO, CALIF.		
Bee-e	639,437	592,012
§Bee-S	191,220	213,441
Grand Total	830,657	805,453
MONTREAL, CANADA		
††Star-e	2,320,846	2,331,467
Gazette-m	1,304,713	1,267,293
La Presse-e	2,252,396	2,219,652
La Patrie-S	108,592	130,566
Le Petit Journal-S	157,270	173,187
Grand Total	6,144,177	6,122,165
NOTE: (*) Includes Weekend Magazine lineage.		
MUNCIE, IND.		
Press-e	654,676	589,084
Star-m	664,983	576,357
**Star-S	222,534	255,657
Grand Total	1,542,193	1,441,098
NASHVILLE, TENN.		
Banner-e	1,127,383	1,023,548
Tennessean-m	1,114,289	1,023,861
Tennessean-S	510,867	502,509
Grand Total	2,752,539	2,549,918
NEW HAVEN, CONN.		
Journal Courier-m	401,735	322,820
Register-e	1,243,188	1,173,624
**Register-S	616,649	623,347
Grand Total	2,261,572	2,119,791
NEW LONDON, CONN.		
Day-e	858,474	770,151
NEW ORLEANS, LA.		
Times-Picayune-m	2,331,680	2,050,098
†Times-Picayune-S	525,017	783,936
States & Item-e	1,225,878	1,172,243
Grand Total	4,382,575	4,006,277

	1960	1959
NEW YORK, N. Y.		
Times-m	2,181,171	1,947,852
Times-S	2,448,869	2,256,904
Herald Tribune-m	857,331	856,240
†Herald Tribune-S	584,814	596,524
Mirror-m	667,032	704,892
Mirror-S	370,435	359,708
News-m	1,334,901	1,279,413
News-S	1,601,097	1,568,615
*Journal American-e	926,459	845,373
†Journal American-S	334,712	337,682
Post-S	877,287	894,209
Post-S	108,475	100,649
World Telegram & Sun-e	1,107,994	1,066,135
Grand Total	13,400,487	12,814,216
NOTE: Part run adv. included: Mirror-m 1960-667,032 (143,570), 1959-704,892 (189,360), Mirror-S 1960-370,435 (166,477), 1959-359,708 (126,461), News-m 1960-1,334,901 (631,749), 1959-1,279,413 (574,109), News-S 1960-1,601,097 (1,136,663), 1959-1,568,615 (1,133,248), Journal-American-e 1960-926,459 (126,672), 1959-845,373 (115,423), Journal-American-S 1960-334,712 (177,801), 1959-337,682 (77,619), World Telegram & Sun-e 1960-1,107,994 (232,385), 1959-1,066,135 (196,095). Split run adv. included: News-m 162,935, News-S 107,402.		
NEW YORK (QUEENS), N. Y.		
Long Island Press-e	1,267,404	1,244,489
§Long Island Press-S	505,717	516,151
Grand Total	1,773,121	1,760,640
NEWPORT NEWS, VA.		
Press-m	977,707	920,272
Press-S	478,778	419,964
Times-Herald-e	882,795	849,527
Grand Total	2,339,290	2,189,763
NIAGARA FALLS, N. Y.		
Gazette-e	1,444,105	798,113
**Gazette-S	177,033	179,880
Grand Total	1,621,139	977,993
NORFOLK, VA.		
Ledger-Dispatch & Portsmouth Star-e	1,668,680	1,482,108
Virginia-Pilot-m	1,812,047	1,687,545
†Virginia-Pilot & Portsmouth Star-S	791,429	720,458
Grand Total	4,272,156	3,890,111
NOTE: Part run adv. included: Ledger-Dispatch & Portsmouth-Star-e 1960-1,668,680 (375,660), 1959-1,482,108 (381,757), Virginia-Pilot-m 1960-1,812,047 (252,750), 1959-1,687,545 (247,930), Virginia-Pilot & Portsmouth Star-S 1960-791,429 (172,889), 1959-720,458 (182,077).		
OAKLAND, CALIF.		
Tribune-e	1,738,373	1,499,530
§Tribune-S	587,333	600,409
Grand Total	2,325,706	2,099,939
NOTE: Part run adv. included: Tribune-e 1960-1,738,373 (58,894), 1959-1,499,530.		
OKLAHOMA CITY, OKLAHOMA		
Oklahoma Star	905,888	892,375
Oklahoman-S	426,518	435,096
Times-e	1,072,768	1,043,936
Grand Total	2,405,174	2,371,407
NOTE: Part run adv. included: Times-e 1960-1,072,768 (136,258), 1959-1,043,936 (144,799).		
OMAHA, NEBR.		
World-Herald	1,022,661	1,019,702
†World-Herald-S	658,524	634,894
Grand Total	1,681,185	1,654,596
NOTE: World-Herald sold in combination Morning and Evening, lineage of only one edition, EVENING, is shown.		
ORLANDO, FLA.		
Star-e	1,860,956	1,725,667
Sentinel-m	1,860,756	1,725,667
Seninel-S	722,555	689,774
Grand Total	4,444,467	4,141,108
NOTE: Part run adv. included: 1960-632,432, 1959-584,978.		
OWENSBORO, KY.		
Messenger & Inquirer-d	571,649	632,414
**Messenger & Inquirer-S	173,221	172,305
Grand Total	744,870	804,719
PASADENA, CALIF.		
Star-News-e	1,104,139	1,056,367
§Independent-Star		
News-S	380,931	393,998
Independent-M	1,054,939	1,009,818
Grand Total	2,540,009	2,460,183

	1960	1959
PAWTUCKET, R. I.		
Times-e	725,529	676,877
PEORIA, ILL.		
Journal Star	1,144,623	1,040,166
§Journal Star-S	392,350	391,310
Grand Total	1,536,973	1,431,476
NOTE: Journal Star Morning and Journal Star Evening sold in combination. Linage of only one edition—Journal Star Evening—is shown.		
PHILADELPHIA, PA.		
Bulletin-e	1,762,035	1,742,514
†Bulletin-S	576,944	580,637
Inquirer-m	1,575,856	1,423,971
Inquirer-S	1,346,121	1,293,521
News-e	764,570	658,161
Grand Total	6,045,526	5,698,814
NOTE: Part run adv. included: Inquirer-m 1960-1,575,856 (21,489), 1959-1,423,971 (23,508).		
PHOENIX, ARIZONA		
Republic-m	2,378,630	2,061,411
†Republic-S	856,142	821,905
Gazette-e	2,411,058	2,080,178
Grand Total	5,645,830	4,963,494
PITTSBURGH, PA.		
Post-Gazette-m	1,045,644	992,522
Press-e	1,664,054	1,554,813
†Press-S	902,132	842,686
Sun-Telegraph-e	646,914	724,966
*Sun-Telegraph-S	373,692	356,775
Grand Total	4,631,436	4,469,861
PORTLAND, ORE.		
Oregonian-m	1,092,553	1,554,912
*Oregonian-S	599,739	796,238
Oregon Journal	1,431,010	1,007,666
†Oregon Journal-S	588,307	557,906
Grand Total	3,423,705	3,920,801
NOTE: Oregonian & Oregon Journal published jointly during strike which started November 9, 1959.		
POUGHKEEPSIE, N. Y.		
New Yorker-e	780,107	742,902
**New Yorker-S	258,724	233,984
Grand Total	1,038,831	976,928
PROVIDENCE, R. I.		
Bulletin-e	1,411,724	1,277,465
Journal-m	938,086	840,472
†Journal-S	708,797	662,340
Grand Total	3,058,607	2,780,337
READING, PA.		
Eagle	938,309	842,940
§Eagle-S	240,600	193,841
Grand Total	1,178,909	1,036,784
NOTE: Eagle Evening and Times Morning sold in combination. Linage of one edition (Eagle Evening) is shown.		
RICHMOND, VA.		
News Leader-e	1,443,361	1,400,840
Times Dispatch-m	1,302,008	1,143,680
†Times Dispatch-S	794,887	756,954
Grand Total	3,540,256	3,321,851
RIVERSIDE, CALIF.		
Press-Enterprise	1,247,089	1,033,022
§Press-Enterprise-S	328,118	3

Feb. Linage

(Continued from page 67)

	1960	1959
KINGSTON, N. Y.		
Freeman-e	616,574	598,374
LINCOLN, NEBR.		
Star-m	808,108	814,856
Journal-e	802,426	789,964
*Journal & Star-S	192,066	181,692
Grand Total	1,802,600	1,786,512
*Includes PARADE 42,623 lines (1960); 61,756 lines (1959).		
LOCKPORT, N. Y.		
Union-Sun & Journal-e	417,648	457,548
MADISON, WIS.		
Capital Times-e	1,006,229	927,927
State Journal-m	1,032,710	940,898
*State Journal-S	394,226	378,940
Grand Total	2,433,165	2,247,665
*Includes PARADE 42,623 lines (1960); 61,761 lines (1959).		
MOLINE-ROCK ISLAND, ILL.		
Argus-e	803,054	776,622
Dispatch-e	879,200	834,596
MONTGOMERY, ALA.		
Advertiser-m	845,292	796,026
Advertiser-S	336,420	334,082
Journal-e	862,386	800,086
Grand Total	2,044,098	1,930,194
NEW BEDFORD, MASS.		
Standard-Times-e	737,058	724,430
Standard-Times-S	242,473	234,978
Grand Total	979,531	959,408
Includes PARADE 42,623 lines (1960); 61,756 lines (1959).		
OIL CITY-FRANKLIN, PA.		
Derrick-m	410,618	410,991
News-Herald-e	323,484	313,097
Grand Total	734,102	724,088
PADUCAH, KY.		
Sun-Democrat-e	546,860	582,638
Sun-Democrat-S	239,806	191,898
Grand Total	806,666	774,536
Includes FAMILY WEEKLY 29,204 lines (1960); 39,746 lines (1959).		
PASSAIC-CLIFTON, N. J.		
Herald-News-e	957,893	924,421
PENSACOLA, FLA.		
Journal-m	987,154	891,716
News-Journal-S	289,394	275,268
News-e	615,188	551,348
Grand Total	1,891,736	1,718,332
PINE BLUFF, ARK.		
Commercial-e	538,762	454,972
*Commercial-S	128,156	126,238
Grand Total	666,918	581,210
*Does not include 28,574 lines WEEKLY.		
PITTSFIELD, MASS.		
Berkshire Eagle-e	843,318	768,628
POTTSTOWN, PA.		
Mercury-m	693,350	660,016
QUINCY, ILL.		
Herald-Whig-e	526,288	558,950
Herald-Whig-S	175,876	150,640
Grand Total	702,164	709,590
RAPID CITY, S. D.		
Journal-d	457,716	461,552
Journal-S	177,226	161,980
Grand Total	634,942	623,532
SALISBURY, N. C.		
Salisbury Post-e	416,976	479,934
Salisbury Post-S	208,096	158,382
Grand Total	625,072	638,316
SIOUX FALLS, S. D.		
Argus-Leader-e	620,382	583,800
Argus-Leader-S	209,426	189,280
Grand Total	829,808	773,080

	1960	1959
SUPERIOR, WIS.		
Telegram-e	432,360	435,386
TOPEKA, KAN.		
Capital-m	741,475	699,412
State Journal-e	683,725	637,511
Capital-Journal-S	251,132	274,253
Grand Total	1,676,332	1,611,176
TUCSON, ARIZ.		
Star-m	1,542,749	1,266,681
Star-S	367,363	329,290
Citizen-e	1,839,957	1,495,316
Grand Total	3,750,069	3,091,287
WAUKEGAN, ILL.		
News-Sun-e	972,636	921,298
WILMINGTON, DEL.		
News-Journal-me	1,375,692	1,286,114
WOONSOCKET, R. I.		
Woonsocket Call-e	574,203	555,925
CANADA		
CALGARY, ALTA.		
Herald-e	1,639,263	1,561,397
EDMONTON, ALTA.		
Journal-e	1,563,477	1,509,531
HAMILTON, ONT.		
Spectator-e	1,840,853	1,838,482
MEDICINE HAT, ALTA.		
News-e	517,973	451,809
NORTH BAY, ONT.		
Daily Nugget-e	525,295	493,355
OTTAWA, ONT.		
Citizen-e	1,477,277	1,435,532
Includes WEEKEND MAGAZINE & COMIC Section.		
SASKATOON, SASK.		
Star-Phoenix-e	882,882	819,240
TROIS RIVIERES, QUE.		
LeNouveliste-e	581,291	617,085
VANCOUVER, B. C.		
Sun-e	2,193,352	2,220,059
Province-m	1,008,460	1,125,859
Includes WEEKEND MAGAZINE 83,515 lines (1960); 96,253 lines (1959). Part run adv. 34,556 lines (1960).		
WINNIPEG, MAN.		
Tribune-e	1,345,018	1,214,667

18c an Hour Raise In 2-Year Guild Pact

GREAT FALLS, Mont. — After three months of negotiations, Great Falls Newspaper Guild signed a 23-month contract, Jan. 1, 1960 to Nov. 30, 1961, with publishers of the Great Falls Tribune Publishing Co.

Following a strike threat, the contract was signed. It calls for a 10 cents an hour raise the first year and 8 cents the second year. The agreement provides for a compensating day off at a mutually agreeable time for employees who work on a holiday.

The new scale brings the weekly minimum pay of reporters with 5 years experience to \$125.40.

\$8.50 for Typos

WASHINGTON — Members of Columbia Typographical Union who are employed on newspapers have voted 197 to 180 to accept a 30-month contract which provides a \$4 weekly increase, retroactive to Oct. 1, and \$4.50 additional next Oct. 1. The agreement covers about 900 workers.

N.Y. Times Appoints Drama, Music Critics

Howard Taubman will become drama critic of the *New York Times* on Sept. 1, the beginning of the next theatre season, it is announced by Arthur Hays Sulzberger, publisher.

Mr. Taubman, now music critic of the *Times*, will succeed Brooks Atkinson who will retire as drama critic but will continue on the writing staff of the *Times*.

Harold Schonberg will succeed Mr. Taubman as senior music critic.

Mr. Taubman was born in New York City on July 4, 1907, studied in the public schools while pursuing music studies privately and graduated from Cornell University in 1929. Shortly afterwards, he joined the *Times* as a general reporter, but a year later he moved into the music department and has been there ever since. He became music editor in 1935 and was named music critic of the *Times* in 1955, following the death of Olin Downes.

Mr. Taubman's books include "Opera Front and Back," "Music as a Profession," "Music on My Beat," "The Maestro: The Life of Arturo Toscanini," "How To Build a Record Library" and "How to Bring Up Your Child to Enjoy Music."

In 1958, he spent four months abroad, based in Brussels, where he represented the *Times* at the World's Fair. He spent three weeks in the Soviet Union and wrote a wide-ranging series of articles on its cultural life. He has also traveled to the Caribbean and South America to discover what was going on there.

During World War II, Mr. Taubman served with *Stars & Stripes* in the Mediterranean theatre. For about a year and a half he wrote about world events, including the battlefronts and the European political scene. He was one of three American correspondents who witnessed and reported the surrender of the German Armies in Italy.

Mr. Schonberg was born in New York City in 1915 and received his master of arts degree from New York University in 1938. Although his degree was in the field of English, Mr. Schonberg was always oriented toward music and he studied the piano with Alice Frisca, who was a pupil of Leopold Godowsky.



Taubman



Schonberg

After graduation, Mr. Schonberg obtained his first job as a music critic with the *American Music Lover*. In 1942 he entered the Army where he became a first lieutenant and parachute officer with the First Allied Airborne Army in the European theatre. He won three battle stars.

Mr. Schonberg became a music critic for the *New York Sun* where he remained until 1950 when he joined the music department of the *New York Times*.

Mr. Schonberg is the author of "Chamber and Solo Instrument Music on LP" (1955) and "The Collector's Chopin and Schumann" (1959).

Staff Inspection

EUREKA, Calif. — Each Monday afternoon, following the weekly staff meeting, a different business, industrial plant or government agency is visited by the executive staff of the *Humboldt Times* and *Standard*. Publisher Don O'Kane said it has proven to be one of the best public relation programs ever conducted by the newspaper.

Income Tax Forum

TORONTO — The *Toronto Daily Star* held an income tax forum at University of Toronto Schools on March 29, with chartered accountants on the panel to answer questions sent in by readers. This was the second such forum held by the *Star*.

Fair Coverage Cited

JEFFERSON CITY, Mo. — Lincoln University has announced that one of its 1960 Curators Awards "for significant contributions to better human relations" will go to the Associated Press for fair coverage of racial news.

WASHINGTON FOCUS

By Warren Zimmerman

FINALLY UNCORKED

Big news travels slowly, if the experience of Joseph B. Huttlinger is any indication.

Mr. Huttlinger broke the story that has been front page news in newspapers for over a week—that the chairman of the Federal Power Commission talked with Washington attorney Thomas G. Corcoran a few days before the FPC approved the application of a company Corcoran represented for a multi-million dollar pipeline.

Mr. Huttlinger's story came out—not March 24, when the affair first hit the headlines—but way back on November 4, just after the FPC decision was made. And nobody paid any attention to it.

The story first appeared in *Oildom*, a trade daily of the oil and gas industry which has since gone out of business. A followup came a few days later in the five Western papers for which Mr. Huttlinger writes a Sunday column—the *Dallas Morning News*, the *Daily Oklahoman*, the *Midland (Tex.) Reporter-Telegram*, the *Ponca City (Okla.) News*, and *Cervi's Rocky Mountain Journal* (Denver).

Despite the fact that Mr. Huttlinger's stories were accurate—nobody has ever challenged his facts—and complete—House investigations have yet to produce much additional information—they were virtually ignored by the press.

His efforts to interest some other newspapers in his disclosures were unsuccessful. "Too complicated" or "too hot to handle," he was told.

On December 2, Sarah McClendon of the *El Paso Times* asked President Eisenhower at a press conference about Corcoran's role in the FPC decision. The President told press secretary James C. Hagerty to remind him to look into it. Still no newspaper nibbled.

It was not until March 23, when FPC Chairman Jerome K. Kuykendall admitted to the House Commerce Committee what he had admitted to Mr. Huttlinger almost five months before, that the papers started to pay attention. The story has been front page ever since.

"It certainly proves that a Congressional committee is a fine forum for disclosures of this kind," says Mr. Huttlinger, a bit wryly.

Without his early stories, though, the House Commerce

Committee would never have known about the affair. Right after the *Oildom* stories appeared, Chairman Kuykendall went to the Committee and admitted the talks with Corcoran. And it was hard questioning by a member of the Committee that, months later, made the talks famous.

* * *

50-WEEK BILL

The National Editorial Association, a spokesman for the nation's weeklies, has asked the individual members of the House Post Office Committee to vote against proposed legislation allowing weeklies to qualify for second class mailing privileges if they publish 50 weeks a year. Present law requires 52-weeks-a-year publication.

Support for the particular bill which the NEA opposes has, in fact, been withdrawn from it by its own sponsor, Rep. David S. King (D-Utah), who discovered, after his bill had been submitted, that the Utah State Press Association, which represents weeklies, was against it.

Hearings on the proposals, which are backed by Iowa Democratic Reps. Leonard G. Wolf and Neal Smith, were held last week by a Post Office subcommittee, but the NEA letters arrived too late to be included in the testimony. So far no weeklies have themselves submitted statements.

The NEA attacked the concession to weeklies on four counts:

(1) They conflict with the laws of many states regarding the publication of legal notices in matters such as elections, estates, foreclosures, divorces, etc.;

(2) They place "undesirable hardship" on national advertisers and advertising agencies by disrupting their schedules;

(3) They damage the prestige of the hometown newspaper by reflecting on its sense of duty to keep the public informed; and

(4) They are redundant, since the publisher, the NEA claims, can already change the frequency of issue of his publication.

* * *

ONE-HALF CENT

At least one thing emerges clearly from the unbelievable welter of technicalities surrounding the Post Office Department's proposed elimination of free-in-county mail privileges:

publishers of small weeklies, who are the main beneficiaries of the 88-year-old program, will be up in arms.

Under the Post Office's plan, now pending before both houses of Congress, all publications presently enjoying free-in-county privileges would be charged one-half cent per copy.

Just how much money the Post Office expects to gain—and the weeklies to lose—is a topic still clothed in mystery. The National Editorial Association, which represents about 4,000 weeklies, has sent a questionnaire to each of them, asking how much the new rates would cost. The NEA hopes to have convincing figures ready for the House Post Office Committee when it takes up rate increases in May.

The Post Office expects to make some \$10 million on its new in-county delivery program, but weeklies should account for less than half of the figure. Even at that, it represents only a small part of the total estimated saving (\$46 million) for second class mail, and is a drop in the bucket compared to hoped-for \$409 million revenues from first class and \$85 million from third class mail.

But the legislative outlook still seems dim. Democrats in Congress will probably reject a first-class increase, but Republicans are hopeful they can slip by increases in the other two classes. A Republican member of the House Post Office Committee rates the prospect of a raise in rates for second and third class mail at better than fifty-fifty.

* * *

UNFAIR PRACTICE

An NLRB examiner has ruled that an Oklahoma typographical union engaged in unfair labor practices against the publishers of the *Sapulpa Daily Herald*.

The Sapulpa Typographical Union No. 619, which picketed the newspaper in protest against the firing last summer of two employees, was asked by the examiner to cease and desist from picketing and to post a sign promising no further picketing.

The NLRB dismissed as unfounded the union's charge that the publishers, Ed K. and Melba H. Livermore, refused to bargain with it. The Board pointed out that the union had not sought certification as the bargaining agent for the paper's employees.

The Board also ruled that the

dismissal of the two employees did not represent discrimination against the union. One of the employees was not even a union member at the time he received notice of discharge; the other did not consider his discharge discriminatory.

The Board concluded that, since the union was not the certified bargaining agent of the employees, since it made no attempt to acquire certification, and since its picketing was for bargaining purposes, the picketing constituted unfair labor practice.

* * *

BACK TO WORK

Jacob Scher, Northwestern University professor of Journalism, has been granted a leave of absence to become chief counsel to the Congressional Subcommittee on Government Information.

His appointment was announced by Rep. John E. Moss (D., Calif.), subcommittee chairman.

The subcommittee, an arm of the House Committee on Government Operations, was formed in the summer of 1955 as the result of charges by leading newspaper editors that executive directives issued by President Eisenhower and former president Truman had imposed a "paper curtain" which prevented full reporting of Washington news.

Prof. Scher served as the first hearing counsel of the subcommittee. In this capacity he was called upon to evaluate the testimony of federal department heads, government aides, newspaper editors and correspondents regarding government policies and practices on freedom of information. In the past five years he has served as a consultant to the subcommittee on numerous occasions.

Winners in Safety

CHICAGO

Winners of the third annual Illinois Editor and Publisher Highway Traffic Safety Seminar were announced here included: Daily newspapers — *DeKalb Chronicle* and *Rockford Register-Republic* (co-winners); Weekly newspapers — *Proviso Star-Sentinel*.

On Awards List

PHOENIX, Ariz.

Tom Diskin and Jack Dalby, of the *Mesa (Ariz.) Tribune*, won first-place awards in the recent Arizona Press Association competitions. Mr. Diskin wrote a series on the Arizona Highway Patrol. Mr. Dalby won for his editorial writing.

PHOTOGRAPHY

Lensgirl's UN Work Both News & History

By Bob Warner

Maria Bordy's photographs of life at the United Nations have appeared in newspapers and magazines all over the world.

One of them, a symbolic photograph of the dome of the General Assembly and Secretariat building, has been used repeatedly by newspapers to



Maria Bordy, official UN photographer.

illustrate articles about the UN. Another, a panoramic shot of the General Assembly in session, was included in the famous photo exhibit at the Museum of Modern Art called "The Family of Man," and was later incorporated into the book bearing the same title.

As an official UN photographer (one of two) for nearly 15 years, Miss Bordy has photographed just about every leading diplomat in the world and a bevy of visiting heads of state to the world forum.

She has taken so many spot news pictures, features, portraits, photo essays and landscapes of the UN, its working people and environs, that her personal collection could almost serve as a complete picture history of the UN to date.

Regular Beat

The world in microcosm at the UN is Miss Bordy's daily beat. Working regularly in this area she constantly strives to keep her vision fresh, to see new ways of photographing the same people and places, year in and year out.

She uses a Nikon, a Leica and Speed Graphic, with all their respective attachments, and when this diminutive redhead races along UN corridors on her way to an assignment she appears

to be lost in the welter of cameras and equipment which hang by their leather straps over her back, neck and sides.

The amount of territory Miss Bordy covers in one day, particularly when the General Assembly or Security Council are in session, would set off twinges in the unions of many seasoned male photographers who pound daily newspaper beats.

Between the General Assembly building and the Secretariat there is a maze of regular meeting and special conference rooms, assembly halls, council chambers, delegates' lounges and offices, many of them separated by healthy walking distances.

Candid Photos

Miss Bordy often has several assignments in a matter of a few hours, one immediately after the other and each located at opposite ends of the UN headquarters.

In addition to her regular duties, which require her to photograph just about every important official event at the UN, Miss Bordy particularly likes to take unposed, candid photos of diplomats, delegates and visiting heads of state. She spends a good deal of her time, then, roaming about inside the headquarters building or around the premises, looking for good picture material.

She has photographed Dag Hammarskjöld sitting on a police



Totem pole arrangement of Philippine delegation was captured by Maria Bordy as the quartet listened to debate in the Political Committee.



Symbolic picture of United Nations buildings by Maria Bordy shows dome of the General Assembly with Secretariat in background, both bathed in sunlight.

barricade rail in front of the UN; the late Fiorello LaGuardia standing patiently in line at the UN cafeteria; four members of the Philippine delegation caught in a totem pole composition as they listen intently to a speech in the Political Committee and the Prince of Tanganyika, dressed in flowing Tiger robe, pondering the crisis of how to get his high-plumed headdress under the entrance-way to the Trusteeship Council room.

Processing of Film

Miss Bordy does most of her own developing and printing. After her pictures are developed, printed and captioned, they are sent to the UN distribution office where they are processed out to about 35 UN information centers throughout the world.

These centers actually distribute the pictures to news media in their respective areas. In this manner, Miss Bordy's photographs have found their way into newspapers scattered over the globe.

One of her most famous pictures shows the dome of the General Assembly with the Secretariat Building rising above it in the background. Both buildings are bathed in the brilliant rays of a hot, July sun.

Story Behind Pix

Miss Bordy recounted how this photo came to be taken and what it means to her:

"I have photographed our headquarters building for years, ever since it was just a skeleton of steelwork, when I climbed it like a cat along with the construction men.

"Later, when it got its glass and marble faces and a garland of flags at its feet, I used to shoot it in all seasons, from islands on the East River, from nearby apartment buildings and office blocks. Slowly, I began to take it for granted, working

there, but I often thought it would be useful to get a shot of the place which showed not only what it is, but what it represents.

"Then one July morning, walking around its familiar features, I came upon this picture.

"Symbols are deceptive and often mean different things to different people. But this one, I think, is otherwise. It is one of those rare pictures which do not need a caption and it satisfies you as a composition.

"The sphere and the rectangle are good solid shapes against the dramatic sky, a bit like a piece of modern sculpture with the lucky accident of the sun giving it depth and light.

"I believe I have caught a glimpse here of what many people want the United Nations to be; a solid building for peace firmly planted in our world in the sunshine."

Ideas & Beauty

In this picture the sun was a "lucky accident," but the story the picture tells is not accidental. It contains elements Miss Bordy is always trying to get into her work.

"I think a picture ought to have a certain emotional quality about it," she commented. "It should contain beauty or an idea or in some other way tell a story."

Early Years

Telling a story photographically has been Miss Bordy's daily occupation for a good many years. Oddly enough, however, she did not start her career as a photographer but as a linguist and she can still handle five languages.

She was born near Moscow and took her advanced education at the Moscow College of Foreign Languages where she learned English, French, Spanish and German.

She went to Vienna to complete her language studies, but someone gave her a 35mm camera as a present, inadvertently starting Miss Bordy on a new career. Europe was just beginning to tremble from the goose-stepping of the Nazis and Miss Bordy trained her camera on those troublesome times.

News Work

A Vienna newspaper hired her and gave the aspiring photographer her first professional training. She took pictures all over Europe, covered the invasion of France by the Germans and then crossed the Atlantic to New York.

Miss Bordy enrolled in the

School of Modern Photography in New York, where she studied everything from advertising to portraiture.

She got the job as official UN photographer before the world forum opened, simply by walking in and stating she would like to work there.

Since then she has collected an album of spot news pictures at the UN, and autographed portraits of leading statesmen and diplomats, that may well be of interest to future historians.

* * *

PHOTO CONTEST

A nationwide photo contest for professional newspaper, syndicate, magazine and press association photographers, sponsored by the National Book Committee, Inc., will mark the third annual observance of National Library Week, April 3-9.

Prize money will include \$250 for first place, \$100 for second prize winner and \$50 to the entrant placing third.

The Committee is looking for pictures that will encourage reading of all kinds, with an emphasis on children, teenagers, young adults, families and older citizens shown in the act of reading, or participating in local library events.

Entrants must be professional photographers. No entry blank is required and contestants may submit as many 8x10 glossies as they wish. Prior use in a newspaper or magazine is not a requirement. All submissions must include captions, name and address and the name of the publication which employs the photographer.

Entries must be mailed no



SAFER AT HOME?—Harry Leder, UPI cameraman, doesn't care at the moment who's on first; he's wondering where-the-hell home plate is at St. Petersburg ball park.



IN THE NECK OF TIME—Police reporter Thurman Johns of the Phoenix (Ariz.) Gazette recognized Johnnie Burrell, 22, escapee from Arizona State Prison, on downtown street. After helping in the capture, the reporter stepped back and snapped this picture.

throwing the driver to his death.

* * *

PERSONAL NOTE

Louis Thompson, former freelance and commercial photographer, has joined the *Claremont* (N. H.) *Daily Eagle*, as staff photographer. He replaces John Titchen, now with the *Honolulu Star Bulletin*.

PHOTO BAN

The Florida Supreme Court approved a Circuit Court rule banning the taking of pictures within the Duval County Courthouse of any participants in Circuit Court proceedings.

Section 1 of the rule prohibits photographing, televising or broadcasting during Circuit Court sessions or recesses, or for a period of one hour before or after sessions, in any part of the court house.

The one hour, before-or-after rule is unique in Florida. One other county extended the ban 30 minutes before or after a session.

later than May 10 to Photo Contest Editor, National Library Week, 24 West 40th Street, New York 18, N. Y.

* * *

NEWS PICS EXHIBIT

Outstanding news and feature photos by *Toledo* (Ohio) *Blade* photographers will be featured at the Toledo Museum of Art exhibition April 3-24.

Described by museum director, Otto Wittmann, as a salute to the *Blade's* 125th Anniversary Year in 1960, the exhibit will be composed of 125 photos chosen by the museum from the work of the newspaper's staff of 14 cameramen. The selection is aimed at creating a panorama of life today in Toledo and its neighboring communities in Ohio and Michigan.

"Photographs making up the exhibit combine artistic excellence with the vitality and interest of news in the making," Mr. Wittmann said. "We feel that it is one of the best photographic recordings of our times ever presented by the museum."

* * *

LENSMAN DIES

George Thompson, 23 year old photographer for the *Tampa* (Fla.) *Tribune*, was killed by an out-of-control racing car while he was covering a sports car endurance race at Sebring, Fla.

The tragedy occurred when driver Jimmy Hughes of Napa, Calif., apparently suffered brake failure as he rocketed toward a sharp turn. Hughes veered into the escape route and crashed into Thompson who was shooting pictures of the hurtling car. The racer flipped end over end,

Lens Team Takes 25 of 42 Honors

INDIANAPOLIS

The *Indianapolis Times* (Scripps-Howard) was named Indiana picture "Newspaper of the Year" as its lensmen captured 25 of 42 individual honors in the annual Indiana News Photographers Association contest last week.

The trophies were contributed by Hoosier industries and civic groups.

Second place for "Newspaper of the Year" went to the *Wabash Plain Dealer* and third award was to the *Indianapolis News*.

Timesmen also captured the first three awards for the Hoosier Photographer of the Year. Raymond D. Bright took first honors, with Ben Lawrence and Lloyd B. Walton placing.

Other winners of individual awards included: Robert Wathen, *Kokomo Tribune*; Robert C. Ferrie, *Wabash Plain Dealer*; Carl R. Hartup Jr., *Fort Wayne News Sentinel*; Dick Rudzinski, *Hammond Times*; Jerry Durnbaugh, *Wabash Plain Dealer*; Thomas B. Ogden, *Indianapolis Times*.



NOW—This picture won the feature class in the annual competition of the Indiana News Photographers Association. The prize went to Tom Ogden of the *Indianapolis Times*.



TROPHY COLLECTORS—Members of the *Indianapolis Times* photographic team pose with some of the awards they captured in the Indiana News Photographers Association contests: Left to right—Raymond D. Bright, Lloyd Walton, Bruce Gerard, Ben Lawrence, Ralph Dicks and Tom Ogden.

SYNDICATES

New Bacharach Column Offered

Bert Bacharach's newsy and amusing three-dot column, "Now Hear This:" which has appeared in the *New York Journal-American* since last September, will become a King Features Syndicate release four times weekly, beginning May 16.

In addition to a lot of fun and frolic, Bert Bacharach's column gives readers many timely how-to tips under a "Helpful Hints" subhead because the writer is an authority on many subjects.

Some recent J-A headlines over gay and whimsical "Now Hear This:" columns: "In a Winter Sun-derland," "Welcome Spring—We Hope," "Tiptoeing Through Trivia," "Miracle Men of Sports."

It was in Atlantic City that young Bert started serving newspapers — by delivering them. He was a four-letter man at Virginia Military Institute and fought with (and played football for) the Marines in World War I. He worked in department stores until he got started as a writer.

Bert Bacharach is the author of two books, one of which, "The Book for Men," sold 70,000 copies in the first year. He had his own radio network.

For 10 years, Mr. Bacharach wrote a weekly column, "Stag Lines," for the *New York Herald Tribune* Syndicate and Miller Services Limited.



Irwin D. Smith, formerly eastern sales representative, has been promoted to managing editor of the *Chicago Sun-Times* Syndicate. Until he joined the syndicate in 1956, Mr. Smith was feature editor and columnist for the *Boston (Mass.) Post*. Phil B. Bessey, until recently central division sales representative for the United Feature Syndicate, is the S-T's new eastern sales representative.

BEATNIK STORY

"The Beatnik Story," 750 words and 12 offbeat photographs, is available from the Hollywood Press Syndicate (6605 Hollywood Blvd., Hollywood 28, Calif.). A major stronghold of the strange non-conformist group is Venice, Calif., and it was there that Bob Moore, the syndicate's reporter-photographer, got his story.

S-T Introduces Pat Scott's 'Seams to Me'

More than 40,000,000 American women are turning to sewing for self-expression and for lowering clothing costs, sewing machine manufacturers estimate.

To meet this widespread interest, the *Chicago Sun-Times* engaged Pat Scott, fashion writer and designer, to write a three-times-a-week sewing column, "Seams to Me."

Robert A. Cooper, syndicate general manager, reports that Miss Scott's column has had good acceptance, with 42 newspapers (as of March 15) subscribing to the feature. Papers include those in U.S., Canada and the *Woman's Weekly* in Sydney, Australia.

Miss Scott, who has been out on the firing line with S-T syndicate salesmen during the introductory period, points out to editors that today, two out of every three American women sew. She contends that professional sewing tips spell the difference between the look of a homemade dress and a couturier creation.

Miss Scott's background fully qualifies her for the "how-to-do" articles she will provide, together with illustrations. Educated at New York University, she studied fashion design and illustration at Traphagen School of Fashion, and market research and analysis at the Columbia Graduate School of Business.

She began her fashion career as a designer for a sportswear concern, and later became associate sewing editor for *Good Housekeeping* magazine. In the latter capacity, she wrote a sewing page, made all clothing and home furnishings featured in the article, and appeared as a sewing demonstrator on a TV show. She also had charge of the Good Housekeeping Institute Sewing Center and worked closely with the Simplicity Pattern Co.

In recent years, she has been engaged in pattern promotion.



Pat Scott

'PORTRAITS' CONTINUED

'Portraits,' a feature written in verse by the late James Metcalfe, will be continued, according to Robert A. Cooper, general manager of the *Chicago Sun-Times* Syndicate. There is available a large backlog of original and unsyndicated verse by Mr. Metcalfe. John Metcalfe, originator of "Portraits" and brother of James Metcalfe, will supervise selection of all future releases of the feature.

* * *

—Sixth book by Dr. Grace Langdon and Dr. Irving Stout, whose daily "Today's Children" column is syndicated by King Features, is entitled "Bringing Up Children" and will be published in April (John Day & Co.). They'll hold three public discussions with parents soon in Tempe, Ariz.

* * *



Ed Koterba, United Feature Syndicate Washington columnist, cancelled a trip to Puerto Rico to accept the 1960 Ivory Typewriter Award of the T-Hnty Club, made up of former staffers of the old *Washington (D.C.) Times-Herald*. He was honored for a series about life in Communist-dominated Czechoslovakia.

Tops with Teens!



In a recent survey of a big Sunday metropolitan newspaper, the best read comic among teen-age girls was Aggie Mack. And why not? She's their symbol and spokesman, talks their lingo, thinks their thoughts, lives their lives! Millions of teen-agers favor

Aggie Mack

by Hal Rasmusson . . . a comic strip popular with all ages, not just the teenagers! In lively events and episodes, the strip catches their manners and mores, and is always full of fun. A family feature, it has a laugh for everyone. By winning the growing-ups, it builds tomorrow's circulation as well as today's! For proofs and prices, phone, wire, or write Mollie Slott, Manager . . .

Chicago Tribune-New York News Syndicate, Inc. News Building, New York Tribune Tower, Chicago

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SYNDICATES

Stare's 'Nutrition' And Civil War Strip

By Ray Erwin

Two new features—a nutrition column by a world-famous health authority and a daily comic strip about the Civil War—will be released soon by a year-old syndicate, Adcox-Lenahan, Inc., San Francisco.

Dr. Frederick J. Stare, biochemist and physician, chairman of the Department of Nutrition, School of Public Health, Harvard University, is the author of the new "Food and Your Health" column, which will appear once a week and of a question-and-answer column once a week, beginning April 18.

Bonus Service

A bonus service for client newspapers will be Stare-prepared specialized diets for different age groups, expectant mothers, pre- and post-coronaries, teenagers and so on.

Dr. Stare, consultant on nutrition to the U. S. Public Health Service, the American Red Cross and many companies, is regarded by food editors throughout the country as "Dr. Nutrition." He spoke at the 1959 Newspaper Food Editors Conference and is editor of *Nutrition Reviews*, which food editors read. He formerly conducted a nutrition page for *McCall's Magazine*. Ninety-five scientists work in the nutritional laboratory he heads at Harvard.

The World Health Organization has called on him to help train health workers in Indonesia and to report on health and nutrition in Africa. At the start of World War II, he was asked by the U. S. Army to help develop its field rations.

Food Fad Foe

An outstanding foe of food fads, Dr. Stare often has punctured outlandish claims of food fad addicts with a penetrating

and scientific approach to the basic problem of proper diet and nutrition. He believes every nutritional need can be found in the nearest grocery store.

"Magazines offered tremendous sums for Dr. Stare's service and I was able to sign him simply by showing him that in newspapers his messages will have greater impact on a greater number of readers," said Glenn Adcox, syndicate president. "Some of the largest newspapers all across the country already have signed for his column."

'The Late Late War'

The new Civil War comic strip will be called "The Late Late War" and will be released six



Fred Fredericks

days a week, beginning June 6. A Sunday release may be added next Fall.

The strip is designed to capitalize on the current intense interest in the "late late" war because of its approaching centennial years. Some observers have claimed there are at present more Civil War buffs than there were soldiers in the Union and Confederate armies.



Dr. Frederick J. Stare

"The Late Late War" will deal, of course, with the lighter side of the conflict, army red tape snafus, zany situations, gags about and by the common soldiers. Blue-clad soldiers will be depicted one day and gray-clad the next.

Creator of the new strip is Fred Fredericks, 30, who lives and works at Gillette, N. J. He formerly drew a historical strip, "New Jersey Patriots" for 18 New Jersey daily newspapers and in his research evolved the idea for the new strip.

Fred Fredericks served in the Marine Corps in the World War II, thus gaining first-hand knowledge of war's wry wit. He since has drawn gag cartoons for newspapers and has done illustrations for advertising agencies and magazine covers.

Incidentally, Mr. Adcox, formerly vicepresident of Hall Syndicate for a number of years, reported that his new syndicate's other new offering, a column on interior decorating by Dorothy Draper, released last September, is very successful.

TV CARTOONS

King Features Syndicate has formed a subsidiary, King Features Television Productions, to produce cartoon films on Popeye, Little King, Katzenjammers, Beetle Bailey and other comics characters. Al Brodax is director of the division.

WHAT ABOUT CANCER?

"What About Cancer?" a leaflet by Harold Thomas Hyman, M. D., medical columnist for Newspaper Enterprise Association, is the first medical leaflet offered in NEA's new reader service program.

Syndicate Sentences

—The Toronto Telegram News Service offered a series written in West Germany by Telegram staffer Gordon Donaldson on "Are the Nazis Back in Power?" The TNS report includes regular dispatches on Canadian labor, finance, education, aviation, food, fashions. In a few weeks, the report will carry a 12-part condensation of a new book, "Foods Without Fads," by Dr. E. W. McHenry, University of Toronto professor of nutrition.

—"Li'l Abner" cartoonist Al Capp (United Feature Syndicate) told a student assembly of Wesleyan University, Middletown, Conn.: "Television is an electronic Fagin that corrupts 30,000,000 kids every night. The original Fagin was a horrible creature because he taught children how to be criminals. What a saint he was when you compare him with those who produce our television programs and provide our kids with a nightly course in criminology and depravity!"

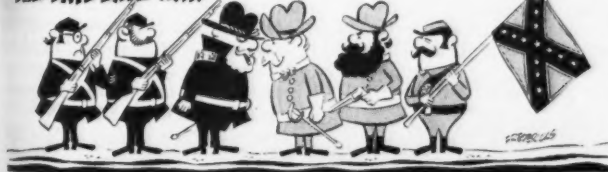
—"Only In America" columnist Harry Golden (McClure Newspaper Syndicate) thus indicts "violation" of the English language: "Can you imagine the great editors and reporters of the past calling their newspapers 'media'? Yet the newspaper has been thrown into the pot of this ugly designation, media, which sounds like a Greek play or a Los Angeles suburb."

—"A Lovelier You" columnist Mary Sue Miller (Chicago Sun-Times Syndicate) is author of a new book, a guide to good grooming, "Here's to You: Miss Teen" (John C. Winston Co.). Mrs. Miller, a former Powers model and director, specializes in beauty, charm, fashion.

—Dan and Del Heilman, creators of "Judge Parker" (Publishers Syndicate, Canada Wide Feature Service) plan to move their drawing board permanently from Toledo to Fort Lauderdale, Fla.

—Allen Saunders, creator-author of "Mary Worth" and "Steve Roper" (Publishers Syndicate) speaks to the American Public Relations Association, White Sulphur Springs, W. Va., April 13 on: "How to Live With a PR Man."

THE LATE LATE WAR



Pvt. Backake, Sgt. Sideburns, Gen. Guff, Gen. Peachtree, Maj. Cottonpickle, Sgt. McHushpuppy.

EDITOR & PUBLISHER for April 2, 1960

Laughs in D. C.

(Continued from page 15)

Agriculture Secretary Benson. "It's always good," he says, giving in illustration, "Who but a pious Mormon elder would hold a press conference on New Year's Eve?"

Like many Washington columnists and pundits, he finds press conference aid in getting the feel of current issues, adding "Press Conferences are mostly so you get an idea of what's going on."

The Major Beat

Cocktail parties, the lubrication of Washington's machinery, are a major beat to Mr. Dixon.

"You may never take your notebook out of your pocket but someone has seen you there and it keeps you fresh in his mind. If a guy doesn't see you for two weeks in this town, he's forgotten you."

This was underscored when Postmaster General Arthur E. Summerfield recently ran across Mr. Dixon at a cocktail party and casually invited him to fly along to Detroit and back the following afternoon.

He is also a frequenter at the dozens of ballroom-size banquets and political melees held in Washington regularly. His reply to people who ask, "Why do you go to those mob scenes?" is "To be seen."

He described a recent sortie into a Republican Women's fund raising party at the Statler, an attempt at an oldtime barn dance with the GOP ladies "all dressed up in gingham gowns and everybody trying frantically to have a good time." Also there: Vice President Nixon.

"The next day Herbie Klein (Nixon's press aide) called up. Nixon had thought of something for the column. He'd seen me the day before. That made it specific. I had used the old stock line, 'I need a story from you because I need better names in the column.'"

Fireside Date

Recently, Mr. Dixon has started reserving Friday and Saturday nights for the fireside. One of the reasons is that he's writing a book on Washington's lighter side. He frequently contributes magazine articles, formerly wrote a regular Washington piece for *Cosmopolitan*. Most recently he wrote his views on Americans traveling abroad, published in the *Saturday Review*. He wrote: "Traveling should be fun. I'd rather pubcrawl than visit White Hall."

He has plenty of travel experience to draw from. Five trips to Europe, three to Puerto Rico and one to Japan last year, with a flight to Paris for the Summit Conference in May. After that, he says, nothing could get him out of the country until after the elections in November.

Every afternoon finds him in his quiet, uncluttered office sitting at his desk, hat tilted back on his head, composing his column with the two-fingered typing method that has stood him well through four decades of vigorous journalism.

No photographs of senators, including father-in-law Sen. Dennis Chavez (D-N.M.) are on the walls but two presidents, Eisenhower and Truman, are; both have signed inscriptions.

There are a dozen other photographs of good Dixon friends Joe E. Brown and Helen Hayes, James Cagney, Bing Crosby, Adolph Menjou, Tarzan-creator Edgar Rice Burroughs and a few others.

Mr. Dixon is a careful writer and usually spends three hours working on the column. Usually, this is done four days before publication so that all the newspapers will run it the same day. One exception is the *Washington Post*, which, in time-conscious Washington, sometimes prints a Dixon column the morning after it is written.

Distrusts Jokes

How does he write? "I distrust utterly a joke. Always you're the last to have heard it. Everybody in the country has heard it except you. It's like in the Press Club bar.

"I never use a joke except if it has been made by the President, Vice President or a Supreme Court Justice and then it's got to point up something.

"You start out instead with a sensible, serious idea. Then give it a switch in the middle of a serious sentence. A young guy should never try it until he's thoroughly grounded in straight reporting."

Mr. Dixon used an analogy to make his point.

"In a circus troupe, the clown who comes on with the bareback riders, who leaps on a horse and misses the horse, who tries a backflip and lands on his rear-end without hurting himself, he's got to be the best damn acrobat in the troupe or he'll break his neck." He added that a beginner writing humor, without a previous background in serious, straight reporting, was likely to write gibberish or even dangerously.

He said sports and city room assignments were the best training for the newspaper writer.

"City room experience teaches you to report what you hear, what happens in the courtroom, what the speaker said; it trains the ear. But later on a reporter with only city room training alone is liable to miss what he sees.

"On the other hand, a sports writer describes what he sees. What does he hear at a sports event? A lot of incoherent yelling. Somebody yelling, 'Attaboy!'"

See and Hear

"The reporter needs both. If he had to choose between them, he'd be more lopsided with sports alone. Even so, a lot of guys came up through sports and became great writers."

Mr. Dixon, born in 1900 in Toronto, says he began writing at an early age . . . "on fences."

He went with the *Toronto Star* in 1917 as photographer but was fired when he lost a motorcycle. His second job, that of assistant to a Chinese cook in a Canadian army camp canteen during World War I, ended abruptly when the cook chased him off the premises with a knife.

The *Toronto World* was his next paper, but when it folded in 1921, he joined the staff of the *Border City Star* in Windsor. Later, he was news editor in Moosejaw, Saskatchewan and in 1923 he appeared in Philadelphia with the *North American*.

After two years, when it too folded he moved over to the *Inquirer* until 1930, when he went to New York to become a sports writer with the *Daily News* under Paul Gallico.

From Sports Writing

After eight years of sports writing, he turned to city news and in 1942, came to Washington. The *Daily News* had opened a bureau with John O'Donnell and Doris Fleeson, and Mr. Dixon started writing two columns a week. His first Washington outlet was in the *Times-Herald*, then published by the late Eleanor Patterson.

He joined the King Features Syndicate in 1944, with the *New York Mirror* as his home newspaper. Originally the column was a series of short paragraph length items. He gradually changed to the essay, single topic column for which he is famous today. The shorter items are often saved and published as a column, but never more than one per week.

Readers Want 'Substance'

"My firm opinion," says Mr. Dixon, "is that the dash-dash item style belonged to the old time New York gossip column.

People want to know a whole lot about a situation in Washington or nothing at all. People who read a Washington column are interested in substance."

Still, he is continually waylaid by public figures with a funny gag they think he could use.

"I've always found there are a lot of people who think a joke is what I want.

"For as long as I can remember Senator Hickenlooper always stops and tells me a joke. The only piece I ever wrote on Hickenlooper in my whole life I got by accident in a little town in Georgia."

Fellowships for Study to 7 Newspapermen

Seven newspapermen who received fellowships for study from the Fund for Adult Education, established by the Ford Foundation, for the coming year are:

Hoke M. Norris, literary critic, *Chicago Sun-Times*, who will study modern American literature at the University of Chicago and Northwestern University; James E. Horner, reporter, *Middlesboro (Ky.) Daily News*, for study in public administration at Maxwell Graduate School of Citizenship and Public Affairs, Syracuse University.

Robert G. Carey, assistant professor of journalism, University of Maryland, for doctoral study in government and foreign relations at the American University; Robert K. McCabe, assistant news editor, *New York World-Telegram & Sun*, for study of Southeast Asia and China at Harvard or Yale; William Worthy, foreign correspondent, *Afro-American Newspapers*, for study of international communications at Center for International Studies, Massachusetts Institute of Technology.

Malvin Schechter, Associated Press, Charlotte, N. C., for study of medical science interpretation at the University of North Carolina; John M. Lofton, editorial writer, *Pittsburgh (Pa.) Post-Gazette*, for study at the Institute for Communication Research, Stanford University, with additional courses of study in the University's School of Law.

It was announced that the Fund will terminate its operations in 1961 and that the seven awards will be the last Fellowships granted.

IPI Report

(Continued from page 13)

the level of Asian newspapers in training, production, management and news gathering. The program will be financed by a \$116,000 Rockefeller Foundation grant.

Reports on Pakistan

Talbot Patrick of the *Rock Hill* (S. C.) *Evening Herald* said Pakistani newspapers are subject to all the old civilian laws and new military regulations under the present military government as well.

"It is a censorship of fear," he said, "fear of the loss of proprietorship, of newsprint being cut off, of various kinds of possible reprisal."

He said he did not believe this was the policy of the government, but to run a newspaper in Pakistan called for caution and restricting criticism of the regime to the letters to the editor column.

U Nu, Burma's prime minister-elect, admonished the Institute for concentrating its "fire power" on Communism. "You do not direct enough of your guns at the other forms of totalitarianism," he said.

U Nu said he noticed a tendency — both among governments and in the press itself — to establish an alliance with types of totalitarianism because the latter declare themselves to be active enemies of Communism."

Bunche on Racial Problems

UN Under Secretary Ralph J. Bunche said that racial prejudice and discrimination are the "No. 1 social problem" of the United States. He said a racial problem of a somewhat different kind exists in Africa, where countries are emerging into independence with an explosive force.

He said the struggle in the U. S. was "in a most difficult but climatic stage," and added "I do not doubt in the least that democracy will prevail over all antidemocratic elements in my country."

In Africa, he said, an overwhelming African majority — as contrasted to a minority in America — "is seeking its rightful position, authority and voice in the society, its own society against a European minority which, however, enjoys economic and political power without regard to its numbers."

U.S. Delegation

IPI delegates from the United

States were: E. R. Anderson, *San Diego* (Calif.) *Union & Evening Tribune*; Louis Azrael, *Baltimore* (Md.) *News Post*; Paul C. Belknap, *Albert Lea* (Minn.) *Evening Tribune*; Hugh N. Boyd; *New Brunswick* (N. J.) *Home News*; Sevellon Brown, *Providence* (R. I.) *Journal-Bulletin*; F. C. Christopher, *Sioux Falls* (S. D.) *Argus-Leader*; JS Gray, *Monroe* (Mich.) *Evening News*; George Grimes, *Oxnard* (Cal.) *Press Courier*; John P. Harris, *Hutchinson* (Kan.) *News*; Willis Harrison, *Toledo* (Ohio) *Blade*; Howard H. Hays Jr., *Riverside* (Cal.) *Press-Enterprise*; Lindsay Hoben, *Milwaukee* (Wis.) *Journal*; Earnest Hobercht, UPI; David W. Howe, *Burlington* (Vt.) *Free Press*; John F. Klem, *Editors' Press Service*; Prescott G. Low, *Quincy* (Mass.) *Patriot Ledger*; Michael Ogden, *Providence* (R. I.) *Journal-Bulletin*; L. E. Owens, *Richmond* (Cal.) *Independent*; Talbot Patrick, *Rock Hill* (S. C.) *Herald*; John Randolph, *Associated Press*; Bernard H. Ridder Jr., *St. Paul* (Minn.) *Dispatch & Pioneer Press*; Blanche Hixson Smith, *Meriden* (Conn.) *Record and Journal*; James G. Stahlman, *Nashville* (Tenn.) *Banner*; Stanley Swinton, *Associated Press*; Kenneth E. Todd, *Rockford* (Ill.) *Morning Star and Register-Republic*; Boleslaw Wierzbianski, *Foreign News Service and Dwight Young, Dayton* (Ohio) *Journal Herald*.

Paul Block Jr., publisher of the *Toledo* (Ohio) *Blade*, is vice chairman of the IPI's executive board.

Hoftzyer to Retire; Mark Collins Named

BOSTON
Mark F. Collins, assistant publisher of the *Albany* (N. Y.) *Times-Union*, is returning to Boston April 15 to be assistant publisher and advertising director of the Hearst Newspapers here.

Mr. Collins, who moved to the Hearst paper in Albany as advertising director five years ago, will succeed Ernest Hoftzyer, who is retiring, according to an announcement by Harold G. Kern, general manager of the Hearst Newspapers. Mr. Hoftzyer, a native of Cleveland, has been in newspaper work since 1915.

Production Story

CLEVELAND
The Cleveland Plain Dealer has produced a 24-page tabloid-sized paper, "How a Newspaper Is Produced," which is to be distributed to the public.

UPI Appoints Eyrl As Aide To Thomason

Frank Eyrl this week was named assistant general business manager of United Press International by Frank H. Bartholomew, president and general manager.

Mr. Eyrl, 41, has been director of services for UPI in Germany, Austria, Italy and the Scandinavian countries since 1950. His headquarters have been in Frankfurt, Germany. He will transfer to New York April 18 to take over his new duties as assistant to Mims Thomason, first vicepresident and general business manager.

Mr. Eyrl was born in Vienna, Austria. He was graduated from the University of Vienna Law College and the Academy for Political and Economic Sciences.

His newspaper experience began with a series of free-lance contributions to Belgian and French newspapers. He came to the United States in 1940 and worked first for the News and Special Events Division of the National Broadcasting Company. He joined the United Press late in 1941.

During the war Mr. Eyrl was editor of Allied newscasts and war communiques, special correspondent of UP's overseas clients in New York and editor of UP's foreign desk. He also covered the activities of European delegates at the United Nations General Assembly. He transferred to Europe in 1947 as business representative with headquarters at Prague, Czechoslovakia. He moved to Paris in 1948, and later that year was appointed director of European News Services. In 1950 he moved to Frankfurt.

Mr. Eyrl speaks French, German and Italian and has a working knowledge of Spanish, Portuguese and the Scandinavian languages.

Financial Ed Quits

HARTFORD, Conn.
Irving S. Copeland, with the *Hartford Times*, Gannett daily, for 25 years, serving since 1953 as financial editor, has resigned. A successor has not been selected. Mr. Copeland served in the circulation, advertising and news departments before becoming financial editor. He plans to devote time to interests in Florida, where he lived before coming to Hartford in 1935.



Frank Eyrl

2 Appointments On Toledo Blade

TOLEDO, O.
The appointments of Charles D. Cole as business manager of the *Blade* and *Toledo Times*, and Don Wolfe as assistant managing editor of the *Blade*, were announced this week.

Mr. Wolfe, *Blade* sports editor since 1954, in his new position will have the special assignment of area-wide news development.



Cole



Wolfe

Mr. Cole, assistant business manager since January, 1958, is 36 and a native of Worcester, Mass. He is a graduate of Columbia College, New York City, and the law school of Cornell University. Before coming to the *Blade-Times* organization in November, 1957, he was with the E. I. du Pont de Nemours Co.

Mr. Wolfe, 44, has directed the *Blade's* sports department since Sept. 1, 1954.

He began his journalism career on the *Bowling Green Sentinel-Tribune* in 1935 as a reporter. He joined the *Toledo Times* two years later.

Adler Scholar

David McHam, who has been a sports writer for the *Waco* (Tex.) *News-Tribune* and a general reporter for the *Spartanburg* (S. C.) *Herald*, has been awarded the Adler Scholarship of \$1,000 at Columbia University Graduate School of Journalism.

Journalism's Reward In Challenging Work

NORMAN, Okla. — The growing challenge to newspapers to fill the gaps of understanding was stressed here by Lee Hills, executive editor of Knight Newspapers, Inc.

"Newspapers have a far greater responsibility than to ferret out the thugs and renegades who infiltrate from the underworld into the governments of the community, the state and the nation," he said in the Donald R. Mellett Memorial Lecture at the University of Oklahoma, March 29. Mellett, a young Canton, Ohio editor, was slain in 1926 when he exposed the ties between officialdom and the underworld.

The importance of expose journalism, the kind of watchdog community conscience, has not diminished, Mr. Hills said. But with the tremendous growth of knowledge in the post World War II era, the public service responsibility of news media has expanded greatly.

Better Training

He urged the need for better trained journalists, men and women qualified to observe and interpret the progress of science, the space age, medicine, labor-management relations, economics and a dozen other fields.

These subjects and their effect on America and on the world must be interpreted in clear, readable language if the newspaper is to do its job of keeping our citizens well informed, Mr. Hills said. They must be well informed if they are to continue to make the decisions that must be made if democracy is to triumph over totalitarian concepts.

"It is against these erosions of our concept of democratic

government that the modern day Don Melletts must be vigilant as we go into a new decade of magic promise.

"The newspaperman today must beware of the restful ruts, of the curse of routine thinking. He must keep himself flexible and accept the inevitable change, swift change, that is necessary to keep abreast of our age and our industry," Mr. Hills said.

He spoke of newspaper work in these words:

"I think that no other field is so challenging, so rewarding in the sense of personal achievement when the job is well done, be you reporter or editor, photographer or copy reader.

Sense of Urgency

"Its sense of urgency, its daily newness, its perennial challenge, its excitement, its requirement for quick decisions that are the right decisions—all combine to help make it a way of life like no other that I know.

"And, besides, it's fun—something you can't truly say about any other profession . . .

"The horizons of journalism are expanding very rapidly. To keep them moving ever outward we need better informed men and women in the newsrooms of all our newspapers. They must be reporters with the zeal of the old-time police reporter, digging relentlessly for evidence of official corruption, but with special knowledge and skills.

"For many years journalism in the big city newsrooms was based on the star system. When a big story broke—a jailbreak, a sensational murder, some hanky-panky at City Hall, or the visit of a Presidential candidate—the city editor called for his star and plastered his colorful prose over the front page.

"This was nice work. But the old-time star needed no special knowledge in any field, little formal education, and often no real command of the language. His tools were a keen native intelligence, a sense of drama, wide acquaintanceship, and, hopefully, a rewriter back in the office who could make him sound good—a real wordsmith.

"We have gone far beyond that era. The star system is out-moded.

"Some of the qualities that made the star are as vital to the great reporters of today as they ever were. But this is the time of specialists, of reporters schooled in political science, the



Dickson Preston

mysteries of utility rate structures, philosophies of education, the physical sciences, high finance, health and medicine, aviation and other areas where to be ignorant journalistically is to invoke the scorn of our better informed readers.

"I venture to predict that before many years pass our major newspapers will be able to find and willing to pay bright young medical graduates who will write about medicine, educators who will quit the campus to write about education, physicists who will desert the laboratory for the city room, and down and along the lines of information, expertly dispensed and readable, for which a growingly intelligent public hungers. . . .

"If a man is easily shaken by change then the daily newspaper is not for him. Perhaps that is why newspapering is so often referred to as a 'young man's game.' As we grow older, we tend to accept our established patterns as the way to do our job. Instead, we must continually keep checking ourselves and challenging everything we do.

Montana Daily G.M. Announces Retirement

LEWISTOWN, Mont. — Lloyd C. Raw, general manager of the *Lewistown Daily News*, will retire June 1 after 46 years with the publication.

Succeeding him is Walter Summers, editor and assistant general manager. Mr. Summers was formerly the publisher of the *Wapakaneta* (Ohio) *Daily News*, and more recently publisher of the *Wilmington* (Calif.) *Daily Press-Journal*.

Mr. Raw joined the business staff of the *Lewistown* paper in 1914 and has been with the company continuously since then, except for two years in the Marines during World War I.

Story Brings Union Money To Widow

CINCINNATI

A newspaper goes to bat for one of its readers — and gets results.

A good example of this occurred here last week.

The *Cincinnati Post and Times-Star* broke the story of a widow who wrote her Congressman asking him to investigate whether she and hundreds of others were being bilked of death benefits by the Bakery & Confectionery Workers Union headed by James G. Cross.

Staff Writer Dickson Preston, of the Scripps-Howard Newspaper Alliance, had the story exclusively for Scripps-Howard papers. He told how the widow, Mrs. Fred Zinc of Cincinnati, had written Rep. Gordon Scherer that she was unable to collect \$500 she said she was entitled to because her husband had been a dues-paying member of the union for 44 years.

She told the Congressman: "I have been writing them since Oct. 12, 1959. Have written them every two weeks since (Jan. 22) but they have never answered. . . . This is a bigger organization than I am able to deal with."

Rep. Scherer sent the letter on to Labor Secretary James Mitchell who promised an immediate probe.

The very next day — the *Post* and *Times-Star* was able to give its readers this Page One headline: **BAKERY UNION AGREES TO PAY BENEFITS TO WORKER'S WIDOW**

Union officials had taken a look at their files, and promised prompt payment of the \$500 death benefit.

International Secretary-Treasurer Peter H. Olson admitted the union, outlawed in 1957 by the AFL-CIO, had failed to answer letters from Mrs. Zinc, but he blamed this on a "clerical error."

Building Sold

CHICAGO — The *Chicago Daily News* Building has been sold by Field Enterprises, Inc., to Riverside Plaza Corp., a group of Chicago investors for more than \$6½ million. Operation of the *Daily News*, owned by Marshall Field Jr., is to be moved to the *Chicago Sun-Times* Building by the Fall of 1961.

John Park JR.

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Editor Sees 'Absurdities' In FoI Law

By Allen M. Widem

HARTFORD, Conn.

The action brought by the *Hartford Courant's* managing editor, William J. Foote, to force the Enfield (Conn.) Police Commission to permit inspection of its minutes, has been erased from the Court of Common Pleas docket by Judge Aaron J. Palmer.

The action was in the form of an appeal taken to the Court of Common Pleas after the Commission refused an inspection.

Judge Palmer, granting the defense motion for erasure, said Mr. Foote did not allege in his petition of appeal that the Commission denial was in writing.

Judge Palmer said that the "Right-to-Know" laws involved provide inspection of public records may be refused if it would adversely affect public security or in order "to provide reasonable protection" to the reputation or character of an individual. Such denial, he continued, must be in writing.

On Feb. 8, the Enfield Police Commission verbally refused to authorize inspection of the minutes of a secret hearing at which former Police Sgt. Vincent Ash was dismissed from the police force. The following day, the Foote action got under way.

The Police Commission sent Mr. Foote a written denial of inspection on Feb. 17.

Won't Press the Case

Judge Palmer said a "Right-to-Know" appeal must be taken within 15 days after there has been a denial in writing of a request to inspect a public record. And since the Foote appeal did not allege there had been a denial in writing, the judge said it was defective.

"We do not intend to press the case," Mr. Foote said, "but the action has brought out three absurdities in the present law.

"The first is the impossibility of getting a prompt hearing. Our demand to inspect the minutes could not have been ruled on by the court before next fall, at least a year after the meeting was held.

"The second is a provision that apparently permits a Commission to keep secret such matters as the reasons for the dismissal of a policeman. If the reason for firing a policeman

isn't the business of the public, what is?

"The third absurdity is the apparent necessity, brought out by Judge Palmer, that a board must give a written denial of a request to inspect minutes before action may be taken under the Right-to-Know law."

Houston Chronicle Names Ad Executives

HOUSTON, Tex.

Richard N. Merrill has been named manager of the *Houston Chronicle's* general advertising department, succeeding M. J. Gibbons, who has been named assistant to the advertising director, Harold W. Mossberger.

Mr. Gibbons has been with the *Chronicle* since 1929 starting in as a member of the staff of the national advertising department.

Mr. Merrill, 39, born in Colorado, was graduated from the University of Colorado in 1946 with a degree in Business Administration and a major in journalism.

He comes to the *Chronicle* with a long time career in the general advertising field. He served in the United States Air Corps and was discharged with the rank of captain.

Government Drops Liens Against Fox

BOSTON

Nine tax liens, totalling \$1,688,797, against John Fox, former publisher of the defunct *Boston Post*, were discharged recently by order of the Internal Revenue Service.

Mr. Fox, the Government claimed, owed the amount in personal income taxes and withholding taxes in connection with the operation of the *Post*. A lien on Fox's property, dated July 17, 1956, alleged he and his wife, Olga, owed additional taxes of \$1,285,107 for the years 1949 to 1953. Another lien, dated November, 1955, contended he owed \$332,691 for 1953.

Atty. Burton Williams, represented the former publisher.



Hendrik J. Berns

Berns Joins Hearst Paper As Asst. ME

BALTIMORE

The appointment of Hendrik J. Berns as assistant managing editor of the *News-Post* and *Sunday American* was announced this week by Fred I. Archibald, publisher.

Mr. Berns comes to the Hearst papers here from Miami, where he was Sunday editor and assistant to the managing editor of the *Miami News*.

Before that he served for 10 years as news editor and later Sunday editor of the *Miami Herald* and for a time as correspondent in Latin America for the *Herald* and the *Chicago Daily News Foreign Service*.

Worked for OWI

In World War II he was bureau chief for the Office of War Information in London and Luxembourg. Following the war, he worked as American press officer in Austria and as editor and publisher of the first American daily newspaper in Vienna—the *Wiener Kurier*.

In 1957 Mr. Berns won a \$5,000 Reid Fellowship for a year's study and travel in Latin America.



Merrill



Gibbons

A. Shelby Ochs Retires From Chattanooga Times

CHATTANOOGA, Tenn.

Adolph Shelby Ochs has retired as treasurer of the Times Printing Company, which publishes the morning *Chattanooga Times*.

At the annual meeting of the corporation March 24, Mrs. Ruth Sulzberger Golden was elected as vicepresident of the company.

William C. McKenzie, who has been serving as secretary, was elected secretary-treasurer.

Mr. Ochs was presented with an engraved watch in commemoration of his years of service with the newspaper. He joined the staff of the *Times* in 1914 as a reporter and throughout the following years served at times as news editor, telegraph editor, managing editor and general manager. He was named secretary-treasurer in 1931.

Mr. Ochs served as president of the Southern Newspaper Publishers Association in 1939-40 and was chairman of the SNPA board in 1940-41. He served in France during World War II as a second lieutenant in the cavalry.

His son, Martin S. Ochs, is the editor of the *Times*.

Mrs. Golden is the wife of the president and publisher of the *Times*, Ben Hale Golden. She is the daughter of Mr. and Mrs. Arthur Hays Sulzberger. Mr. Sulzberger is publisher of the *New York Times* and chairman of the board of the Times Printing Company, of Chattanooga. Mrs. Golden's maternal grandfather was Adolph S. Ochs, publisher of the *Chattanooga Times* from 1878 and publisher of the *New York Times* from 1896 until his death in 1935.

Mr. McKenzie joined the Times Printing Co. in April 1957 as assistant business manager. In March 1958 he became business manager and the following month he was elected secretary of the company.

Mr. McKenzie, a member of a widely known Chattanooga family, is a certified public accountant, a former instructor at McKenzie College here and a graduate of the University of Chattanooga with a bachelor of business administration degree.

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Shop Talk

(Continued from page 84)

ties, has scheduled a program in April designed to emphasize cultural interests. The Festival of Arts will provide a compilation of programs including concerts, art exhibits, films of theatre productions, modern dance demonstrations, lectures, a series of plays, and other cultural events. The essential motivation behind this program is to emphasize the existing cultural outlets available on the campus. This program is greatly expanded this year and involves 200 students in the planning aspects and dozens of others in the production.

4. The Union has also developed a program of competition in the intellectual area. A Campus Quiz Bowl has been organized to include 32 teams, representing an equal number of housing units, who compete in answering of general informative questions using faculty as judges. It is interesting to note that the general interest in and support of these teams is equal to, if not greater than, the support of intramural teams engaged in athletic competition.

5. The Panhellenic Association, a group made up of sorority presidents, is working to complete for use by their organizations, a list of able faculty speakers to be invited as guests into their campus homes. Faculty dinners are being planned to take the place of some exchange dinners with fraternities.

* * *

I am not the only person to become concerned with this change among students. Bruce Temple, editor and general manager of the Bloomington Herald-Telephone, had an article in the March *Bulletin* of the American Society of Newspaper Editors. This was supplemented by statements from four editors of newspapers in university cities.

The Indiana University News Bureau, which is highly effective, has told us that the big job is not getting stories of science and academic achievement to the newspapers, but to get them printed. Ross Bartley, head of the News Bureau, has said that such stories generally end up in the waste basket. If editors were truly aware of the changing times, the waste basket would have different contents.

Last year almost 4,000,000 men and women were enrolled in America's institutions of higher learning. This number will grow for the next few years,

but literally leap forward at the end of this decade when the great crop of post-war babies start to receive its A.B.'s and B.S.'s. The impact of these young people on American life will be tremendous. They know full well they are going to seek jobs in the most competitive period ever known, and they know, above all, that the best chance they have to get a guaranteed annual wage is to be prepared mentally for the challenge and competition of the end of this century. It behooves us, as newspapermen, to heed the signals. As our Mr. Temple says, "For years it has been rape, now it's rape and rockets, the next stage of three r's will be rape, rockets, and rhetoric."

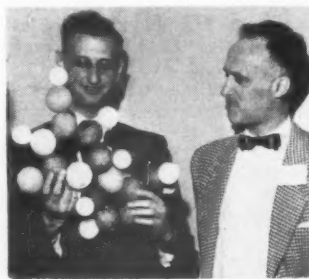
Cancer Research Progress Shown

LOUISVILLE, Ky.

New developments in cancer research were heard by 45 writers here at a six-day seminar that ended April 1.

The seminar was sponsored by the American Cancer Society. Among those attending were the following from newspapers:

John F. Allen, *San Francisco* (Calif.) *Examiner*;
Don Baker, *Indianapolis* (Ind.) *Times*;
Alton Blakeslee, AP.;
Albert W. Bloom, *Pittsburgh* (Pa.) *Post-Gazette*;
Charles Brooks, *Washington* (D. C.) *Star*;
Oliver Brown, *Dayton* (Ohio) *Daily News*;
Ray Bruner, *Toledo* (Ohio) *Blade*;
Helen Buechl, *Science Service*, Washington;
Helen Bullock, *Dallas* (Tex.) *Morning News*;
Bill Burrus, *Dallas* (Tex.) *Times-Herald*;
Marjorie Clapp, *San Antonio* (Tex.) *Light*;
Robert P. Clark, *Louisville* (Ky.) *Courier-Journal*;
Marguerite Clark, *Newsweek*;
Ray Duncan, *Pasadena* (Calif.) *Star-News & Independent*;
Don Dunham, *Cleveland* (Ohio) *Press*;
Bryant Evans, *San Diego* (Calif.) *Union & Tribune*;



VITAL MODEL—Dr. Charles Heidelberger of the University of Wisconsin shows the molecular structure of uracil, a chemical involved in some drug attacks on cancer, to Albert Bloom of the Pittsburgh (Pa.) *Post-Gazette*. Mr. Bloom was among 45 newsmen at a cancer seminar at Louisville sponsored by the American Cancer Society.

Will Fehr, *Salt Lake City* (Utah) *Desert News*;
Selig Greenberg, *Providence* (R. I.) *Journal*;
Nate Haseltine, *Washington* (D. C.) *Post*;
Eugene Keith, *Louisville* (Ky.) *Times*;
Helen Knox, *Houston* (Pa.) *Sun-Telegram*;
Jack Martin, *Houston* (Tex.) *Chronicle*;
Mary McGarey, *Columbus* (Ohio) *Dispatch*;
Sharon Maloney, *Cincinnati* (Ohio) *Post-Times-Star*;
Harry Nelson, *Los Angeles* (Calif.) *Times*;
Imogene Patrick, *Oklahoma City Daily Oklahoman*;
Jean Pearson, *Detroit* (Mich.) *Free-Press*;
Jack Pickering, *Detroit* (Mich.) *Times*;
Tom Sellers, *Columbus* (Ga.) *Ledger-Enquirer*;
Harold Schmeck, *New York Times*;
Allen Shoensfield, *Detroit* (Mich.) *News*;
Delos Smith, UPI;
Jack Smith, *Cincinnati* (Ohio) *Enquirer*;
Arthur Snider, *Chicago* (Ill.) *Daily News*;
Mildred Spencer, *Buffalo* (N. Y.) *Evening News*;
Robert Toth, *New York Herald Tribune*;
Weldon Wallace, *Baltimore* (Md.) *Sun*;
Jean Walsh, *Houston* (Tex.) *Post*;
John N. Wilford, *Wall Street Journal*;
William K. Wyant Jr., *St. Louis* (Mo.) *Post-Dispatch*;
Ben Zanser, *Long Beach* (Calif.) *Press-Telegram & Independent*.

Parade To Fly 73 To Europe

Seventy-three carriers on 53 of the 65 newspapers that distribute *Parade* magazine will leave New York April 7 by plane for a 10-day visit to London and Paris.

They are winners of *Parade's* fourth "Young Columbus" competition. They were selected for obtaining new starts, good citizenship, scholastic standing and ability to run their routes with a minimum of complaints, according to Wallace Sprague, assistant publisher of *Parade* who is directing the trip.

Arrangements made by Ezra Dolan, *Parade's* public relations director, include a reception at the Court of St. James by Ambassador John Hay Whitney, *Parade's* owner.

"We think the boys will be most interested in the fact that they will have breakfast served in bed every day and have their shoes shined for them every night while they sleep," Mr. Dolan said.

Frankie Avalon, the singer, will entertain the group at a bon voyage dinner in New York April 6. The boys are being accompanied by six college athletes as counselors. Also on the trip from *Parade* will be Richard Winn, manager of distribution and Mrs. Winn; Walter Tenney, vicepresident in charge of newspaper relations; and William Delaney, assistant public relations director.

Gorkin Asks Telephone to Avert War

Jess Gorkin, editor of *Parade*, has suggested to President Eisenhower and Premier Khrushchev, that they consider a direct telephone line, open 24 hours a day, between Washington and Moscow.

Its purpose: to prevent the possibility of an accidental war. Mr. Gorkin published the idea in an open letter in the *Sunday supplement* March 20.

Neither world leader has yet responded to the suggestion. Mr. Gorkin said he is preparing a follow-up article which will detail the popular support his suggestion received from readers and government leaders.

Pravda reproduced the entire letter and commented on it. The Soviet newspaper noted that the question the letter raised is "troubling millions of people in all countries."

Prior to publishing his idea, Mr. Gorkin made a study to determine if it was feasible.

"Experts tell me," he wrote, "that this system is not only technically feasible but inexpensive and could be established within a few days."

In the letter he noted at least three instances since 1946 when missiles had gone astray.

"Must a world be lost for want of a telephone call?", Mr. Gorkin ended his letter.

Since he became editor of *Parade* in December 1946 Mr. Gorkin has written three other "open letters." Each got the desired results. One addressed to President Eisenhower Sept. 14, 1958 won a West Point appointment for the son of the late Capt. Iven C. Kincheloe Jr., jet pilot killed in the crash of a Starfighter. Another to the U.S. Senate won added appropriations to stop an advance of commercialism at the Gettysburg battlefield.

A third brought suggestions from readers on what the Soviet Premier should see in this country.

Best Year in TV

In 1959, WPIX-11 broke all previous revenue records established in its 12 year history, it was announced by Fred M. Thrower, vicepresident and general manager of the *New York News* station. Gross revenues were up 19.2% over 1958, with net profits before taxes increasing 24.3%.

City Problems Seminar Opens

NEW YORK
Twenty-nine newspapermen who specialize in urban and suburban problems will begin a two-week seminar April 4 at the American Press Institute, Columbia University. Twenty of them are reporters and nine hold editorial positions.

Participants

- The members are:
George E. Amick *Cincinnati* (Ohio) *Enquirer*;
Keith A. Baird, *Kitchener-Waterloo* (Ont.) *Record*;
John F. Battles, *Worcester* (Mass.) *Telegram*;
Robert R. Comstock, *Bergen Evening Record*, Hackensack, N. J.;
Charles K. Connor Jr., *Charleston* (W. Va.) *Daily Mail*;
Coe Crawford, *Buffalo* (N. Y.) *Courier-Express*.
Arthur Deutsch *Rochester* (N. Y.) *Democrat and Chronicle*;
Joe C. Doster, *Charlotte* (N. C.) *Observer*;
Douglas F. Doubleday, *St. Petersburg* (Fla.) *Times*;
Kenneth D. Eskey Jr., *Pittsburgh* (Pa.) *Press*;
Laurence S. Hale, *Binghamton* (N. Y.) *Press*.
Gordon Hampson, *Hamilton* (Ont.) *Spectator*;
George J. Herbert, *Norfolk* (Va.) *Ledger-Star*, Norfolk, Va.
Ray P. Herbert, *Los Angeles* (Calif.) *Times*;
John F. Huth Jr., *Cleveland* (Ohio) *Plain Dealer*;
Overton Jones, *Richmond* (Va.) *Times-Dispatch*;
James T. Kaulf, *Newport* (R. I.) *Daily News*;
Thomas V. Kelly, *Washington* (D. C.) *Daily News*;
Clayton P. Knowles, *New York Times*;
Tom L. Mercy, *Flint* (Mich.) *Journal*;
James W. O'Connor, *Dayton* (Ohio) *Journal Herald*;
William A. Ott, *Macon* (Ga.) *Telegraph*;
Forrest C. Palmer, *Waterbury* (Conn.) *Republican and Waterbury American*;
Jerry Sapienza, *Lancaster* (Pa.) *New Era*;
Leo V. Sherer, *Lincoln* (Neb.) *Evening Journal*;
Robert E. Stratton, *Port Huron* (Mich.) *Times Herald*;
Robert S. Van Fleet, *Middletown* (N. Y.) *Daily Record*;
Frank C. Walden, *Vancouver* (B. C.) *Sun*;
Thomas Winship, *Boston Globe*.

EDITOR & PUBLISHER for April 2, 1960

classified section

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OUR BROCHURE explains what you have to do to buy or sell a California or Arizona newspaper property. It's yours for the asking. GABBERT & HANCOCK, 3709-B Arlington Ave., Riverside, California.

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ARIZONA NEWSPAPER Properties Deane Sellers, 625 E. Main, Mesa, Arizona. Affiliate of Cummins Trust Co.

MAY BROTHERS, Binghamton, N. Y. Established 1914. Newspapers bought and sold without publicity.

SALES-PURCHASES handled with discretion. P. T. Hines, Publishers Service, Box 3132, Greensboro, N. C.

IT'S NOT the down payment that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGNER AGENCY
Box 192 Mt. Pleasant, Mich.

THE DIAL AGENCY
"America's No. 1 Newspaper Broker"
15 Waverly, Detroit, Mich. TO. 5-5864

YOU CAN'T beat midwest newspapers for stability. Herman Koch, 2923 Virginia St., Sioux City, Iowa.

CONFIDENTIAL INFORMATION
Daily Newspaper Properties
W. H. Glover Co., Ventura, Calif.

Newspaper Appraisers

There is no substitute for experience! Valuations of newspapers, subsidiaries, television, radio and syndicates—for tax and other purposes. More than 200 in 31 States to date. Comprehensive reports submitted. By mail if desired. Qualified expert court witness.

A. S. VAN BENTHUYSEN
446 Ocean Avenue, Brooklyn 26, N. Y.

Publications for Sale

Western weeklies and dailies everywhere. JACK L. STOLL & ASSOCIATES, Suite 600-601, 6381 Hollywood Blvd., Los Angeles 28, California.

EAST	Nat'l. Trade Journal	\$ 15,000*
S.E.	2 weeklies, Job & Radio	150,000*
FLA.	Small Weekly	30,000*
FLA.	Met-Suburban Weekly	5,000*
N.W.	Small Daily	125,000*
S.E.	Met-Weekly	42,000*

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
Atlanta Chicago Please address:
New York 1182 W. Peachtree
San Francisco Atlanta 9, Ga.

CHART AREA 2 weekly. 1959 gross \$97,250 with 14% net income. Average gross last 4 years \$93,250, average net 11%. Certified figures. Long established in growing suburban area; well-equipped plant. \$35,000 down. Full reference imperative. Box 1321, Editor & Publisher.

ANNOUNCEMENTS

Publications for Sale

FLORIDA WEEKLIES, 4 in Central Florida. "Your Florida Broker" A. C. Santo, 742 N. Mills St., Orlando, Fla.

CALIFORNIA EXCLUSIVE WEEKLY Rich farm area, top plant, high earnings, sound history. \$73,750 with \$18,500 down includes building, easy terms. Joseph A. Snyder, Newspaper Broker, 2234 E. Romney Dr., Anaheim, California.

LEADING PACIFIC NORTHWEST unopposed weekly, high calibre prize-winning paper, excellent equipment, grossing nearly \$100,000. Price slightly over gross with 29% down, easy terms. Box 1328, Editor & Publisher.

ARIZONA CHAIN—DAILY and two weeklies. Popular resort area. Total price \$70,000, 29% down. Deane Sellers, Arizona Newspaper Properties, 625 E. Main, Mesa, Arizona, with Cummins Trust. Phone WO 4-1093.

HERE IT IS — Unusual opportunity Northern Ohio, exclusive weekly town of 2,300, grossing \$35,000 with room to grow. Plant, good equipment, 7 room home, all for less than gross if no downpayment large enough! Quick cash needed for other interests. Box 1445, Editor & Publisher.

KENTUCKY WEEKLY—job shop, county exclusive; '59 gross \$37,000, owner net over \$13,000, 3 in back, owner runs front. Good equipment. Fine growth record, special industrial situation assures good future. Owner leaving field for wider horizons. \$40,000, \$15,000 down to responsible party. Demonstrate financial competence in 1st letter. Box 1425, Editor & Publisher.

LOOKING FOR A COUPLE who wish to enter the weekly field. Owner will finance. Write, giving complete background, to Box 1413, Editor & Publisher.

MIDWEST EXCLUSIVE WEEKLY Growing Iowa city of 10,000. Grossing \$135,000. Netting \$18,000. Good plant. Excellent equipment. Most sell for personal reasons. Will sacrifice for \$90,000 with one third down. Broker. Box 1442, Editor & Publisher.

WEEKLY NEWSPAPER in fast growing Southeastern Michigan. Serving four townships, home village and two outlying villages. Easy access to major cities. Good equipment, building. Gross \$60,000, \$30,000 down, easy terms. Address Box 1426, Editor and Publisher.

Publications Wanted

NEWSPAPER WANTED
See Display Advertisement
On Page 45

TEXAS-OKLAHOMA, daily or weekly by individual. To \$50,000 down payment. Confidential. Box 1434, Editor & Publisher.

Back Issues Wanted

WANTED
EDITOR & PUBLISHER
YEARBOOKS

1948, 1949, 1951, 1952, and 1953

Copies of the E&P Yearbook (not Market Guides) for the above years, in good condition, wanted to complete research reference series. Please advise years available and asking price. SCRIPPS-HOWARD RESEARCH, 1124 Union Central Building, Cincinnati 2, Ohio.

ANNOUNCEMENTS

Personals

RALPH SHELTON, son of Cabell Shelton, late of Danville, Virginia, please contact promptly First National Bank of Danville, Virginia, concerning estate of late Laura Shelton Perkinson.

NEWSPAPER SERVICES

Features Wanted

WRITERS WANTED
for assigned articles. Department 7, 5228 Irvine Ave., N. Hollywood, Calif.

Syndicates-Features Wanted

WANTED: Established syndicate or top salesman to sell new, fast-growing column to dailies. Fortune Features, Huntly, Virginia.

Press Engineers

UPECO, INC.

Move—Erect—Anywhere . . .
Specializing in Newspaper Presses.
Duplex and Goss Flatbeds
Rotaries—Tubulars
Cylinders
Lyndhurst, N. J. Phone Geneva 8-3744
20 minutes from New York City

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON INC.
55-59 Frankfort Street
NEW YORK 38, N. Y.
BARELY 7-9775

Advertising Rates

CLASSIFIED

Line Rates EACH CONSECUTIVE
insertion

SITUATIONS WANTED (Payable with order) 4 times @ 55c per line each insertion; 3 times @ 70c; 2 @ 80c; 1 @ 95c. Add 25c for Box Service.

JOB APPLICANTS may have a supply of printed employment application forms by sending self-addressed 8c stamped envelope to E&P Classified Dept.

ALL OTHER CLASSIFICATIONS:
4 times @ \$1.00 per line each insertion;
3 times @ \$1.15; 2 times @ \$1.30; 1 time @ \$1.45 per line, 3 line minimum.
Add 25c for Box Service.

\$1.00 SERVICE CHARGE FOR AIRMAIL

DEADLINE FOR CLASSIFIED ADVERTISING, Wednesday, 4 p.m. Count 30 units per line, no abbreviations (add 1 line for box information.) Box holders' identities held in strict confidence. Replies mailed daily. Editor & Publisher reserves the right to edit all copy.

DISPLAY RATES

Agate	1	6	13	26	52
Lines	Time	Times	Times	Times	Times
564	\$510	\$430	\$405	\$370	\$330
282	290	240	228	210	190
141	165	140	128	123	110
70	105	95	84	72	66
35	62	54	48	45	40

Editor & Publisher

1700 Times Tower N. Y. 36, N. Y.
Phone BRyant 9-3052

E & P MACHINERY AND SUPPLIES SECTION

Superior results at moderate cost from classified ads.

Composing Room

L. & B. HEAVY DUTY Newspaper Turtles are in use all over the United States and foreign countries. "Ask the man who uses them." \$84.50 to \$97.50, none better at any price. Write for literature. L. & B. Sales Co., Box 560, Phones 27 and 96, Elkin, N. C. World's largest distributor of Newspaper Form Trucks.

MODELS C-4 and C-3 latest pedestal base intertype machines, with quadder, electric pot and AC motor. Printcraft Representatives, 37 Warren St., New York 7, N. Y.

Photoengraving

COMPLETE MODERN PHOTOENGRAVING plant for sale. Outstanding, equipment all in excellent condition. Includes powderless etching process. Can be seen in operation in Southern California. Priced for quick sale. Box 1112, Editor & Publisher.

ZINC LINE, halftones, \$1.60 six square inches. Newspaper page of cuts, \$30, minimum 10 pages per month; newspaper page of cuts matted, 60¢ each, minimum order 50 pages. Gallagher's Engravers, Box 115, Hazleton, Pennsylvania.

Press Room

DUPLEX TUBULAR
16 Page 2/1 Press

HOE SIMPLEX
24 Page with Color

GOSS UNITUBULAR
4 Units—16 Page

JOHN GRIFFITHS Co. Inc.
415 LEXINGTON AVENUE
NEW YORK 17, N. Y.

2 20 PAGE DUPLEX
TUBULAR PRESSES

2 to 1 Models—Twinned and Cross-associated—A.C. Drives, Comp. Stereo. Located: Lynn (Mass.) Telegram.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

EXCELLENT CONDITION

16-page DUPLEX TUBULAR PRESS 2 to 1 Model. C.W.-A.C. Drive, 2 portable color fountains. Complete Stereotyping equipment except scorcher. Mat Roller and 20 chases. Running 9-column paper 34" wide with 22 1/2" cutoff. Available in May. Priced reasonable at \$62,500.

MEDFORD MAIL TRIBUNE—
MEDFORD OREGON

SCOTT PRESS 21 1/2"

6 Units—Double Folder—2 D.C. Press Drives—on Substructure with 3 Arm Reels or End Fed. Will Sell all or part. Priced attractively with 6 months for removal. Located: Chicago-American.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

64 PAGE GOSS, 4 units bottom fed, double folder 23-9/16" cut-off. Conveyor, controls, 75 HP-AC, C-W drive, ink tank, 2 son pot and pony auto plate. See now in daily operator. V. L. Debolt or E. M. Cole, The Odessa American, Odessa, Texas.

80

Press Room

DUPLEX 8-page, standard tubular deck with long side frames, upper former, 2 to 1 model. Available Now.

GOSS 2-units, arch type, double folder, 22 1/2" cut-off, color hump, reverse cylinder, end feed, 50 H.P. AC, C-W drive, 2-CAPCO fountains. Available Now.

DUPLEX 16-page, standard tubular, 2 to 1 model, 40 H.P. AC, C-W drive, 2-color fountains, complete stereotype, mat roller. Available June.

GOSS 3-units, arch type, double folder, 22 1/2" cut-off, color hump, reverse cylinder, end feed, 75 H.P. AC, C-W drive, 3-CAPCO fountains. Available Now.

DUPLEX 24-page, standard tubular, 2 to 1 model, 50 H.P. AC, G.E. drive, 2-color fountains, complete stereotype. Available Now.

GOSS 8-page, flat bed, web fed press, Comet No. 129, with 7 1/2 H.P. AC, drive and controller. Available May.

LOYAL S. DIXON CO.

"Newspaper Press Erectors"
11164 Saticoy St. Sun Valley, Calif.
POplar 5-0610 TRIangle 7-3871

COLOR!!!!
3 UNIT HOE

with 1 color cylinder and 3 Pancoast Color Couples—Double Folder—22 1/2" — on Substructure — with Reels and Fasters—A.C.-Drive—Located: Florida.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

Goss 4 and 5 unit presses, roll arms each end of press, one on substructure with 2 color cylinders, 22 1/2" cut-off. AC drives.

Two Scott Units with color cylinders can be used with any press with 22 1/2" cut-off.

GEORGE C. OXFORD

Box 903 Boise, Idaho

24 PAGE DUPLEX
TUBULAR PRESS

2 to 1 Model—Double Folder A.C. Drive—Complete Stereo including Mat Roller. Located: Kentucky.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

Make Offer—All or Part

MULTI-UNIT SCOTT PRESSES
Available Immediately

Angle bar newspaper presses with 22 1/2 inch cut-off. Operate up to 40,000 copies per hour. 6 arch type units, 2 folders, 2 color cylinders, portable color fountains. Presses recently overhauled. Complete stereotype equipment. Double-truck casting box. EXCELLENT OPERATING CONDITION.

San Francisco Shopping News
861 Howard Street
San Francisco, California

8 PAGE FLATBEDS

2—Duplex Models AB—Located:
N. Carolina—Salt Lake City.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

Press Room

12-PAGE DUPLEX TUBULAR Deck
Type
Color reverses—Aux. Fountains—All stereo

Duplex Tubular Units
16-Page Duplex Tubular—All stereo
16-32 Hoe with 1/4 Folder—All stereo
16-32 Hoe with color rolls—Stereo optional.
Model E Duplex
Goss Cox-O-Type
Model AB Duplex

Mat Rollers:
R. Hoe Monarch II
Scott Heavy Duty
Duplex Tubular
Goss 45 C
R. Hoe Light
Monomelt Plane-O-Plate—Extra Knife
Stereo Chases—All sizes
8-Col. Casting Boxes
R. Hoe Plate Finisher 22 1/2"
Wood Pony Autoplate 21 1/2"
Tubular Router
Tubular Vacuum Box
Turtles
6', 8' 10' 12' Steel Stones.
Sta-Hi Scorcher

UPECO, INC.

"20 minutes from Times Square"
750 Valleybrook Ave., Lyndhurst, N. J.
GENeva 8-3744

GOSS, STRAIGHTLINE, 3-deck, 24-page press, Main Drive Motor and Spare, Inching motor, Spare Rollers, with Grids and Control Panel, wired for 220 Volt AC. Includes the following Stereotype equipment: Hand box for curved Plate casting, tail cutter and rib shaver, with spare 5 HP motor for either machine, water cooling tank for Plates, Mat roller and 24 Steel chases. Press is 23-9/16" Cutoff, 7/16" plates. Also included if desired is pump and spout for pouring curved plates. All will be available on or about September 30, 1960. Sample papers will be mailed on request. Press is currently in operation daily, and will be sold as is, where is. Price: \$27,500 at Gardner Cowles-owned News Tribune, Fort Pierce, Florida. Contact John R. Harrison.

16 PAGE DUPLEX
TUBULAR PRESS

2 to 1 Model—A.C. Drive—Stereo. Located: San Diego. Available March.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

CHIPPING BLOCKS all size diameter. 36" Kemp Metal pot. Metal pots all sizes. Curved Plate Routers. A C motor press drives all sizes. Unitubular and Tubular roll arms. Roll arms for semi-plate units. Quarter-page-folders. Geo. Oxford, Box 903, Boise, Idaho

8-PAGE FLAT BED Duplex. Excellent condition. Completely overhauled 1958. Variable Speed Motor, 24 Chases, using 65" Roll. Available Now. La Habra Star, La Habra, California.

24 PAGE DUPLEX
TUBULAR PRESS

Delivered new 1948-1953 Full Color Flexibility — Complete Stereo — A.C. Drive. Located: Texas.

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

THREE UNIT HOE press from Philadelphia Bulletin, 22 1/2", double folder, auto inking, roll arms, drive, control panel. Same Bulletin units installed throughout country. Save thousands because price includes crating. Available now in Philadelphia, Sun, Walnut Creek, California.

Press Room

SCOTT PRESSES—22 3/4"

5 Identical Octuple Presses

Each Press consists of 4 Steel Cylinders, Roller Bearing Units with 1 Unit Reversible and 1 Color Cylinder, Heavy Duty 3 to 2 Double Folders with Call Conveyors, 3 Arm Reels and Automatic Tensions, Trackage and Turntable, Steel Floor Decking, Color Fountain. Located: Boston Herald-Traveler.

BEN SHULMAN ASSOCIATES

60 E. 42 St New York 17 OXford 7-4590

Duplex model E
Duplex model AB
Model 8 Linotype—Fan type
Model 8 Linotype—42 em, #49800
Intertype model C, gas pot
Intertype model C (late style) with quadder
Ludlow 22 1/2 ems with gas pot, 32 fonts of mats (send for list)
Lanston Monotype Thompson caster, 5 years old with assorted molds
320 Vandercook, size 20x27, reproduction proof press
Hill-Curtis full page saw
Hoe full page stereotype saw
57" Seybold 10Z power cutter
Stones, galleys and type cabinets

APEX PRINTING MACHINERY

CO., INC.
210 Elizabeth St.
New York 12, N. Y. Worth 6-0070

Stereotype

GOOD USED STEEL Stereo Chases, 8-9 columns \$29.75 each. Send your specifications to W. N. Kueneman, 908 High St., Grinnell, Iowa.

MAKE US AN OFFER. Five ton used Duplex Stereotype Pot with burners, gas fired brick lined 70 inches by 45 by 49, available April first. Condition good. Box 1329, Editor & Publisher.

Wanted to Buy

NEWSPAPER PRESSES
COMPLETE PLANTS
MAT ROLLERS
STEREO EQUIPMENT

BEN SHULMAN ASSOCIATES
60 E. 42 St New York 17 OXford 7-4590

NEWSPAPER EQUIPMENT

NEWSPAPER PRESSES
TYPESETTING MACHINES
TELETYPESETTER EQUIPMENT
Ludlows—Elrods—Mat Rollers
COMPLETE PLANTS

INLAND NEWSPAPER

SUPPLY COMPANY
422 West 8th Kansas City 5, Mo.

Linotypes—Interotypes—Ludlows
PRINTCRAFT REPRESENTATIVES
186 Church St. New York 7, N. Y.

WANTED: 8-page Duplex or Goss flat bed. Advise serial No. and when available. Northern Machine Works, 200 N. 4th St., Phila. 6, Pa.

DUPLEX - TUBULAR PRESS with stereo equipment: Want cash bargain; also want tow-motor with roll-clamp. Box 1224, Editor & Publisher.

WANTED TO BUY, a used Speedmaster Addressing Machine in good condition. Lutheran Homes, Muscatine, Iowa.

It is
NOT ADVISABLE
to send bulky packages or original material to E & P box numbers!

EDITOR & PUBLISHER for April 2, 1960

EMPLOYMENT OPPORTUNITIES

A national guide to positions in publishing and related fields.

Administrative

YOUNG MAN or COUPLE to edit, manage California weekly. Would consider profit-sharing arrangement. Box 1206, Editor & Publisher.

CREDIT MANAGER

Responsible for investigation, analysis of financial position, and approval of credit. Supervise collection activities. Immediate opening. Progressive South Florida daily. Write complete resume and income desired to Box 1428, Editor & Publisher.

Artists—Cartoonists

LAYOUT AND FINISH artist. Pacific Coast daily, 200,000 circulation. Complete background, first letter. Confidential. Salary \$100 to \$125 a week. Many employe benefits. Ideal climate. Box 1216, Editor & Publisher.

WANTED commercial artist to take charge of art and idea department of a newspaper. Four employe in department. Box 1243, Editor & Publisher.

ART DIRECTOR

Challenging opportunity for highly-qualified man capable of directing all phases of editorial, promotion, advertising art work for major metropolitan newspaper. Write giving personal and work history. Box 1430, Editor & Publisher.

Circulation

CIRCULATION MANAGER for ABC weeklies. We need aggressive self-starter who is not a chair-borne executive. Hard work will result in above average earnings. Publisher will give full cooperation. Write giving age, experience and salary requirements. Box 1188, Editor & Publisher.

FIELD SUPERVISOR with successful circulation building record. Start \$6,250. Salary and car expense plus bonus, benefits. Chart Area 11. Box 1302, Editor & Publisher.

Classified Advertising

CLASSIFIED SALESMAN for metropolitan Morning, Evening, Sunday daily Chart Area 1. Want experienced man, strong on account control, copy and creative selling. Service existing accounts, sell and keep new ones. Many company benefits. Excellent future for the right man. State education, experience, and salary desired. Box 1246, Editor & Publisher.

SOUTHEAST FLORIDA

Salesman experienced in selling and layout of classified display for progressive daily. Salary plus commission. Prefer young family man for permanent position starting April 18. Write complete resume and income desired to Box 1322, Editor & Publisher.

WANTED YOUNG MAN with classified experience to head department on a Wisconsin newspaper. One able to build up department in every respect. Fine place to live and raise a family. State age, experience and beginning salary expected. Write Box 1332, Editor & Publisher.

Display Advertising

OUTSTANDING semi-weekly in 26 million dollar Carolina coastal market has superior opportunity for an ad manager capable of leading and directing staff of two. Replies confidential. Send brief resume to Box 1113, Editor & Publisher.

AGGRESSIVE OHIO DAILY is looking for a top-notch salesman, presently employed in Chart Areas 2 & 6. The man we want must be a self-starter and settle for no less than success, write compelling copy, and know how to sell. Excellent opportunity offered, good starting salary. Confidential. Box 1301, Editor & Publisher.

Display Advertising

DISPLAY ADVERTISING MANAGER. Prize winning, young California five-day evening daily in booming area needs manager for April 1 opening. Now three man department—growing rapidly. Top salaries plus commission on growth. Rush complete references and resume in first letter. Box 1342, Editor & Publisher.

LOCAL DISPLAY SALESMAN: San Francisco Suburban Daily Needs Experienced Retail Salesman Immediately. Guild Scale and Bonus. Excellent Benefits. Send Resume and References To Box 1336, Editor and Publisher.

NEWSPAPER SPACE SALESMAN needed immediately. Must be experienced and eager to improve and advance himself with a growing company. Write, phone or wire Donald J. Clifford, The Star, Oneonta, New York.

YOUNG, experienced display advertising salesman. Must be strong on selling and layout. Excellent working conditions, congenial staff.

20,000 daily and growing. YOU can grow with us. Chart Area 6. Give complete resume and references in first letter. Write Box 1339, Editor & Publisher.

ADVERTISING SALESMAN for community newspaper group. Prefer married man 30 to 40. Excellent opportunity for experienced man strong in sales and layout. Good starting salary plus car allowance. Send resume, George Newton, Bee-Messenger, 10910 South Main Street, Los Angeles 61, California.

ADVERTISING SALESMAN for Mid-Hudson Valley's largest weekly. Newspaper experience a must. Good salary, opportunity. Write, giving full details to The Citizen Herald, Walden, New York.

DISPLAY ADVERTISING SALESMAN

For large group of long established community newspapers. Experience necessary. Tremendous earning potential. Must be aggressive, imaginative. Opening available after May 1. Write J. L. Perstl, Chicago North Side Newspapers, 7519 N. Ashland Ave., Chicago 26, Illinois.

IF YOU'RE a young salesman, competent with layout and copy but especially in love with selling, there's a fine opportunity with a strong, growing Chart Area 6 afternoon daily. Congenial, professional staff, modern plant, prosperous one paper community. Liberal starting pay, merit raises. Advancement matching ability and initiative. Write education, experience, background to Box 1418, Editor & Publisher.

OPPORTUNITY ad-field leader. Creative assistant to publisher for promotional, new business, growth supplements. Salary sharing \$100 to \$500 weekly metropolitan Chart Area six. Permanent. Box 1405, Editor & Publisher.

RETAIL ADVERTISING SALESMAN

To service and sell established accounts and develop new business for publisher of large metropolitan daily and Sunday newspapers in Chart Area 3. Offer good salary and bonus, excellent benefits, including life, hospitalization and pension plans. Want man who has had experience in retail advertising sales. Our staff knows of this ad. Write giving qualifications to Box 1449, Editor & Publisher.

SPECIAL:

ANPA CONVENTION CLASSIFIED ADVERTISING INTRODUCTORY OFFER . . .

15% OFF REGULAR RATES*

- TO BUY OR SELL NEWSPAPER PROPERTIES
- TO HIRE NEWSPAPER OR P. R. HELP
- TO BUY OR SELL MACHINERY OR EQUIPMENT
- TO FIND A NEW JOB . . .

USE EDITOR & PUBLISHER'S CLASSIFIED ADVERTISING PAGES "Market Place for the Newspaper Industry"

* All ads ordered with this savings coupon for four insertions will appear one week before the convention, in the Pre-Convention "Bulldog" Issue (April 23); the important Convention Issue (distributed at the convention April 28), and the May 7 issue.

SITUATIONS WANTED ADS ONLY
PER LINE EACH INSERTION

47¢

ALL OTHER CLASSIFICATIONS ONLY
PER LINE EACH INSERTION

85¢

Mail your order today. Deadline April 13.

SPECIAL SAVINGS COUPON

Editor & Publisher
Classified Department
1475 Broadway, New York 36, New York

Please insert my classified ad for 4 insertions at the special rate of ¢ per line per insertion in the April 16, 23, 30, and May 7 issues.

CLASSIFICATION:

COPY:

Assign a box number and mail my replies daily!

ACCOUNT OF:

NAME

ADDRESS

CITY, STATE

AUTHORIZED BY

(For Situations Wanted Ads, Kindly enclose remittance with order)

HELP WANTED

Display Advertising

EXPERIENCED ADVERTISING SALESMAN to become a vital part of 7 man staff. Salary and bonus and many other advantages. Write Dick Day, Tallahassee Democrat, Tallahassee, Florida.

Editorial

COPYREADER, experienced; top pay Midwest afternoon metropolitan; pension and other benefits. Box 1241, Editor & Publisher.

BEGINNING REPORTERS—Male and Female. Jobs available from Coast to Coast. Send resumes, location preference, availability date. Contact: Bill McKee, BIRCH PERSONNEL, 67 E. Madison St., Chicago 2, Illinois. CE 6-5670.

DESKMAN — To handle wire, make up general news section of 15,000-circulation award-winning daily in competitive and growing Heartland area. Include all details first application. E. G. Greening, News-Dispatch, Michigan City, Indiana.

EDITORIAL LAYOUT ARTIST for Sunday Roto Magazine. Must be experienced. Give full details first letter. Reply to Box 1313, Editor & Publisher.

NEWS EDITOR for morning daily in expanding Western area. Good pay. Daily Rocket, Rock Springs, Wyoming.

REPORTER—Medium-size daily, Chart Area 4. Minimum three years' experience. Demands high. Box 1335, Editor & Publisher.

YOUNG MAN: If you are a real newsman, competent with both writing and pictures, there is a fine career awaiting you with prize winning Illinois daily. Pleasant working, living conditions in growing, prosperous, friendly city. Liberal starting pay, profit sharing, free insurance, merit raises, increasing responsibility and reward. Write details training, experience to Box 1305, Editor & Publisher, and personal interview will be arranged.

REPORTER — one or two years of experience to cover police and court beats on afternoon daily—approximately 19,000 circulation. Hours 7:30 a.m. to 1:30 p.m.—good salary. James A. Hodges, City Editor, The Daily Advance, Lynchburg, Virginia.

YOUNG REPORTER

for an aggressive afternoon daily (17,000) which emphasizes news, features, good local pictures. Must have had at least two years' newspaper experience, be between ages 21 and 30 inclusive, and be able to write terse, accurate copy. For general news position. College graduate desired but not necessary. Excellent working conditions. Modern plant. Start at \$75, or higher if experience and ability justify. Six-day week. Free hospitalization and life insurance. Pension plan. Merit raises. In city 30,000 population, county seat, home of University of Virginia. Send full information, and clips to Lindsay Mount, Managing Editor, The Daily Progress, Charlottesville, Va.

CAN YOU WRITE HEADS?—Piqua, Ohio, Daily Call (circulation 10,000) has immediate opening for wire editor. Prefer experienced man; will train right applicant. Write Tom Barnett, News Editor.

DESKMAN—WE OFFER a solid position with a secure future for an experienced and capable deskman. Good wages and top benefits; allowance for moving expenses. Morning paper in Chart Area 322. Write, giving full particulars, to Box 1411, Editor & Publisher. All replies confidential.

IMMEDIATE opening for editor for large weekly. Contact H. Borwick, Evening News, Monticello, New York.

NEWS EDITOR for top-notch ABC weekly in Chart Area 6. Good reporter who can handle camera, heads and layout. Pay is better than average for a better-than-average man. Box 1441, Editor & Publisher.

HELP WANTED

Editorial

OPENING in our Editorial Department for an experienced reporter who has the ability and desire for immediate promotion. Send complete resume to Box 1403, Editor & Publisher.

SCIENCE EDITOR wanted by publisher of leading encyclopedia for school and family use. Must have basic understanding of his field, and the professional ability to write for the layman. Copy editing experience valuable. Expanding staff offers room for advancement. Excellent salary, profit-sharing, group insurance, modern Chicago offices. Send complete resume to Box 1437, Editor & Publisher.

SEASONED CITY EDITOR for medium daily, Chart Area 1, fine organization. Permanence important. Box 1422, Editor & Publisher.

SEEK EXPERIENCED newsmen, acquainted with all general reporting phases, to assume positions with excellent future on established, yet dynamic, Chicago West suburban weeklies. Send complete resume, with salary requirements, present salary and duties, to F. G. Tuttle, Jr., Citizen Publishing Corp., LaGrange, Illinois.

SMALL, aggressive Chart Area 4 afternoon paper has job for young man who can handle wire, localize it, write heads, do makeup, and some rewrites. Box 1404, Editor & Publisher.

SOCIETY REPORTER for women's department general assignment work on Midwest daily in 60,000 class. Excellent working conditions. Write Box 1435, Editor & Publisher.

SPORTS EDITOR for six day ABC daily in city of 25,000. One man department, knowledge of camera and dark room desired. State salary expected, full particulars. Job open now. Chart Area 9. Box 1431, Editor & Publisher.

TELEGRAPH EDITOR for 18,000 circulation morning newspaper in 100,000 population area. Excellent working conditions and benefits. Life insurance and profit sharing programs. Chart Area 2. Send details. Box 1412, Editor & Publisher.

TELEGRAPH EDITOR wanted five day forty hour week. East coast beach area. Excellent swimming, hunting, water sports. Fine climate. Box 1406, Editor & Publisher.

UNCONVENTIONAL

Intelligent and vigorous stylist, with broad general knowledge and flair for words, to write and edit spritely commentary, perceptive profiles and pungent features. Wry cracker-barrel sophisticate who sees humanity, places and problems with fresh fascination and wonder. Sympathetic, imaginative needle-nose to probe deeply, breathe sparks into myriad situations with whimsical élan. One of best local magazines in U. S. English major top quarter class preferred. Age doesn't matter, mature judgment does. Box 1400, Editor & Publisher.

WANT TO TRADE?

Will trade excellent working conditions, adequate pay and fringes, and a job on a good newspaper for the following: Good news sense, energy, earnest desire to be a good newsman. Experience doesn't matter; only talent counts. Openings city beat, sports. Pleasant, growing Southern city. Interested? File resume, references to Box 1416, Editor & Publisher.

YOUNG WOMAN to work on one of nation's top employee publications; must have newspaper experience, strong on features. J-School grad preferred. Send brief resume to Box 1419, Editor & Publisher.

HELP WANTED

Free Lance

FREE LANCERS! Sell your photos to the huge house organ market. 4,000 company magazines buy. Payment from \$10 to \$100 for single pictures and captions. Free information. Gebbie Press Pictures, 151 W. 48th, N.Y.C.

Mechanical

PRODUCTION MANAGER

Daily morning newspaper of 22,000 circulation in Chart Area 6 is interested in hiring an experienced man to direct composing, stereotype, and press operations. Technical knowledge and ability to get along with others of prime importance. Permanent opportunity with growing newspaper in exceptional community is offered right man. Write Box 1303, Editor & Publisher.

Photoengraving

PHOTOGRAPHERS—Black and white and color. Newspaper photoengraving plant Southeastern Pennsylvania. Box 1211, Editor & Publisher.

Promotion—Public Relations

MANAGERS for branch public relations offices in upstate New York and in Midwest university cities. College fraternity-background candidates preferred. Send full resume. Box 1436, Editor & Publisher.

INSTRUCTION

Linotype School

OHIO LINOTYPE SCHOOL
LOGAN 4, OHIO
Linotype, Intertype Instruction
Free Information

SITUATIONS WANTED

The employer's guide . . . from trainee to executive personnel.

Administrative

BUSINESS-ADVERTISING MANAGER in early 50's. Wide experience small and medium dailies. Capable, conscientious, aggressive. Solid builder. References. Box 1130, Editor & Publisher.

PUBLISHER, general manager 3 California daily newspaper group, available due to ownership change either on investment or management basis. 10 year record in one group will stand closest scrutiny. Highest of professional and community references validate profit making, prize winning history of operations. Interview anywhere serious proposition warrants. Box 1138, Editor & Publisher.

PRODUCTION ENGINEER

(under 40) with multi-plant operation, wishes to utilize shirt sleeve and executive background in one plant. Production or general management. 11 years production administration, maintenance, new process, quality and cost control, engineering, 5, 6, 7, 15 code tape automation, purchasing, scheduling, budgeting, and labor relations. Resume prepared. Box 1320, Editor & Publisher.

GENERAL MANAGER and editor, qualified, capable, experienced. Wants West coast location with good, small daily. Box 1408, Editor & Publisher.

Circulation

CIRCULATION MANAGER now employed, desires change. Excellent background and experience on competitive and combination papers. Ready for final move to position which offers sound future. 34 years of age, married Box 1128, Editor & Publisher.

INSTRUCTION

Classified Advertising

BOOST SALES IN CLASSIFIED

380 Newspapers Have Enrolled Salespeople and Executives in Parish Sales-Training Course in Classified Advertising

Special training provided by the Howard Parish Course in Classified Advertising shows Classified personnel how to square right up, to analyze and solve sales problems they daily encounter. Classified salespeople are expertly trained (at home—on THEIR own TIME) developed to increase their individual sales production and copy writing skill to get and keep more business.

The famed Parish Course (only one in existence) has proved since 1954 that it quickly, thoroughly, and successfully trains beginners—broaders and refreshes experienced personnel.

Put the Parish Course to work for you now to slash turnover, heighten job interest and satisfaction and develop professional pride—all while it helps you develop more Classified faster.

Enroll as many of your staff as you want to have these benefits NOW. Your only investment in this 20-session sales-boosting course is \$66 each. Send in the names now or write for descriptive brochure.

SCHOOL DIVISION OF HOWARD PARISH ASSOCIATES, INCORPORATED

Classified Advertising Development Services for Newspapers Since 1938
2900 N. W. 79th St., Miami 47, Florida
Oxford 1-8331

Circulation

CIRCULATION DIRECTOR, 13 years' successful background with organizational and promotional ability. Prefer HIGHLY COMPETITIVE situation where Home Delivery is essential. Will carefully plan and promote future circulation growth at cost-conscious level. Age 43, presently employed. Available immediate interview. Box 1135, Editor & Publisher.

CIRCULATION MANAGER: 36, married, sober. All phases: ABC, Little Merchant, promotion. Seeks reliable firm, sound future. \$125.00. Box 1409, Editor & Publisher.

EXPERIENCED in making small publisher money in circulation; know ABC and little merchant. Employed; will change; 7 to 10,000; Chart Areas 5, 6, 10. Write Box 1482, Editor & Publisher.

Dispatch-Production

QUALIFIED MAN with 30 years' newspaper production activity desires work in Dispatch-Production. Available only in Chart Areas 10, 11 or 12. Write 1301 N. 14th St., Boise, Idaho. Phone 3-8234.

Display Advertising

ADVERTISING MANAGER. Able, aggressive, 30 years' experience. Seeking permanent position 8,000 to 20,000 daily. Best references. Box 1131, Editor & Publisher.

SOUTHERN CALIFORNIA Display sales and service; 10 years' retail and 2 years' national experience. Excellent record and references. Married. College and ANPA trained. Box 1239, Editor & Publisher.

EDITOR & PUBLISHER for April 2, 1960

SITUATIONS WANTED

Display Advertising

AD EXECUTIVE on daily in large metro market seeks responsibility with stable, well managed newspaper. Offer 11 years' retail and national newspaper, representative and large agency copy experience. Produced 16% sales gain in national last year. Four years' present management position. 34, family, university grad, military service. Prefer smaller community. Write Box 1249, Editor & Publisher.

DISPLAY ADVERTISING MANAGER (43), family man, no liquor, wishes to relocate in San Francisco Bay Area or Chart Area 9, 5 or 4 on or near Gulf Coast. 14 years' experience large and small dailies and weeklies. Almost unparalleled sales record. Started on Veterans Training Program. Completed 24 Month course in 6 months due to outstanding sales record. Know how to promote new accounts, increase liaison from active accounts, make salesmen more productive and make them like it. Can provide excellent references. Available after June 4 or sooner if necessary. Box 1237, Editor & Publisher.

AVAILABLE IMMEDIATELY retail advertising manager 20 years' experience. Want to relocate to mid-South, preferably the Carolinas or Virginia. Top flight experiences and references. Write Box 1317, Editor & Publisher.

SALESMAN, 30, Vet., college, family, 5 years' experience, 3 as manager. Chart Areas 3 or 4. Desire 10 to 25,000 daily. Box 1423, Editor & Publisher.

WANTED—opportunity to learn Advertising and News Department. Can pull own weight in other departments. Box 1438, Editor & Publisher.

Editorial

EDITOR, experience, maturity to produce quality daily, weekly or trade paper. Brief needs, salary. Box 1110, Editor & Publisher.

EDITORIAL POSITION wanted by serious worker with trade publication and professional association editing background, newspaper experience. Has also handled convention, Public Relations, releases, brochures, printing. Good photographer. Seeks relocate for solid publisher or industry with fluid thinking. Box 1120, Editor & Publisher.

OVERSEAS—Man, 31, single, with newspaper, magazine, photography, public relations and investigative experience in this country and Germany, seeks permanent job in Europe. Box 1119, Editor & Publisher.

ACHTUNG! REGARDEZ!

Widely traveled J-irrad just released from military seeks copy desk position metropolitan or medium-sized newspaper. Two years' professional experience. Box 1234, Editor & Publisher.

CONSERVATIVE EDITOR, seeks top or assistant's job medium daily, 16-year professional. Can train staff all editorial phases. Pacific region. Box 1236, Editor & Publisher.

EDITOR—associate editor trade magazine. Entire job. Write, layouts, production. Industry, merchandising background. \$7-8000. New York. Box 1213, Editor & Publisher.

EXPERIENCED NEWSMAN, with 15 years' solid background as reporter, rewrites man and copy editor, now employed, seeks new assignment in Chart Area 6. Married, college graduate, two children. Box 1207, Editor & Publisher.

REPORTER-NEWSCASTER — competent news editor and feature writer, professional air delivery, 8 years' radio-newspaper experience, college, best references, car, interested in radio and TV news work. Box 1202, Editor & Publisher.

MANAGING EDITOR Proven circulation builder seeks change to West or Southwest. Solid background on leading dailies. Strong on personnel. Box 1203, Editor & Publisher.

SITUATIONS WANTED

Editorial

YOUNG MAN 25, experienced magazine writing, book publishing, college newspaper, desires position as reporter for daily or weekly newspaper. Box 1214, Editor & Publisher.

ABLE DESKMAN, Managing Editor small daily. Seeks post medium or larger California paper. Box 1318, Editor & Publisher.

ALERT, RELIABLE, experienced editor wishes to make change from daily to weekly field, preferably in Southwest, with ultimate investment good possibility. Box 1315, Editor & Publisher.

EDITORS & REPORTERS

National clearing house for competent personnel coast-to-coast at no charge to employer. Phone, Write or Wire HEADLINE PERSONNEL (Agency) 6 E. 46 St., New York, OXford 7-6723

CAREER MAN, 29, 4 1/2 years' desk-makeup, one year reporter. Knows camera. Excellent book reviewer. Seeks challenge. Prefer Dixie. Box 1324, Editor & Publisher.

COST-CUTTING, prize-winning managing editor, 35, seeks similar post 15-30,000 daily, responsible job larger paper. Emphasis on local coverage. Available ANPA interview. Top references. Box 1327, Editor & Publisher.

FEATURE WRITER-REPORTER seeks position on small-medium Southern daily or weekly. Single, 22, college background, experienced, available June 1. Box 1319, Editor & Publisher.

MANAGING EDITOR, small daily, seeks position on larger California paper. Paper recent awards winner. College, references. Write Box 1333, Editor & Publisher.

NEWSMAN, experienced city room, telegraph, rewrite. Missouri grad. SDX —35—Will travel. Box 1311, Editor & Publisher.

OUTDOOR EDITOR

Expert on guns, bows, boats, hunting and fishing. Seven years editor INS-UPI East and Midwest. Successful national writer-photographer. Top references. Box 1309, Editor & Publisher.

RECENT VET, Editor-Reporter, seeks desk on progressive paper anywhere. 25, B.A., single. Box 1341, Editor & Publisher.

REPORTER — seeks stimulating spot on established or growing daily in Chart Area 1 or 2. Tough assignments my raison-d'etre. Single, vet, 25, college. Available for interview at A.N.P.A. Convention. Box 1340, Editor & Publisher.

SPARK

is what young editor wants to give Chart Area 2 daily—bright copy, smart layout, edits with impact, depth reporting, heads that fit, shine and tell the story. Fond of good English, right syntax. Box 1331, Editor & Publisher.

WASHINGTON

Versatile, editorial man, 40. Well-educated; employed, \$8,500. Integrity, experience, responsibility. Knows way around. Box 1307, Editor & Publisher.

ALL-AROUND MAN — Eight years, mostly on medium-sized dailies. Now on Midwest metropolitan. Experienced on telegraph, news desks, all reporting, have written editorials and column. Top references. Single, 32, AB degree. Go anywhere. Box 1446, Editor & Publisher.

AMUSEMENTS EDITOR and drama critic, 38, on same metropolitan paper 18 years, now editing week-end TV tabloid. Awards for feature writing, page one layout. Box 1424, Editor & Publisher.

EDITOR OR EXECUTIVE EDITOR with distinguished background of 30 years' newspaper and press association work. Gilt-edged references. Available on month's notice. Salary \$12,000 up. Box 1401, Editor & Publisher.

SITUATIONS WANTED

Editorial

COLLEGE and Army experience as reporter and photographer. Want to report professionally. Location unimportant. Box 1407, Editor & Publisher.

EXPERIENCED DESKMAN, now employed, wants desk job on Southeast afternoon daily. Family man. Box 1417, Editor & Publisher.

EXPERIENCED REPORTER, college grad, vet, accurate, versatile writer, desires job on medium sized or large daily, samples, photo. Box 1414, Editor & Publisher.

FEATURE WRITING — Reporter on small daily wishes to write feature stories. Box 1443, Editor & Publisher.

IMAGINATIVE feature writer, 32, with family, wishes to leave 15,000-class daily for large daily in Chart Area 6 or 2. Is columnist, cartoonist. Cited in feature competition. Needs \$135 per week. Box 1448, Editor & Publisher.

J-GRAD, young woman, year's p.m. daily experience general reporting-features, wants New York City job. Available for interview late April—early May. Now employed. Box 1427, Editor & Publisher.

REPORTER, 17 years' police-city hall-sports features on metropolitan—small city papers, seeks place to put roots down. Sober, no floater. Wire and copy desk experience but prefer beat. Relocate anywhere wage justifies. Available at once. Box 1447, Editor & Publisher.

SPORTS EDITOR, 12 years' experience. Skilled reliable, capable. College grad, family. Box 1429, Editor & Publisher.

TOP-NOTCH REPORTER with over 25 years' AP and newspaper experience, now in high public relations position, eager to return to news-writing. Specialty government and politics. Prefer South. Box 1402, Editor & Publisher.

VACATION REPLACEMENT

J-U. Miami senior, 25, vet; 4 years' reporter on college, local papers in U.S. features, sports seeks summer job on daily. Realistic wage. Box 1420, Editor & Publisher.

WOMEN'S EDITOR-WRITER, 28, six years' experience trade and consumer publications. Proficient writer. Wide background, editing, make-up, layout, production. Desire Midwest location. Box 1421, Editor & Publisher.

Mechanical

PRODUCTION CONSCIOUS composing superintendent or production manager available. Familiar all new processes. References, the best. Box 1107, Editor & Publisher.

SITUATIONS WANTED

Mechanical

PRODUCTION MANAGER

Box 1444, Editor & Publisher.

SKILLED MACHINIST AND OPERATOR seeks situation with New York or New England weekly or daily. Presently employed by Army overseas but available June 1. Competent head-letter and ad machines, TTS. Machine overhaul. Some make-up, ad layout, press room, photography. Young, family, preferring permanent location in smaller community. Will send photo, resume and references. Box 1410, Editor & Publisher.

Photography

PHOTOGRAPHER for award-winning bi-weekly seeks full-time slot with photo-conscious daily. Have spot news and police shots, plus a mass of references. Married, veteran and will send clippings. Write Joe Anderson, c/o CALUMET INDEX, 11242 Michigan Avenue, Chicago 28, Illinois.

Promotion—Public Relations

AMBITIOUS MAN, 30, broad experience in Public Relations, Advertising, Sales Promotion, Editing, seeks responsible position update New York industry. Box 1325, Editor & Publisher.

NEWS EDITOR OF METROPOLITAN daily, 48, seeks public relations position on policy level. Long promotion, magazine, publicity, house organ, script experience. Box 1337, Editor and Publisher.

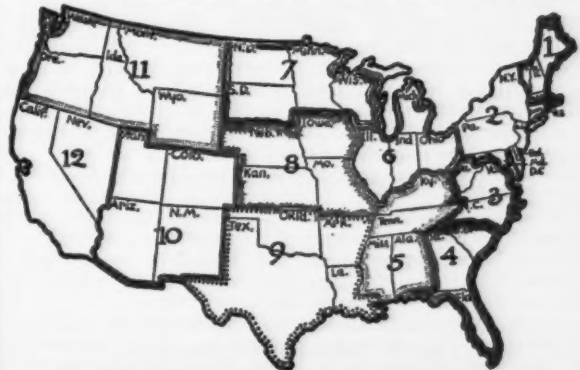
PUBLIC RELATIONS—We have hundreds of publicity, public relations and employee communications people on file. Send us your job specs. We'll send you resumes to match. Contact: Bill McKee, BIRCH PERSONNEL, 67 E. Madison St., Chicago 2, Illinois. CE 6-5670.

FULLY QUALIFIED in ALL phases of promotion and public relations from laying out ads to planning, publicizing and running events. Now on Eastern metropolitan daily. 35, single, creative and competent. Box 1409, Editor & Publisher.

HARLEM EDITOR, 5 years' weekly experience. Midwest J-grad seeks publicity or public relations post near New York City. Box 1440, Editor & Publisher.

PROMOTION MANAGER on small daily ready to move up. Creative, versatile, professional in every respect. Proven record of accomplishment. Young (34) family man, will relocate anywhere for opportunity. Box 1415, Editor & Publisher.

EDITOR AND PUBLISHER'S CHART AREA



Use CHART AREA Number in Ad Copy for showing LOCATION without IDENTIFICATION

Shop Talk at Thirty

By Robert U. Brown

Changing Reader Interests

Are newspaper readers' interests changing?

Are young people of college age becoming more serious in their studies and life in general and therefore more demanding in their approach to the news?

Are newspapers keeping up with the times by producing a more serious and intellectual product?

The first two questions were answered affirmatively and the third was left unanswered by two newspaper publishers when we discussed the matter at the Inland Daily Press Association in Chicago a month ago. (E&P, Feb. 27, page 72.) Both publishers have daily newspapers in midwestern college towns and are in a position to see the changes among student attitudes.

We asked one of them if he would put down his thoughts on this subject in more detail. We feel they may stimulate more self-appraisal by other editors and publishers.

The following report was written by Stewart Riley, publisher of the *Bedford* (Ind.) *Daily Times-Mail* and the *Bloomington* (Ind.) *Herald-Telephone*. Mr. Riley has been a member of the board of trustees of Indiana University at Bloomington for the past three years.

Everyone who edits or publishes a newspaper has often asked himself "Does our newspaper truly provide for the wants and needs of our readers?" Since the gauging of reader interest is far from an exact science, and since the matter differs widely from one community to another, the topic will continue to be a favorite for convention discussions. We predict that this topic will have more discussion in the future, and also that the newspaper of the future will be a much more serious and intellectual product than it is today.

One incident at the January meeting of the board of trustees of Indiana University prompted an inquiry into the changing habits and interests of students, and the result has been almost astounding. Dr. Samuel Braden, dean of undergraduate activities, said that a great many students had asked him to keep the library open longer hours

on Saturdays and Sundays, to permit more time for study. The trustees very quickly appropriated the necessary \$800 to satisfy this demand for the balance of the academic year.

Since Dean Braden knows far more about undergraduate interests than any other person on the Indiana campus, I asked him to give me some "Documentation" for this article. Following are his statements.

* * *

1. Wells Quad inaugurated this year a scholarship banquet each semester to honor high ranking students and dramatize the place of scholarship.

2. The Sophomore Class held a reception on 27 March honoring 30 students with the highest cumulative averages, and the 30 whose averages were most improved during the first semester. All the Deans were there to congratulate students from their schools.

3. The President of the Sophomore Class, with his cabinet member for Education, undertook to make educational emphasis the principal purpose of his class this year. He said he felt that unless it could stress serious scholarship, class government is on the way out.

4. The boys of Sigma Alpha Mu asked me to speak to them after dinner last month, and then pumped me with questions on the methods by which greater academic emphasis can be instilled in the classroom and the housing units.

5. Several student bodies were asked to make suggestions for topics to be discussed in my "State of the University" address for undergraduates on March 30. Suggested topics included: Why doesn't the University deny admission to students who have shown no serious interest in education? What can be done to get students to do more work on their own? What has been the effect of the upsurge of interest in science and foreign language on the University's curriculum?

6. I made a rough count of the number of students at recent lectures on Russian foreign policy, and Ancient Greek concepts of Society. At the former there were about 180 students out of 275 people, and at the latter about 90 out of 150. In both cases the audience was much

THE FOURTH ESTATE

By Trent



"FYI, I'm going with you to BOTH conventions!"

larger than expected, and in the latter case the group had to be moved to a larger room.

7. The very fact that enrollment in the College of Arts and Sciences in the last two years has been growing faster than enrollment in the whole University shows an increase in seriousness of purpose. The requirements of foreign language, science, social science, and humanities tend to discourage the casual student. The introduction of junior comprehensives has tended to do the same in the Business School.

Equally close to the students at Indiana University as Dean Braden is Dean Robert Shaffer. He too wrote some concrete examples of this changing student attitude, with greater stress on academic activity and less on the extra-curricular side of social and athletic events.

1. The students in the Resi-

dence Halls have requested prefabricated study halls in each Center. Frequently, funds designated for social purposes have been tapped by student government to help meet the increased costs involved in meeting this request. In addition, libraries are being developed in each Center which use vending machine profits to buy reference materials so that widely needed source books will be available close at hand.

2. "Language tables," originally staff organized, have spread to many housing units through student interest. This plan gives students studying a particular language the opportunity to eat together and converse in the tongue being studied. Frequently, professors from the Language Departments are invited as guests.

3. The Union, generally thought to be the center of social and recreational activity.

(Continued on page 78)

ALLEN KANDER
and Company

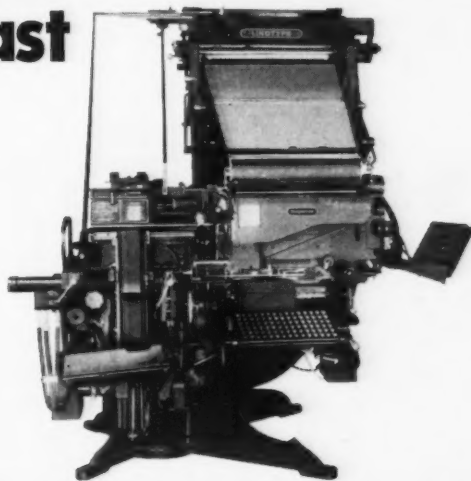
**NEGOTIATORS FOR THE PURCHASE AND SALE
OF DAILY NEWSPAPERS
EVALUATIONS • FINANCIAL ADVISERS**

WASHINGTON • 1625 Eye St., N.W. • National 8-1990
NEW YORK • 60 East 42nd Street • MUrray Hill 7-3727

EDITOR & PUBLISHER for April 2, 1960



ADS sell cosmetics fast



RANGEMASTERS make ads fast!

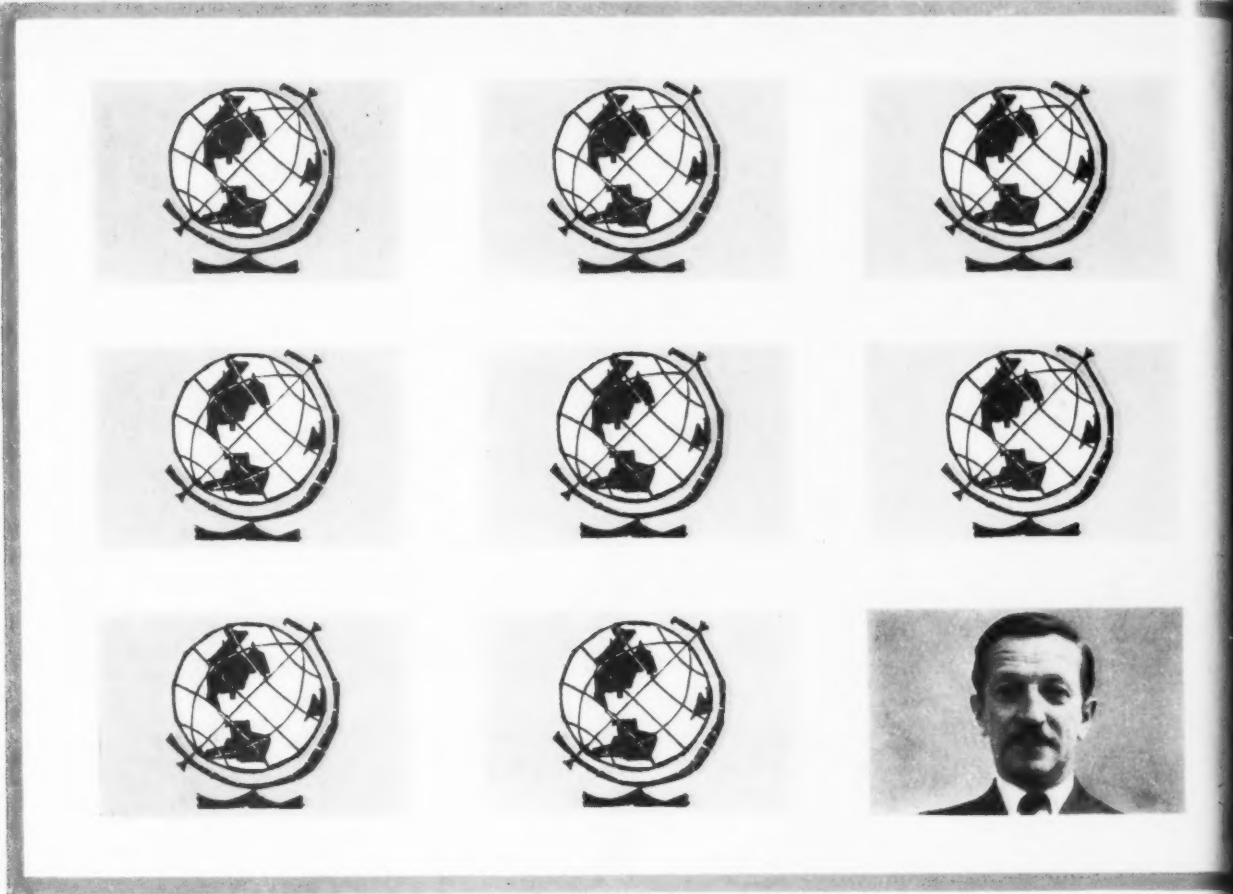
Especially in setting ads for drugstores, variety shops and those that use intricate and complicated layouts, the RANGEMASTER MODEL 35 LINOTYPE excels in swift and profitable composition. But then, it handles *all* advertising with speed and efficiency. For the Rangemaster is the *one machine designed especially for ad work!* That's why no other line-caster can set such big type directly from main magazines; only the Rangemaster handles fullface 36- and condensed 48-point without side magazines.

Every minute on the Rangemaster is productive time . . . there's no costly cutting-in, underpinning, or hand distribution. The Rangemaster does it all,

automatically. And it sets headlines just as effectively; many a newspaper finds it needs no handset heads at all.

Ask your Linotype Production Engineer about Rangemasters, not only the versatile 35 but the three others. And ask him about the free survey of your composing room that Linotype would be pleased to make. You'll be pleasantly surprised by the new ways to efficient, economical operation that the survey will point out. And for your Rangemaster booklet, just drop us a line. Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •



Where in the world...?

EVERYWHERE! R. H. Shackford is an authority on Indian curry, Cairo belly dancers and American foreign policy. He crosses continents the way average guys cross streets.

Shack is a big gun on foreign policy at our Washington Bureau. His shots are heard round the world—piercing, perceptive pronouncements on international affairs—grounded on knowledge gathered during 25 years with the United Press

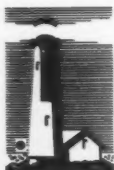
and Scripps-Howard . . . and on insight he was born with.

Name a top level international conference and Shack has probably covered it. More than thirty of the biggest—from Dumbarton Oaks in '44 to Ike's last swing through Western Europe.

Our readers find that reading Shack is like eating potato chips; you just can't stop. But it's not fattening. Just broadening.

There's only one SHACKFORD . . . and he's strictly

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