

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

AMERICAN PRESS
INSTITUTE

SEMINARS FOR 1957-1958

(All seminars are for two weeks)

Managing Editors and News Editors	<i>October 21-November 1</i>
City Editors	<i>December 2-13</i>
Circulation Managers	<i>January 6-17</i>
Publishers, Editors and Chief News Executives (For Newspapers Under 50,000 Circulation)	<i>January 27-February 7</i>
Advertising Directors (For Newspapers Under 75,000 Circulation) . . .	<i>February 17-28</i>
Managing Editors and News Editors	<i>March 10-21</i>
Reporters and Editorial Writers on Municipal Problems	<i>April 28-May 9</i>
Management and Costs (For Newspapers Under 50,000 Circulation).	<i>May 19-30</i>
Sports Editors	<i>June 9-20</i>

Names of members of 1956-57 seminars
are listed on Pages 19 through 27.

NOMINATION FORM
1957-58

AMERICAN PRESS INSTITUTE
COLUMBIA UNIVERSITY
JOURNALISM BUILDING • NEWYORK 27, N. Y.

Please mail to the Director,
American Press Institute,
Columbia University, New
York 27, N. Y.

THIS SECTION AND TWO INSIDE PAGES TO BE COMPLETED BY THE CANDIDATE

Nomination of			
Last Name		First Name	Middle Name
Program		Date program opens	
(Managing Editors, or Circulation, etc.)			
Position of candidate on newspaper			
Newspaper			
(Please give exact name. If two or more papers are published, name only that employing the candidate.)			
City		State	
Population of city		Population of circulation area	
Circulation of paper	Morning	Evening	Sunday
Home address of candidate			
The participation of the undersigned in the program, if granted pursuant to this nomination, is subject to all rules set forth in the statutes and announcements of the University.			
Signature of the candidate			
(Please sign your name as you ordinarily use it.)			

THIS SECTION TO BE COMPLETED BY THE NOMINATOR

Nominated by		For Office Use Only
Position		
Date of Nomination	Signature	
(NOTE: A nomination is to be made by the publisher or other principal executive of a newspaper with the understanding that if the candidate is accepted the paper will pay his fee a month in advance of the opening of the program. A check should <i>not</i> be sent with this nomination.)		

Biography of Candidate

On this page please supply a brief biography of the candidate. This should include age, education, newspaper experience (positions, dates and names of newspapers), and other professional activities. If the candidate is accepted, this material will be used to write a biographical sketch to distribute to other men attending the seminar.

Please describe below any unusual characteristics of your newspaper, in content or operation, of especial interest to other newspapermen.

Suggestions for Program

Each seminar is planned to meet the individual needs of the men and women who attend it. On this page the candidate is invited to list topics he would like to have included on his program, questions he wants answered, or special problems confronting his newspaper.

It is strongly urged that the candidate fill this in after consultation with his nominator and other members of his department.

Schedule of Seminars

1957-1958

MANAGING EDITORS AND NEWS EDITORS

TWO WEEKS

Monday, October 21, through Friday, November 1, 1957. Fee: \$360

Special Note: This year we have *two* seminars for Managing Editors and News Editors. This one of Oct. 21-Nov. 1 is for nominees who could not be included when the March, 1957, seminar became heavily oversubscribed. Its membership quota is filled by that oversubscription. The second Managing Editors and News Editors Seminar this year will be held March 10-21, 1958 and nominations are welcome.

CITY EDITORS

TWO WEEKS

Monday, December 2, through Friday, December 13, 1957. Fee: \$360

For city editors and their assistants.

CIRCULATION MANAGERS

TWO WEEKS

Monday, January 6, through Friday, January 17, 1958. Fee: \$360

For circulation managers and their assistants.

PUBLISHERS, EDITORS AND CHIEF NEWS EXECUTIVES

TWO WEEKS

Monday, January 27, through Friday, February 7, 1958. Fee: \$360

For executives primarily responsible for the news departments on newspapers under 50,000 circulation.

ADVERTISING DIRECTORS

TWO WEEKS

Monday, February 17, through Friday, February 28, 1958. Fee: \$360

For advertising directors and their assistants on newspapers under 75,000 circulation.

MANAGING EDITORS AND NEWS EDITORS

TWO WEEKS

Monday, March 10, through Friday, March 21, 1958. Fee: \$360

For managing editors, their assistants, news editors, and others with similar responsibilities.

REPORTERS AND EDITORIAL WRITERS ON MUNICIPAL PROBLEMS

TWO WEEKS

Monday, April 28, through Friday, May 9, 1958. Fee: \$360

For general assignment reporters, city hall reporters, and editorial writers.

MANAGEMENT AND COSTS

TWO WEEKS

Monday, May 19, through Friday, May 30, 1958. Fee: \$360

For executives primarily responsible for the business success of newspapers under 50,000 circulation.

SPORTS EDITORS

TWO WEEKS

Monday, June 9, through Friday, June 20, 1958. Fee: \$360

For sports editors and their assistants.

NOTES ON ADMISSION

Nominations are welcome immediately from all daily newspapers in the United States and Canada. No newspapers have priority in sending men and women to American Press Institute programs.

The two requirements for admission are:

1. That the applicant have at least five years' experience on a daily newspaper;
2. That he be nominated by a principal executive of his newspaper.

There are no academic requirements.

The Institute frequently accepts candidates who do not hold the specific titles listed in the seminar description, and in unusual circumstances it may waive the requirement of five years' experience. Publishers are urged, however, to nominate only those staff members whose experience and ability indicate they will obtain full benefits for their newspapers and will make the most useful contributions to a seminar.

The fee for a two-week program is \$360. This covers all charges, including a private room and meals.

AMERICAN PRESS INSTITUTE

Journalism Building
Columbia University
New York 27, N. Y.

ADMINISTRATION

GRAYSON KIRK, Ph.D., LL.D. *President of the University*
J. MONTGOMERY CURTIS. *Director of the Institute*
WALTER EVERETT *Associate Director*
WILLIAM M. STUCKY *Associate Director*

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M. H. WILLIAMS, Assistant to the Publisher, Worcester Telegram and The Evening Gazette

THIS YEAR'S SEMINARS

The Institute will hold nine seminars during 1957-58, its twelfth year. Each seminar will be for two weeks.

General information on how the programs are conducted, their results, who is eligible and how nominations are made will be found on Pages 6 through 13.

Following is a brief outline of the subjects that will be included in each seminar:

Managing Editors and News Editors

October 21-November 1

Fee: \$360

Special Note: This year we have *two* seminars for Managing Editors and News Editors. This one of Oct. 21 - Nov. 1 is for nominees who could not be included when the March, 1957, seminar became heavily oversubscribed. Its membership quota is filled by that oversubscription. The second Managing Editors and News Editors Seminar this year will be held March 10-21, 1958 and nominations are welcome.

City Editors

Monday, December 2, through Friday, December 13

Fee: \$360

For city editors and assistants.

The program will include:

Organization and operation of city desks and staffs, with attention to production speed and costs with maximum coverage; effective handling of reporters, with emphasis on training, development, resourcefulness and morale.

The range of local reading interests, with attention to important fields not now served; variety and balance; television's effect on reading habits and interests; other new influences on the reader.

Reporting in depth county courthouse and city hall news; news of health, education, business and other special fields.

Clear and effective writing, with emphasis on training the staff; methods of insuring greater accuracy; how to avoid libel, contempt and invasion of privacy and still print the news.

Improving local pictures, from assignment to printed product.

An exchange of successful ideas for features, pictures, series, campaigns, and interesting treatment of routine stories.

Constructive analysis of local news coverage in newspapers represented at the seminar; the planned exclusive.

Circulation Managers

Monday, January 6, through Friday, January 17

Fee: \$360

For circulation managers, assistants, and other executives qualified by experience and interest.

The program will include:

How to increase circulation through underdeveloped sources, new residents, new territories, etc.; special problems of rural and mail territories.

How to retain old subscribers, including circulation service to the reader, methods for stopping stops, improving reader relationships with the newspaper; timing of delivery, with particular reference to television.

Subscription rates; collections; controlling all costs.

Cost of circulation department in relation to circulation revenue; the problem of extra revenue at excessive cost; methods of reducing newsstand returns, free copies, and motor-route mileage.

Promoting the sale of the newspaper through its content; reader surveys; working with the editorial department on year-around promotion; special promotions.

Organization and operation of circulation offices; hiring and training; efficient systems and forms; coordination with other departments.

Publishers, Editors and Chief News Executives

(For newspapers under 50,000 circulation)

Monday, January 27, through Friday, February 7

Fee: \$360

For executives responsible for the supervision of the news departments.

The program will include:

The widening field of reader interests; variety and balance of content; space allotments; improving local coverage; effective writing; use of wire news and syndicated material; women's interests; sports pages; the younger reader; the effect of television.

Making the newspaper *necessary* to the reader.

Community leadership; attracting readers to the editorial page.

Picture coverage and the problems of reproduction; makeup.

Techniques of reducing costs and saving space without sacrificing quality; increasing efficiency of production.

Relationships among departments; labor problems; hiring and training.

Accuracy; libel, contempt, and invasion of privacy.

Detailed, constructive analysis of the newspapers represented.

Note: Executives primarily concerned with the business operations of their newspapers are referred to the Management and Costs Seminar, Pages 4 and 5.

Advertising Directors

(For newspapers under 75,000 circulation)

Monday, February 17, through Friday, February 28

Fee: \$360

For advertising directors and managers, their assistants, and other executives qualified by experience and interest.

The program will include:

Methods of improving the organization and operation of advertising departments; hiring and training; essential records of accounts and salesmen; bonus and incentive plans.

Methods of increasing lineage in all categories; increasing net revenue; reducing operating costs; selling and servicing local accounts; making advertising copy more effective.

Increasing the efficiency of copy flow and composition; deadlines; techniques of making advertising copy more effective; campaigns; special sections and editions; plus business.

Building classified volume and income; display classified.

Special problems posed by shopping centers and discount houses; the newspaper's responsibility and self-interest in keeping the downtown merchant strong.

Advertising rates, including a comparative study of the rate structures of the newspapers represented at the seminar; credit and collections.

Effective promotion; meeting the competition of other advertising media.

Managing Editors and News Editors

Monday, March 10, through Friday, March 21

Fee: \$360

For managing editors, news editors, assistants and others with similar responsibilities.

The program will include:

Improving and extending news coverage, with emphasis on undeveloped fields of reader interest; an exchange of ideas for news stories, series, features, pictures, and campaigns useful in all cities represented.

Organization and operation of news staffs, with emphasis on production and costs; effective hiring, training, and development of staff members; increasing staff initiative and resourcefulness.

Variety and balance in content; space allotments; women's interests; the young audience; sport pages; makeup.

Newspaper leadership for better communities; the newspaper's own public relations; making the newspaper *necessary* to the reader.

Clear writing; interpretive writing; copy editing and headline writing; pictures; cutlines; accuracy; libel, contempt, and invasion of privacy; constructive critical analysis of member newspapers.

Note: Chief news executives of newspapers under 50,000 circulation are referred also to the Publishers, Editors and Chief News Executives Seminar, Pages 2 and 3.

Reporters and Editorial Writers on Municipal Problems

Monday, April 28, through Friday, May 9

Fee: \$360

For general assignment reporters, city hall reporters, editorial writers and others concerned with the broad problems faced by cities.

The program will include:

Problems created by mushrooming suburbs; deterioration and decline of older downtown areas, with emphasis on methods some cities have used to prevent decay.

The growth of the public works authority device and its effects; problems of financing city and county government.

The rise in population and its effects on schools and colleges; special problems of juvenile delinquency in urban areas.

Public transportation, parking, traffic control and highway safety; public safety agencies.

Public health and welfare; hospitals, mental institutions, and homes for the aged.

Investigative reporting of city and county government; methods of making so-called "heavy" news interesting and understandable to the average reader; libel, contempt and invasion of privacy.

Management and Costs

(For newspapers under 50,000 circulation)

Monday, May 19, through Friday, May 30

Fee: \$360

For publishers, editors, general managers, business managers, and other executives primarily responsible for the business operations of their newspapers.

The program will include:

Overall organization and operation of a newspaper; production controls; methods of increasing efficiency and reducing paper work.

Increasing revenue and lowering costs in all phases of operation; circulation promotion and policies; plus advertising; special editions and sections.

Problems of mechanical departments; new printing methods.

Methods of reducing costs in taxes, insurance and office procedures.

Personnel—sources, testing, hiring, training, and maintaining morale; improving interdepartmental cooperation.

Avoiding newsprint waste and making better use of available space.

Sports Editors

Monday, June 9, through Friday, June 20

Fee: \$360

For sports editors, their assistants, and other qualified members of their departments.

The program will include:

Organization and operation of the sports department with emphasis on copy flow, fast production, and lowest costs with maximum coverage.

Methods of building readership based on increasing interest in sports; taking advantage of interest created by TV; preferences of women, teen-agers and younger audiences in sports news and presentation.

Improving sports writing and heads; better sports pictures from assignment to final product; sports page makeup.

The growing participant sports and reader interest in them.

Better sports columns; circulation gains through sports coverage and newspaper sports promotion.

Department policies and ethics.

GENERAL INFORMATION

WHAT IS THE INSTITUTE?

The Institute is a permanent, working newspaper center with but one purpose: to contribute to the improvement of newspapers.

It seeks to fulfill that purpose by holding each year a series of seminars at which newspaper men and women in all departments can exchange ideas, facts, experiences and techniques leading to better and more successful newspapers.

Each seminar is limited to 27 members who hold similar newspaper jobs. Sessions are held in the Institute's Conference Room on the ground floor of the Journalism Building at Columbia University. Seminar members live on the Columbia campus. They eat in the Institute's private dining room. They spend weekday mornings and afternoons at the Conference Room's large oval table discussing the problems of their jobs. They also meet in smaller "clinic" groups, constructively criticizing one another's newspapers and seeking improvements in their operating methods.

Many of the Conference Room discussions are led by newspaper men or women with records of success in particular fields. Other sessions are roundtable exchanges among the members themselves. Always the discussions result in comments, challenges, contributions by members from their own experience—and an accumulation of useful notes to take home and put to work.

Everything is off the record. The Institute publishes no proceedings.

The discussions continue in smaller groups during the morning and afternoon coffee breaks, in the dining room and in the residence hall rooms. Each member has his own typewriter and desk in the Writing Room where he can transcribe notes and organize the large amount of material distributed daily in the Conference Room.

HOW DO NEWSPAPERS USE THE INSTITUTE?

The extensive use of the Institute is shown in its record.

In the past eleven years, 1,818 newspaper men and women from 509 United States and Canadian newspapers have attended 76 seminars. These seminars have covered all phases of newspaper operation—newsroom, editorial, business, circulation, advertising, and mechanical production.

Seminar members have come from all forty-eight states, the District of Columbia, Hawaii, Alaska, and from five Canadian provinces.

In these eleven years, many newspapers have sent fifteen or more members of their staffs.

Today, more and more former seminar members are returning for a second seminar, some even for a third. They do so because seminar content changes as newspaper problems change; because new approaches develop to all problems; and because they feel the need for renewed stimulation.

A growing number of publishers are finding that they reap the greatest benefit from seminars by sending staff members from all departments over a period of years. On many of their newspapers, these publishers regularly have the returning staff member meet informally in several sessions with other department heads to report on ideas applicable to the overall operation.

WHAT ARE THE RESULTS OF A SEMINAR?

A seminar provides:

- Sound ideas tested in practice;
- Techniques of improving operation and efficiency;
- Methods of producing better and more successful newspapers;
- Renewed enthusiasm, pride in the job and dedication to the task of better serving the reader and the community;
- Background and subject matter information bearing on community problems;
- Information useful in solving individual newspaper problems.

Hundreds of letters from seminar members and their employers attest to these values for the newspapers which are represented in seminars. They report that seminars have a long-range, cumulative value in:

1. *Continuing use of seminar material.*

Each seminar generates much useful material for those members who take careful notes with their own operation in mind. Many letters from former members tell how this material has been used over a period of weeks, months and years.

2. *Seminars for the newspaper staff.*

More and more newspapers report they have successfully adapted the A.P.I. seminar method to training within their depart-

ments. Some seminar members on their return have scheduled departmental seminars on a periodic basis. Others have conducted a series of seminar-type meetings to spread the information they obtained through their entire organization. Newspapers report both methods increase the value of sending men to seminars.

3. *Continuing associations.*

The informal, free exchange of information during a seminar continues after the seminar ends. Each seminar member has been thrown into close association with 26 other members who share his problems and goals. These associations continue. Members frequently report that valuable ideas and solutions to vexing questions have been obtained by keeping in close touch with other members of their seminars and with discussion leaders.

For an independent evaluation, the best source is former seminar members and the publishers of their newspapers. A list of all the members of last year's seminars begins on Page 19. A list of members during the Institute's first ten years of operation appeared in the 1956-57 Bulletin.

HOW WAS THE INSTITUTE FOUNDED?

The late Sevellon Brown, Editor and Publisher of *The Providence Journal* and *The Evening Bulletin*, conceived the idea of the Institute. Shortly after World War II, he discussed it with Carl W. Ackerman, then Dean and now Dean Emeritus of the Graduate School of Journalism at Columbia. Other publishers and editors responded favorably and contributed to a founding fund. The first seminar was held in September, 1946. The Founders are listed on Page 14.

The Founders considered Columbia University the ideal location for the Institute because of the educational and physical facilities of the University and the availability of experts in many fields in the University and in New York City—headquarters of press associations, communication services, picture agencies and equipment manufacturers.

University officials, who welcomed the opportunity to provide a home for the Institute, have constantly encouraged its development. Their cooperation is generous and enthusiastic.

The Institute's operating methods were planned and carried for-

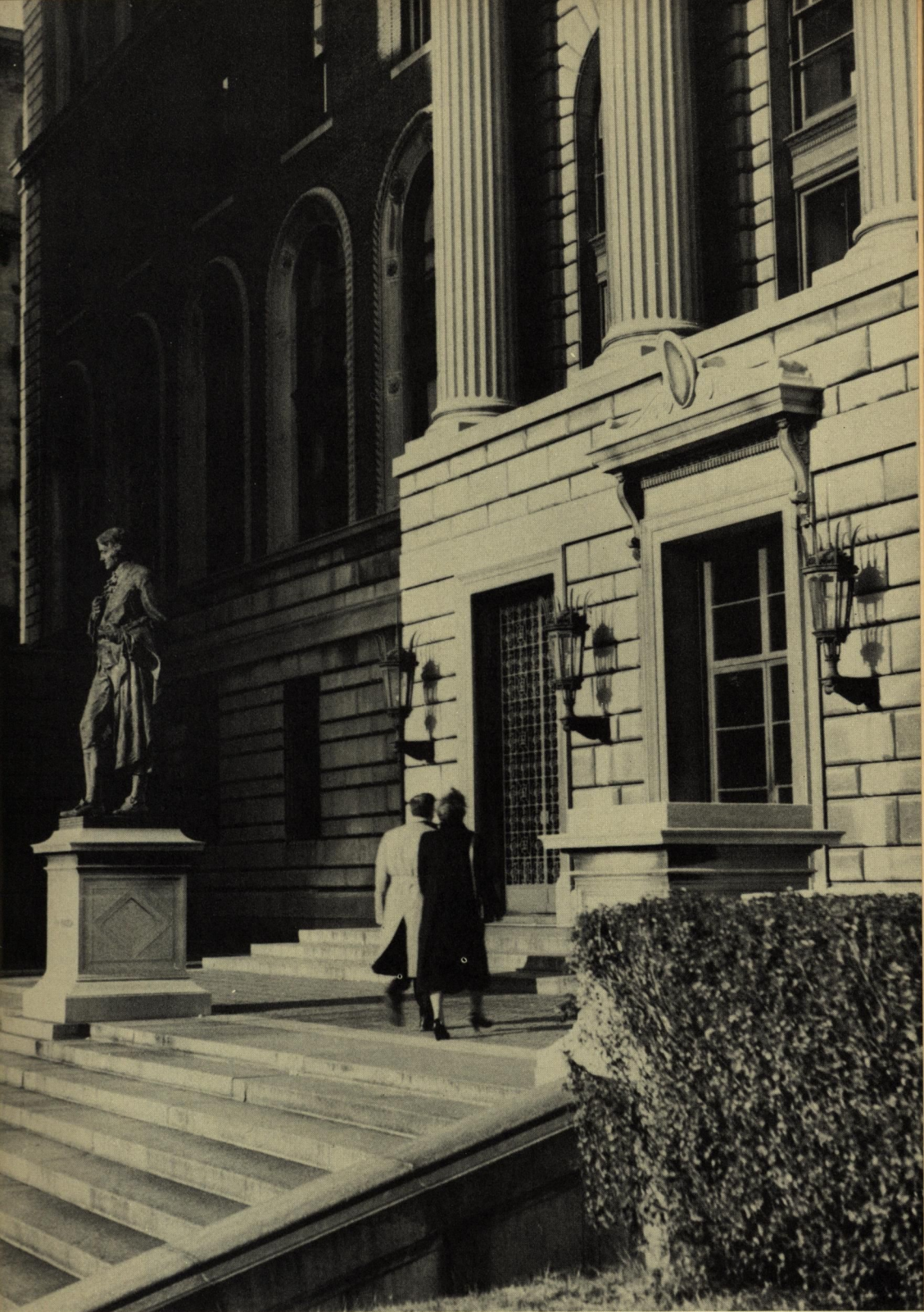


CENTERS OF INSTITUTE ACTIVITIES

Seminar members spend most of their time in the two buildings outlined in this view of Columbia University and vicinity. They live and take their meals in John Jay Hall, lower right. Their work sessions are held in the Institute conference room on the first floor of the Journalism Building, left.



FROM JOHN JAY HALL, where seminar members live, they look diagonally across the campus to the Journalism Building, left. There are located the Institute's conference room, writing room and offices.



FIRST FLOOR of the Journalism Building houses all Institute facilities. Statue is of Thomas Jefferson.



THE INSTITUTE CONFERENCE ROOM where most seminar sessions are held. This picture was taken during the April program for City Editors.

ward by Floyd Taylor, first director of the Institute, who served until his death in 1951.

HOW IS THE INSTITUTE FINANCED?

The Founders of the Institute set the tuition fee deliberately low, \$180 a week, to place the Institute within reach of all daily newspapers. Despite increases in all costs since then, that fee has not changed.

During the first two years it became evident that the income from fees alone could not meet the Institute's operating costs. Thirty-eight of the nation's outstanding newspapers then agreed to become Sponsors of the Institute, contributing annually to its support.

Since then their number has increased to 143. Their Sponsorships total about a third of the Institute's income. This year's Sponsors are listed on pages 16 through 18. Thirty of them are new Sponsors.

It is emphasized, however, that all newspapers—regardless of whether Sponsors or not—are as cordially welcome to send nominees to seminars as are the Founders and Sponsors. From 25 to 40 newspapers send their first nominee to the Institute each year.

REQUIREMENTS FOR ADMISSION

The two requirements for admission to a seminar are:

1. That the applicant have at least five years' experience on a daily newspaper. No formal education is required.
2. That the applicant be nominated by a principal executive of his newspaper.

In a typical seminar, the range in age is from the late twenties to the late fifties, with corresponding experience. Both men and women, if properly qualified, are equally eligible for all seminars.

Editors and publishers are urged to nominate those staff members whose experience and ability indicate they will obtain full benefits for their newspapers and will make the most useful contributions to a seminar.

NOMINATION PROCEDURE

There are no "members" of the American Press Institute. Nominations for 1957-58 seminars are welcome immediately from all daily newspapers. Nomination forms accompany this Bulletin, and the Institute will be glad to supply extra ones.

Early nominations are requested. Each seminar is limited to 27 members to insure maximum individual service and participation.

When there are more than 27 qualified nominees, strong consideration is given to the dates on which the nominations were received.

Nominees are requested to fill out carefully the sections of the nomination form asking for biographical facts, characteristics of their newspapers, and program suggestions. This information is extremely helpful to the Institute in planning the seminar program.

Members are selected and notified six weeks before the opening date of each seminar. If a qualified nominee has to be deferred, he is given prior consideration for the next seminar of the same kind.

It makes no difference whether qualified applicants hold the precise title specified in the seminar description. Their participation is most welcome. There can be unusual circumstances in which a newspaper wishes to hasten a staff member's development by the intensive work of a seminar. Under such unusual conditions, the requirement of five years' experience can be waived. A letter from the nominating executive explaining the circumstances is helpful.

FEES

The fee for a two-week program is \$360. This covers all charges, including a private room and meals. This fee should *not* be sent until the nominee is notified of his selection.

REGISTRATION

When members are notified of their selection, four registration cards are sent to each one. These are to be filled out and mailed to The Bursar, 310 University Hall, Columbia University, New York 27, N. Y. The newspaper's check covering the fee should be enclosed with the cards. The check should be made out to Columbia University. The cards and the check should reach the Bursar at least four weeks in advance of the seminar's opening date.

Fees are not returnable in cases of dismissal or in cases of withdrawal too late for replacement.

A receipted Bursar's card will be in the member's mail box in John Jay Hall upon his arrival at Columbia. This serves as identification for use of University facilities. It expires when the program ends.

PREPARATION FOR A SEMINAR

As soon as members of a seminar have been selected, the Institute staff begins to plan and prepare the program. The staff corresponds

with members on those problems they particularly wish to cover in the program. Each seminar is planned to serve its particular membership. Past programs and members' comments are studied as guides to improve each seminar.

Four weeks before the seminar begins, the members begin their own preparation, guided by memoranda from the staff. This is in two parts:

1. Assembly of material which bears on the program.
2. Analysis of the newspapers of five or six other members of the seminar. These analyses, usually in the form of notes and clippings, are exchanged when the members meet in small, clinic groups as part of their seminar program.

WORKING HOURS

Seminar sessions are held from 9 a.m. to noon and from 2 to 5 p.m., except on Saturdays, Sundays and some Wednesday afternoons. They start on time. All members are expected to be prompt and regular in attendance.

Most weekday evenings are free, but experience has shown that seminar members use this time for transcribing notes in the Writing Room; for continuing informal discussions stimulated by the day's work; or for preparing the next day's work.

Members are usually invited as a group to two or three informal social affairs given by friends of the Institute. Members are notified of these dates before they leave home.

It is possible for members to go to the theatre, concerts, and the opera, but activities of this kind should be confined to weekends.

HOUSING

Seminar members live in University residence halls a short walk from the Institute. Men live in John Jay Hall, 114th Street and Amsterdam Avenue, and women in Johnson Hall, 411 West 116th Street.

Rooms are available from the Saturday preceding a seminar until the Saturday following its close. Those who prefer to arrive earlier and stay later should notify the Institute so that accommodations can be arranged. There is a reasonable charge for extra use.

MEALS

Lunch, at 12:30, and dinner, at 6:30, are served in the Institute's private dining room on the mezzanine floor of John Jay Hall, except

for special occasions announced in advance. Members are expected for lunch and dinner from Monday through Friday noon. There is no objection to absence on Friday night, Saturday, or Sunday, when there are no scheduled Institute activities. However, the experience of many seminar members is that they spend Friday evenings and Saturday mornings at their typewriters.

Breakfast is served in the cafeterias on the first floors of John Jay Hall and Johnson Hall.

DISCIPLINE

No one should regard an Institute seminar as a junket at the expense of his publisher. It is expected that all who come will do so with a serious purpose. If any individual wastes his time while supposed to be in attendance, he will be refused admission to the remaining sessions and a report on the circumstances will be made to his employer. In such cases there will be no refund of fees.

No one attending an Institute program should plan to bring his wife or any other relative with him to New York. Since participants not only work together but also live together—with no rooms or meals available for persons not participating—the presence of members of their families would be a distraction which could seriously interfere with the program.

As in all activities of the University, attendance at programs of the American Press Institute will be strictly subject to the University disciplinary powers. The University will be free to cancel registration at any time on any grounds when deemed advisable. The disciplinary power of the University is vested in the President in such cases as he deems proper and, subject to the reserved powers of the President, in the Director of the Institute.

MEDICAL SERVICE

The University Medical Service is under the direction of the University Medical Officer. He and his staff hold daily office hours for consultation and treatment in the Columbia Health Center, located in the new St. Luke's Hospital building on Amsterdam Avenue between 113th and 114th Streets. Medical advice and treatment of minor ailments are rendered free. More serious illness can be treated at the University infirmary in the same building. All cases of illness, especially communicable diseases, must be promptly reported to the University Medical Officer.

STAFF

J. Montgomery Curtis, Director of the Institute, joined the staff in 1947, after nearly thirty years of reportorial and executive work on large and medium-sized newspapers. His early experience was on papers in Wheeling and Morgantown, W. Va. He joined the *Buffalo Evening News* as a reporter in 1931, was named assistant city editor in 1934, city editor in 1937, and—except for four years of Army service—continued in that post until joining the Institute as Associate Director. He was named Director after the death of Mr. Taylor in 1951. He is a graduate of the University of West Virginia.

Walter Everett, Associate Director, came to the Institute in 1949, after eight years as city editor of *The Providence Journal* and *The Evening Bulletin*. Previously he had worked for these papers for four years as state and city staff reporter, copy editor, and radio news writer. He also served as reporter and feature writer for the Salt Lake City, Utah, *Tribune*; city editor of Greenwich, Conn., *Time*; and has done special writing for magazines and newspapers. Mr. Everett attended the University of Missouri and George Washington University, and is a graduate of the Columbia University School of Journalism.

William M. Stucky, Associate Director, came to the Institute in 1955 from *The Courier-Journal*, Louisville, Ky., where he was Sunday city editor. He started his newspaper career as a reporter for *The Lexington (Ky.) Herald*, and was city and executive editor of *The Lexington (Ky.) Leader* for five years. He was a Nieman Fellow at Harvard in 1949-50. He has written for radio, Hollywood and Broadway and done special writing for magazines and newspapers. He is a graduate of Yale University.

Ben Reese, Co-Chairman of the Institute's Advisory Board, retired from the *St. Louis Post-Dispatch* in 1951 after 38 years' service as city editor and managing editor, during which time his paper won four Pulitzer Prizes for meritorious public service. Previously he had been a reporter and later city editor of the Joplin, Mo., *Globe*; copy editor on the old *St. Louis Republic*; reporter on the *St. Louis Times*; and managing editor of the *St. Louis Star*.

*FOUNDERS OF THE INSTITUTE

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 PAUL BELLAMY, Editor, *Cleveland Plain Dealer*
 GEORGE C. BIGGERS, President, *The Atlanta Journal and Constitution*
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 JAMES WRIGHT BROWN, President, Editor and Publisher, New York
 SEVELLON BROWN, Editor and Publisher, *The Providence Journal and The Evening Bulletin*
 EDWARD H. BUTLER, Editor and Publisher, *Buffalo Evening News*
 NORMAN CHANDLER, President, *The Times-Mirror Company*, Los Angeles
 R. B. CHANDLER, Publisher, *The Mobile Press and Register*
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 JAMES M. COX, Publisher, *Dayton Daily News*
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 DOW H. DRUKKER, JR., Publisher, *The Herald-News*, Passaic-Clifton, New Jersey
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 MARSHALL FIELD, President, *Chicago Sun-Times*
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 K. C. HOGATE, President, Dow, Jones and Company, Inc., New York
 P. L. JACKSON, Publisher, *Oregon Journal*, Portland
 JAMES KERNEY, JR., Editor and Vice President, *Trenton Times Newspapers*, Trenton, New Jersey
 ROBERT MCLEAN, President, *The Evening and Sunday Bulletin*, Philadelphia
 D. J. MAHONEY, Vice President and Publisher, *Miami Daily News*
 EUGENE MEYER, Chairman of the Board, *The Washington Post*
 EDGAR MORRIS, General Manager, *The Daily News and Sun*, Springfield, Ohio
 FRANK B. NOYES, President, *The Evening Star*, Washington, D. C.
 WILLIAM J. PAPE, Editor and Publisher, *Waterbury Republican and Waterbury American*, Waterbury, Connecticut
 JOSEPH PULITZER, Publisher, *St. Louis Post-Dispatch*
 MRS. OGDEN REID, Chairman of the Board, *New York Herald Tribune*
 FRANK D. SCHROTH, Editor and Publisher, *Brooklyn Eagle*
 W. E. SCRIPPS, President, *The Detroit News*
 SCRIPPS-HOWARD NEWSPAPERS
 PAUL C. SMITH, Editor, *San Francisco Chronicle*
 MERRITT C. SPEIDEL, President, Speidel Newspapers, Inc.
 J. HALE STEINMAN, President, Lancaster Newspapers, Inc.
 ARTHUR HAYS SULZBERGER, Publisher, *The New York Times*

* Founders are listed with their titles at the time of founding.



CITY EDITORS IN DECEMBER SEMINAR RELAX BEFORE LUNCH

Justin Riorden
City Editor
Niagara Falls Gazette

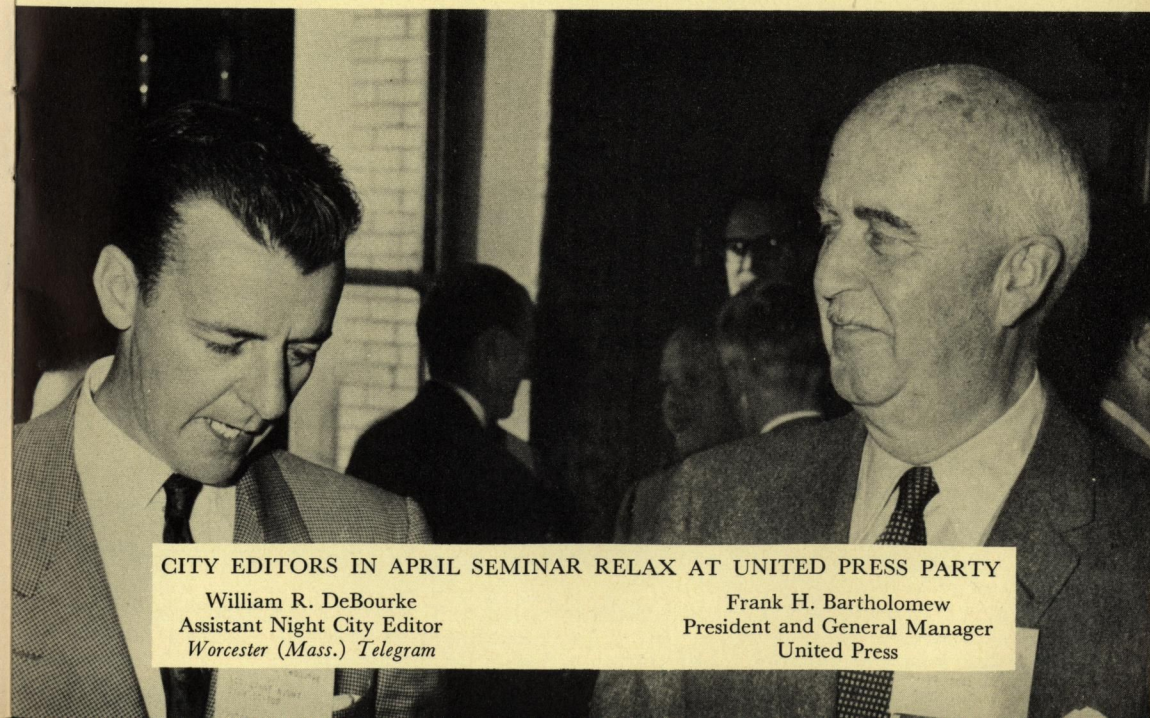
Joseph G. Herzberg
Assistant City Editor
The New York Times

C. Dale Nouse
Assistant City Editor
Detroit Free Press

THE YEAR'S SEMINARS

During the past year, 242 newspaper men and women from 160 newspapers attended nine seminars. Most of their working time was spent in intensive but informal discussions in the Conference Room. Shop talk occupied most of their leisure too, whether at Associated Press or United Press parties, in the Institute dining room and lounge, or in nightly bull sessions in their dormitory rooms. Here and on the following pages are typical shots of the year's activities.

(Pictures by Manny Warman, Columbia University photographer, and William M. Stucky, Associate Director of the Institute.)



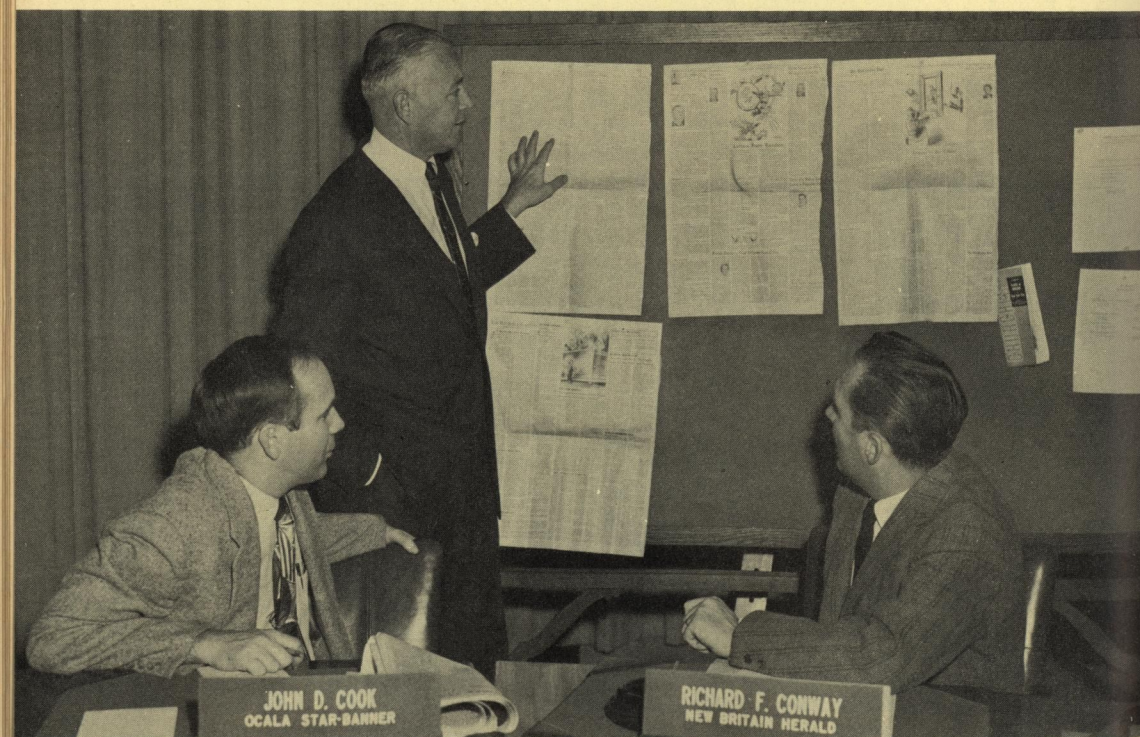
CITY EDITORS IN APRIL SEMINAR RELAX AT UNITED PRESS PARTY

William R. DeBourke
Assistant Night City Editor
Worcester (Mass.) Telegram

Frank H. Bartholomew
President and General Manager
United Press



FIRST HUSBAND-WIFE TEAM to attend an Institute seminar were James H. Ottoway right, and Mrs. Ruth Ottoway, here leaving the Conference Room at the end of the Publishers, Editors and Chief News Executives Seminar. He is president and publisher of Ottoway Newspapers-Radio, Inc., Endicott, N. Y. She is secretary of the corporation. Behind them is N. D. Hamilton, publisher and general manager of the *Northern Daily News*, Kirkland Lake, Ontario. It was Mr. Ottoway's second seminar.



EDITORIAL PAGE DISCUSSION was led at the same seminar by Richard D. Peters, standing, at the time Chief Editorial Writer of *The Cleveland Press*. Mr. Peters, a former seminar member and frequent discussion leader, has since become Editorial Promotion Director of Scripps-Howard Newspapers.



CIRCULATION MANAGERS





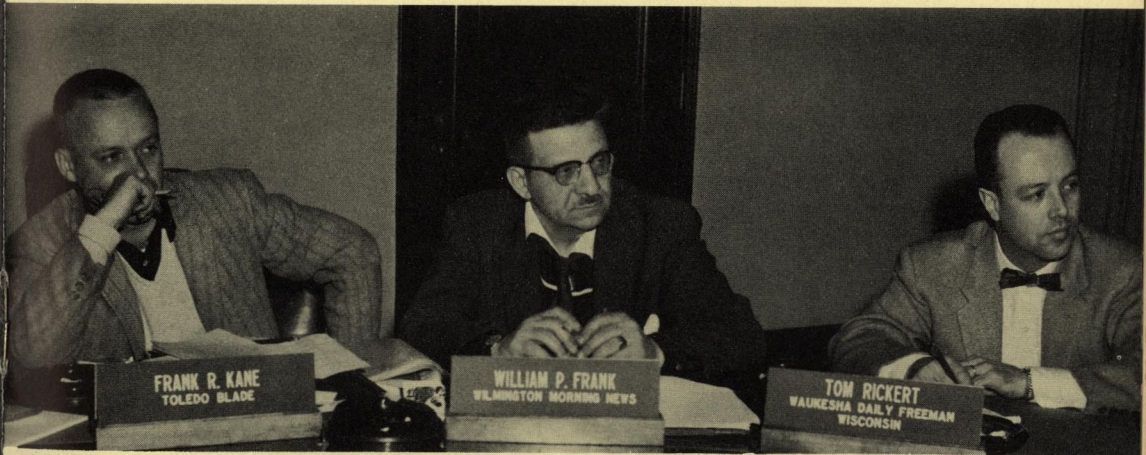
ADVERTISING DIRECTORS hear Rudy Marcus, a member of their seminar, discuss a system of analyzing the sources of local advertising revenue. He is Advertising Director and Promotion Manager of his newspaper.



SMALL CLINIC GROUPS, like this one for Advertising Directors, provide an opportunity for detailed comparison of operations and problems. Members are, clockwise beginning at the far side of the table: Miss Marie Franklin, *Southern Illinoisan*, Carbondale, Ill.; A. D. Dawson, Venango Newspapers, Inc., Oil City, Pa.; Bill J. Breeden, *The Press-Chronicle*, Johnson City, Tenn.; Kenneth Laughlin, Anchorage (Alaska) Times Publishing Company; Gene L. Norman, *Ventura County Star-Free Press*, Ventura, Calif.; Clair B. Otis, *Eureka (Calif.) Times-Standard*; and George W. McLaughlin, *Haverhill (Mass.) Gazette*.



CONNECTICUT'S GOVERNOR, Abraham A. Ribicoff (third from left), talks informally about the problems of state government at the General Reporters Seminar. Others in the picture are, left to right: Wilbur L. Doctor, *The Providence Journal*; Forrest Allen, *The Cleveland Press*; and John W. Mashek, *The Dallas Morning News*. Some other members of the seminar are in the three pictures below.





AT ASSOCIATED PRESS LUNCHEON, two members of the Managing and News Editors Seminar talk with the head of the wire service. Some other members of the seminar are in the pictures below.

George L. Rosenberg
Managing Editor
Tucson Daily Citizen

Frank J. Starzel
General Manager
Associated Press

James B. King
Assistant News Editor
Seattle Daily Times



ROBERT S. CRANDALL
THE NEW YORK TIMES

B. DALE DAVIS
DETROIT FREE PRESS

EVEREST P. DERTHICK
CLEVELAND PLAIN DEALER



LAWRENCE H. FITZPATRICK
WISCONSIN STATE JOURNAL
MADISON

THOMAS J. FLEMING
THE SPARTANBURG JOURNAL
SPARTANBURG, S. C.

WILLIAM M. HINES, JR.
THE EVENING AND THE SUNDAY STAR
WASHINGTON, D. C.



CAREY D. GURCHARD
RECORD-SEARCHLIGHT
REDDING, CALIF.

FRANK R. MYERS
THE DAILY CALL
Piqua, Ohio

NEW SOURCES OF REVENUE are discussed by Russell E. Scofield, right, at the Management and Costs Seminar. Mr. Scofield, Advertising Director of *The Lexington (Ky.) Herald-Leader*, was a member himself of this year's Advertising Directors Seminar. Some of the other members of the Management and Costs Seminar are shown below.



HAL TANNER
NEWS-ARGUS
GOLDSBORO, N. C.

MARGARET L. HAMILTON
THE SALT REPORTER
SALT, ONTARIO

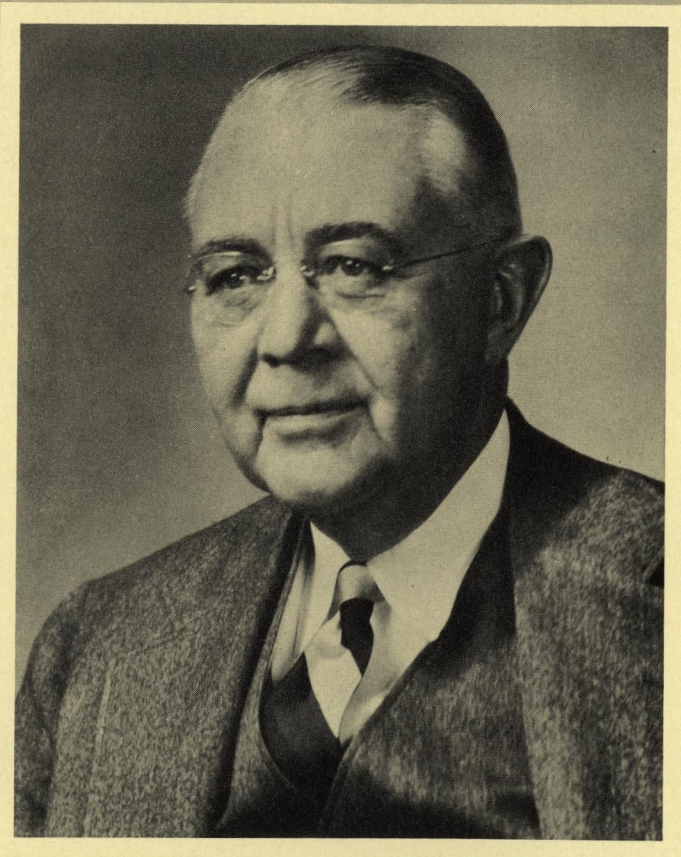
MERRILL LINDSAY
HERALD AND REVIEW
DECATUR, ILL.



DAVID J. DUNCAN
EVENING STAR-NEWS
CULVER CITY, CALIF.

J. M. FOX
DAILY REPUBLICAN AND BURNING HERALD
YAKIMA, WASH.

JOHN H. NOTMAN
CLINTON HERALD
CLINTON, IOWA



SEVELLON BROWN, Founder of the Institute and Chairman of its Advisory Board from 1948 to 1956, who died on December 28, 1956.

SEVELLON BROWN

(The following resolution was adopted unanimously by the Advisory Board of the Institute at its annual meeting on April 26, 1957.)

Since the last meeting of the Advisory Board, the members have been deeply saddened by the death of Sevellon Brown, founder of the American Press Institute, and former editor and publisher of The Providence Journal and Evening Bulletin.

The Institute came into being in 1946 as a result of Mr. Brown's vision, faith and efforts. It reflected his dedication to the finest principles of newspaper responsibility, and his awareness of the need for ever higher standards of public service by the American press.

For eleven years, until his death on December 28, 1956, Mr. Brown gave generously of his time and energy to the Institute, for most of these years as chairman of its Advisory Board. His wise counsel and devoted interest provided strength and inspiration to the Institute staff.

The American Press Institute—what it is today and what we hope for it in the future—stands as a memorial to Sevellon Brown.

SPONSORS OF THE INSTITUTE

In 1956-57, one hundred and forty-three newspapers or newspaper groups from the United States and Canada contributed as Sponsors to the Institute's financial support. They are listed below. (*The thirty Sponsors marked with an asterisk became Sponsors for the first time this year.*)

SPONSORSHIP BY PUBLISHING COMPANIES OWNING NEWSPAPERS IN TWO OR MORE CITIES IN THE UNITED STATES AND CANADA:

Booth Newspapers, Inc.
The Gannett Newspapers
The Guy Gannett Publishing Company
John P. Harris Newspapers
Knight Newspapers, Inc.
Lee Newspapers
Lindsay-Schaub Newspapers, Inc.
McClatchy Newspapers
Newhouse Newspapers
The Ottaway Newspapers

*Rowley Newspapers
John P. Scripps Newspapers
Scripps-Howard Newspapers
The Southam Company, Ltd.
*Southern California Associated Newspapers
Southwestern Publishing Company
The Thomson Company, Ltd.
Westchester Newspapers, Inc.

SPONSORSHIP BY INDIVIDUAL NEWSPAPERS IN THE UNITED STATES:

Alabama

*The Anniston Star
The Dothan Eagle
*The Florence Times and The Tri-Cities Daily

Arizona

The Arizona Republic and The Phoenix Gazette

California

The Times-Mirror Company, Los Angeles
*Monterey Peninsula Herald
*Oxnard Press-Courier
Riverside Daily Press and Enterprise
The San Diego Union and Evening Tribune
San Jose Mercury and News
*The Whittier News

Colorado

The Denver Post
*Pueblo Star-Journal and The Pueblo Chieftain

Connecticut

*Manchester Evening Herald
The Meriden Record Company
*New Britain Herald

*The New London Evening Day
Waterbury Republican and Waterbury American

Delaware

Wilmington Morning News and Journal-Every Evening

District of Columbia

The Evening Star
The Washington Post and Times Herald

Florida

The Miami Herald
*The Florida Times-Union
St. Petersburg Times

Georgia

The Columbus Ledger and Enquirer

Hawaii

*The Honolulu Advertiser

Idaho

Lewiston Morning Tribune

Illinois

The Daily Pantagraph, Bloomington
Chicago Daily News
Chicago Sun-Times
The Journal-Standard, Freeport
The Daily News-Tribune, La Salle

*Rockford Morning Star and Register-Republic

Indiana

The Indianapolis Star and News
The Kokomo Tribune

Iowa

*The Des Moines Register and Tribune
The Daily Times and Morning Democrat, Davenport
The Mason City Globe-Gazette

Kansas

The Leavenworth Times
The Wichita Eagle

Kentucky

*The Lexington Herald and Leader
The Courier-Journal and The Louisville Times

Louisiana

State-Times and Morning Advocate, Baton Rouge

Maine

Bangor Daily News

Maryland

Afro-American Newspapers

Massachusetts

Boston Herald-Traveler
Boston Globe
The Haverhill Gazette
Quincy Patriot Ledger
Worcester Telegram and The Evening Gazette

Michigan

Detroit Free Press
The Detroit News
The Hillsdale Daily News
Midland Daily News
The Pontiac Press
The Daily Tribune, Royal Oak
Port Huron Times Herald

Minnesota

Duluth Herald and News Tribune
St. Paul Dispatch and Pioneer Press

Mississippi

The Biloxi-Gulfport Daily Herald
The Clarion-Ledger and Jackson Daily News

Missouri

St. Joseph News-Press and Gazette
St. Louis Post-Dispatch

Nebraska

The Lincoln Journal and Star

New Hampshire

The Portsmouth Herald and New Hampshire Gazette

New Jersey

Elizabeth Daily Journal
Bergen Evening Record
*Dear Publication and Radio, Inc.
Newark News
The Daily Home News, New Brunswick
The Herald-News, Passaic-Clifton
Trenton Evening Times
Vineland Times Journal

New York

Buffalo Courier-Express
Buffalo Evening News
The Corning Leader
Dunkirk Evening Observer
Geneva Daily Times
*The Leader-Republic and The Morning Herald, Gloversville
Union Sun and Journal, Lockport
The Wall Street Journal, New York
Fairchild Publications, Inc., New York
King Features Syndicate, New York
The New York Times
This Week Magazine
*Rome Daily Sentinel

North Carolina

The Charlotte News
The Charlotte Observer
*Winston-Salem Journal and Twin City Sentinel

North Dakota

The Fargo Forum

Ohio

Akron Beacon Journal
*Lorain Journal and Times Herald
*Mansfield News-Journal
The Sidney Daily News
The Toledo Blade

Oklahoma

The Daily Oklahoman and Oklahoma City Times

Pennsylvania

Call-Chronicle, Allentown
 Easton Daily Express
 *Ellwood City Ledger
 *Greensburg Tribune-Review
 Lancaster Newspapers, Inc.
 *The Lock Haven Express
 The Evening and Sunday Bulletin,
 Philadelphia
 Pittsburgh Post Gazette
 The Scranton Times
 *The Sharon Herald
 The Derrick, Oil City
 Grit, Williamsport
 Williamsport Sun-Gazette

Rhode Island

Newport Daily News
 Pawtucket Times
 The Providence Journal and The
 Evening Bulletin

South Carolina

The Charleston Evening Post and The
 News and Courier
 The Evening Herald, Rock Hill
 The Spartanburg Herald and Journal

Tennessee

The Kingsport News and Times
 Johnson City Press-Chronicle

Texas

The Dallas Morning News
 The Houston Chronicle
 The Houston Post

Vermont

The Burlington Free Press

Virginia

Bristol Newspaper Printing Corp.
 The News and The Daily Advance,
 Lynchburg
 The Daily Press and The Times Herald,
 Newport News
 The Progress-Index, Petersburg
 The Roanoke Times and World News
 *The Virginian-Pilot and Ledger-Star,
 Norfolk

Washington

The Seattle Times
 The Spokesman-Review, Spokane
 *The Columbian, Vancouver
 The Yakima Daily Republic

West Virginia

*The Charleston Daily Mail
 *The Herald Advertiser, Huntington

Wisconsin

The La Crosse Tribune
 Wisconsin State Journal
 The Milwaukee Journal

SPONSORSHIP BY INDIVIDUAL NEWSPAPERS IN CANADA:

Ontario

Kitchener-Waterloo Record
 *Sault Daily Star

Quebec

The Montreal Star

MEMBERS OF 1956-57 SEMINARS

Following are the names of newspaper men and women who attended Institute programs during the past year. The list is arranged alphabetically by state or territory in the United States, and then by Canadian provinces, so that readers may locate their own areas quickly.

In its Tenth Anniversary Bulletin published a year ago, the Institute printed the names of all seminar members since the founding in 1946. The following list for 1956-57 brings the record up to date. Together, the two lists provide a complete roster of the 1,818 seminar members for the eleven years of operation.

ALABAMA

BIRMINGHAM

The Birmingham News
 Clancy Lake, City Editors
 James R. McAdory, Managing Editors

TUSCALOOSA

The Tuscaloosa News
 N. H. Bassett, Publishers and Editors
 Robert K. Gilmore, Circulation

LITTLE ROCK

Arkansas Gazette
 William T. Shelton, City Editors

PINE BLUFF

Pine Bluff Commercial
 William J. Miles, City Editors

CALIFORNIA

ALHAMBRA

Post-Advocate
 Barton Heiligers, Publishers and Editors

CULVER CITY

Evening Star-News
 David J. Duncan, Management and Costs

EUREKA

Eureka Times-Standard
 Clair B. Otis, Advertising

FRESNO

The Fresno Bee
 Gordon E. Nelson, City Editors
 Orville M. Shelton, Managing Editors

REDDING

Redding Record-Searchlight
 Carey D. Guichard, Management and
 Costs

REDONDO BEACH

South Bay Daily Breeze
 Herbert G. Gulick, Advertising

ALASKA

ANCHORAGE

Anchorage Daily Times
 Kenneth Laughlin, Advertising

ARIZONA

PHOENIX

The Arizona Republic
 Marilyn Leopold, Women's Page Editors

TUCSON

Tucson Daily Citizen
 George L. Rosenberg, Managing Editors

ARKANSAS

FORT SMITH

**Southwest American and Fort Smith
 Times Record**
 Eugene G. Greeno, Management and
 Costs

RIVERSIDE

Riverside Daily Press and Daily Enterprise

Rudy Marcus, Advertising

SAN LUIS OBISPO

San Luis Obispo Telegram-Tribune

R. W. Goodell, Publishers and Editors

SANTA BARBARA

Santa Barbara News-Press

John P. Ball, City Editors

VENTURA

Ventura County Star-Free Press

Gene L. Norman, Advertising

WHITTIER

The Whittier News

Lee E. Owens, Publishers and Editors

COLORADO

DENVER

The Denver Post

Willard C. Haselbush, City Editors

PUEBLO

Pueblo Star-Journal and Pueblo Chieftain

Fred C. Jones, Advertising

CONNECTICUT

HARTFORD

The Hartford Courant

Keith Schonrock, General Reporters

The Hartford Times

Stanley J. Zabroski, General Reporters

MANCHESTER

Manchester Evening Herald

Harold E. Turkington, City Editors

MERIDEN

Meriden Record and Meriden Daily Journal

George Jagolinzer, Circulation

NEW BRITAIN

New Britain Herald

Richard F. Conway, Publishers and Editors

NEW LONDON

The New London Evening Day

James S. Watterson, City Editors

DELAWARE

WILMINGTON

Wilmington Morning News and Journal-Every Evening

William P. Frank, General Reporters

James B. Wilson, Managing Editors

DISTRICT OF COLUMBIA

The Evening Star-The Sunday Star

William M. Hines, Jr., Managing Editors

The Washington Post and Times Herald

William J. Brady, City Editors

Jack F. Patterson, Circulation

Washington Daily News

Carol LeVarn, Women's Page Editors

FLORIDA

DAYTONA BEACH

Daytona Beach Evening News

William A. Finney, City Editors

FT. LAUDERDALE

Ft. Lauderdale Daily and Sunday News

Theodore T. Gore, Management and Costs

JACKSONVILLE

The Florida Times-Union

Pickens Walker, Managing Editors

MIAMI

Miami Daily News

Marilyn G. Norton, Women's Page Editors

The Miami Herald

Marie Anderson, Women's Page Editors

Al Neuharth, City Editors

OCALA

The Ocala Star-Banner

John D. Cook, Publishers and Editors

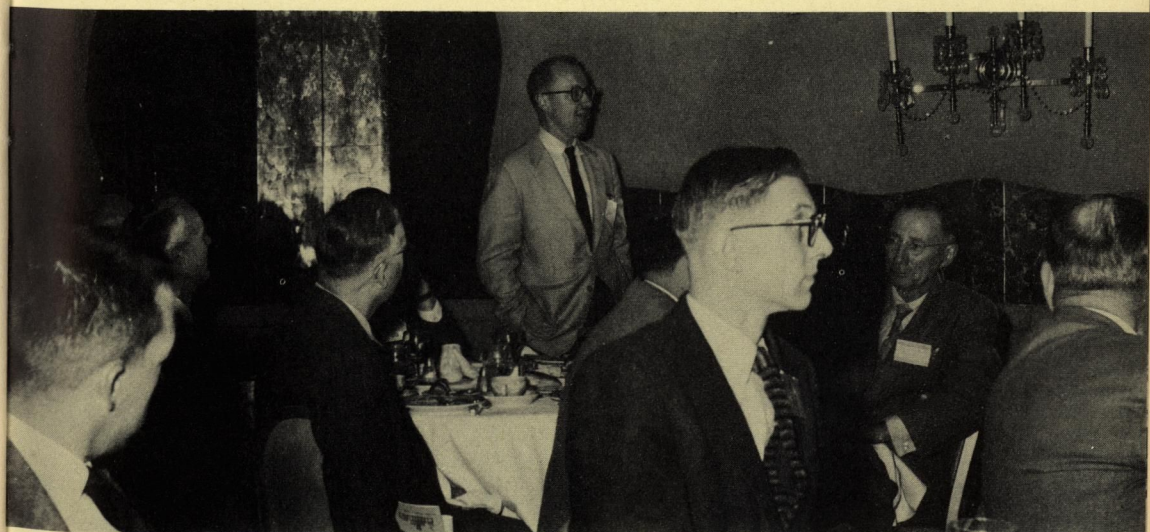


UNIVERSITY CERTIFICATES acknowledging their participation in Institute circulation seminars are held by three members of The Detroit News circulation department. They attended separate seminars.

Joseph C. Spieser '56

Glenn P. List '55

Roy H. Boston '57



REUNION BREAKFAST is held by 60 former Institute seminar members during convention of Associated Press Managing Editors Association in Philadelphia. Ted Durein, standing, Managing Editor of the *Monterey Peninsula Herald*, Monterey, Calif., recalls an incident of the 1950 program he attended at Columbia.



COFFEE BREAK means more shop talk at seminar for Publishers, Editors and Chief News Executives. Above, left to right partly facing camera: Richard F. Conway, New Britain, Conn., *Herald*; John Strohmeyer, The Bethlehem, Pa., *Globe-Times*; E. J. Hughes, Westchester County Publishers, Inc., White Plains, N. Y.; and William L. Plante, Jr., Newburyport, Mass., *Daily News*.



NEWS GATHERING METHODS continue to be discussed after the morning conference room session as members of the City Editors Seminar await lunch in the Institute dining room. Left to right, Maurice Weiden-thal, *The Cleveland Press*; William A. Finney, *Daytona Beach Evening News*; Ben Reese, Co-Chairman of the Institute Advisory Board and former Managing Editor of the *St. Louis Post-Dispatch*; and Wallace A. Lindell, *The Fargo, N.D., Forum*.



Herndon J. Evans
Lexington, Ky., *Herald*

Frank L. Creasy
Kingsport, Tenn., *Times*



William H. Heath
Haverhill, Mass., *Gazette*

Robert L. M. Parks
Augusta, Ga., *Chronicle*



COOL SHORTS were popular at the June program for Women's Page Editors. Left, Miss Catherine M. Lynch, *The Evening Bulletin*, Providence, R. I., and Miss Bobbe Lentz, *The Houston Post*.



WOMEN'S PAGE EDITORS



GEORGIA

ATLANTA

The Atlanta Journal and Atlanta Constitution

Howell M. Jones, City Editors
William O. Myrick, Women's Page Editors
L. H. Strength, Circulation

AUGUSTA

Augusta Chronicle and Augusta Herald

W. E. King, Circulation
Robert L. M. Parks, Publishers and Editors

GAINESVILLE

The Daily Times

Michael J. Brissett, Advertising

MACON

The Macon Telegraph and The Macon News

H. P. Smith, Circulation

HAWAII

HONOLULU

The Honolulu Advertiser

Druzella G. Lytle, Women's Page Editors

IDAHO

LEWISTON

The Lewiston Morning Tribune

Ladd Hamilton, Publishers and Editors

ILLINOIS

CARBONDALE

Southern Illinoisan

Marie Franklin, Advertising

DECATUR

Decatur Herald and Decatur Review

Charles E. Hundley, Circulation
Merrill Lindsay, Management and Costs

EAST ST. LOUIS

East St. Louis Journal

Ruben L. Yelvington, City Editors

LA SALLE

The Daily News-Tribune

Ralph Schmarsow, City Editors

ROCKFORD

Rockford Register-Republic

Robert Monahan, City Editors

INDIANA

COLUMBUS

The Evening Republican

Robert N. Brown, Management and Costs

INDIANAPOLIS

The Indianapolis News

Jack Averitt, General Reporters

KOKOMO

The Kokomo Tribune

L. R. Enstrom, Circulation

MUNCIE

Muncie Evening Press

Alan D. Schulz, Managing Editors

IOWA

CLINTON

The Clinton Herald

John H. Notman, Management and Costs

COUNCIL BLUFFS

Council Bluffs Nonpareil

Charles E. McDonald, Circulation

DAVENPORT

Morning Democrat and The Daily Times

Edwin F. Mill, Circulation
H. Raymond Roberts, Advertising

DES MOINES

The Des Moines Register and Tribune

Russ Schoch, Women's Page Editors

MASON CITY

Mason City Globe-Gazette

R. N. Rorick, Management and Costs

KANSAS

COFFEYVILLE

The Coffeyville Daily Journal

R. M. Seaton, Publishers and Editors

KENTUCKY

LEXINGTON

**The Lexington Herald and
The Lexington Leader**

Herndon J. Evans, Publishers and Editors
Russell R. Scofield, Advertising

LOUISVILLE

**The Courier-Journal and
The Louisville Times**

Albert C. Allen, City Editors
Gordon K. Englehart, City Editors
Ben Reeves, General Reporters

MAINE

BANGOR

Bangor Daily News

Robert E. Kiah, Management and Costs

MARYLAND

BALTIMORE

Afro-American Newspapers

Lula Patterson, Women's Page Editors

MASSACHUSETTS

GREENFIELD

Greenfield Recorder-Gazette

Robert P. Dolan, Jr., City Editors

HAVERHILL

The Haverhill Gazette

William H. Heath, Publishers and Editors
George W. McLaughlin, Advertising

NEWBURYPORT

Newburyport Daily News

William L. Plante, Jr., Publishers and Editors

QUINCY

Quincy Patriot Ledger

David A. Dahlroos, Jr., Circulation
Leo T. O'Brien, Advertising

WORCESTER

**Worcester Telegram and The Evening
Gazette**

William R. DeBourke, City Editors
Mildred Mikkonen, Women's Page Editors

MICHIGAN

DETROIT

The Detroit Free Press

Raymond L. Courage, General Reporters
B. Dale Davis, Managing Editors
C. Dale Nouse, City Editors

The Detroit News

Roy H. Boston, Circulation
Ruth Carlton, Women's Page Editors

FLINT

The Flint Journal

Elizabeth Knox Conway, Women's Page Editors

PONTIAC

The Pontiac Press

Judith L. Clemence, Women's Page Editors

MINNESOTA

DULUTH

**Duluth Herald and Duluth News-
Tribune**

Leo G. McGreevy, Advertising

MISSOURI

ST. JOSEPH

St. Joseph Gazette

Harold E. Mills, Managing Editors

ST. LOUIS

St. Louis Globe-Democrat

George A. Killenberg, City Editors

NEW HAMPSHIRE

PORTSMOUTH

The Portsmouth Herald

David A. Tober, Management and Costs

NEW JERSEY

CAMDEN

Courier-Post

Francis M. Lordan, General Reporters
Hilda Shivers, Women's Page Editors
C. Allen Van Fossen, City Editors

ELIZABETH

Elizabeth Daily Journal

John B. Lake, Advertising

HACKENSACK

Bergen Evening Record

Nancy Eisenbraun, Women's Page Editors
William E. Shipe, Circulation
James R. Sutphen, Managing Editors

NEW BRUNSWICK

The Daily Home News

Wilson L. Barto, General Reporters
H. Wesley Bogle, City Editors

PASSAIC-CLIFTON

The Herald-News

Arthur F. Lenchman, General Reporters
Laurence C. Molloy, Advertising

PLAINFIELD

Plainfield Courier-News

Eugene F. Hampson, City Editors
Gerald E. Schmechel, Advertising

TRENTON

Trenton Evening Times

Edward F. Meara, Jr., Managing Editors
Anthony E. Thein, General Reporters

NEW MEXICO

ROSWELL

Roswell Daily Record

Albert A. Stubbs, Publishers and Editors

NEW YORK

BINGHAMTON

The Binghamton Press

Frederic W. Cockerill, Circulation
Robert G. Fichenberg, City Editors

BUFFALO

Buffalo Courier-Express

James F. Schrader, City Editors
Lawrence C. Smith, Women's Page Editors

Buffalo Evening News

Joan Danzig, Women's Page Editors
Lenord U. Kreuger, City Editors

DUNKIRK

Dunkirk Evening Observer

M. Orville Hoover, Circulation

ENDICOTT

The Daily Bulletin

Walter A. Garvey, Circulation
Roger T. Hildenbrand, Management and Costs

Ottaway Newspapers-Radio, Inc.

Francis H. Brinkley, Management and Costs
James H. Ottaway, Publishers and Editors
Ruth B. Ottaway, Publishers and Editors

GENEVA

The Geneva Times

Clinton C. Byers, Publishers and Editors

GLOVERSVILLE

The Leader-Herald

Robert J. Arnold, Advertising

NEW ROCHELLE

The Standard-Star

William J. Fitzgerald, Advertising

NEW YORK

The New York Times

Robert S. Crandall, Managing Editors
Joseph G. Herzberg, City Editors
Peter F. Kihss, General Reporters
Will C. Weng, City Editors

NIAGARA FALLS

The Niagara Falls Gazette

Hamilton B. Mizer, Managing Editors
Justin Riorden, City Editors

PORT CHESTER

The Daily Item

John Sheils, Advertising

ROCHESTER

Democrat and Chronicle

Robert J. Fischer, City Editors

Rochester Times-Union

Delbert P. Ray, General Reporters

ROME

Rome Daily Sentinel

Russel C. Fielding, Management and Costs

SYRACUSE

Syracuse Herald-Journal
Jack E. Stein, Circulation

WHITE PLAINS

Westchester County Publishers, Inc.
E. J. Hughes, Publishers and Editors

NORTH CAROLINA

CHARLOTTE

The Charlotte Observer
Roy B. Covington, General Reporters
W. A. Damtoft, City Editors
Thomas G. Fesperman, Managing Editors
Jane Rogers, Women's Page Editors

DURHAM

Herald-Sun Papers
Elwood C. Horne, Advertising

GOLDSBORO

Goldsboro News-Argus
Hal Tanner, Management and Costs

WINSTON-SALEM

Winston-Salem Journal and Twin City Sentinel
W. F. Clingman, Jr., City Editors
Elizabeth Trotman, Women's Page Editors

NORTH DAKOTA

FARGO

The Fargo Forum
Don Bowker, Circulation
Wallace A. Lindell, City Editors

OHIO

CINCINNATI

The Cincinnati Enquirer
A. Robert Oehler, Circulation
Cincinnati Times-Star
Carl L. Jensen, City Editors

CLEVELAND

Cleveland Plain Dealer
Everest P. Derthick, Managing Editors
The Cleveland Press
Forrest Allen, General Reporters

Jane Olds, Women's Page Editors
Maurice Weidenthal, City Editors

LORAIN

The Lorain Journal
Douglas E. Kneeland, Publishers and Editors

PIQUA

The Piqua Daily Call
Frank R. Myers, Management and Costs

TOLEDO

Toledo Blade
Frank R. Kane, General Reporters
Harry R. Roberts, Managing Editors

WOOSTER

Wooster Daily Record
Harold Murray, Publishers and Editors

OKLAHOMA

TULSA

The Tulsa Tribune
G. D. Fallis, City Editors

OREGON

EUGENE

Eugene Register-Guard
Dan H. Sellard, City Editors

PENDLETON

The East Oregonian
Jess W. Forrester, Jr., Management and Costs

PENNSYLVANIA

ALLENTOWN

The Morning Call and Evening Chronicle
John E. Weiler, Circulation

BETHLEHEM

The Bethlehem Globe-Times
John Strohmeier, Publishers and Editors

ELLWOOD CITY

Ellwood City Ledger
Joseph C. Palatka, Circulation

JEANNETTE

The News-Dispatch
Michael F. Hubis, Advertising

LANCASTER

Lancaster New Era and Intelligencer Journal
Daniel L. Cherry, City Editors
Norman E. Falk, Circulation
Jack S. Gerhart, Management and Costs
William R. Schultz, City Editors
Rollin C. Steinmetz, City Editors

NEW CASTLE

New Castle News
Len Kolasinski, City Editors
J. Fred Rentz, Management and Costs

OIL CITY

Venango Newspapers, Inc.
A. D. Dawson, Advertising
R. W. Rhoades, Management and Costs

PHILADELPHIA

The Evening and Sunday Bulletin
William B. Dickinson, Managing Editors

PITTSBURGH

Pittsburgh Courier
George F. Brown, Managing Editors

Pittsburgh Post-Gazette

James E. Alexander, Women's Page Editors

SCRANTON

The Scranton Times
Joseph F. Gilroy, City Editors

TARENTUM

The Valley Daily News
Edward S. Osheskie, General Reporters

WILLIAMSPORT

Williamsport Sun-Gazette
Frank A. Ziegler, City Editors

RHODE ISLAND

PAWTUCKET

Pawtucket Times
John L. Moore, General Reporters

PROVIDENCE

The Providence Journal and The Evening Bulletin
Wilbur L. Doctor, General Reporters
Stuart O. Hale, City Editors

Harold A. Kirby, Managing Editors
Catherine M. Lynch, Women's Page Editors
Hubert J. O'Neil, Circulation

WESTERLY

The Westerly Sun
George H. Utter, Management and Costs

SOUTH CAROLINA

CHARLESTON

The Charleston Evening Post and The News and Courier
John G. Leland, General Reporters
Charlotte Walker, Women's Page Editors

FLORENCE

The Florence Morning News
James A. Rogers, Publishers and Editors

ROCK HILL

Evening Herald
Talbot Patrick, Management and Costs

SPARTANBURG

The Spartanburg Herald and The Spartanburg Journal
Thomas J. Fleming, Managing Editors
Fred D. Moffitt, Advertising

TENNESSEE

JOHNSON CITY

Johnson City Press-Chronicle
Bill J. Breeden, Advertising

KINGSPORT

The Kingsport Times and The Kingsport News
Evelyn F. Chandler, Women's Page Editors
Frank L. Creasy, Publishers and Editors

MEMPHIS

The Commercial Appeal and Memphis Press-Scimitar
Robert M. Gray, General Reporters
Guy S. Northrop, Jr., Managing Editors
Van Pritchard, Jr., General Reporters
William W. Sorrels, City Editors

NASHVILLE

The Nashville Tennessean
Henry H. Schulte, Jr., Women's Page Editors
John Seigenthaler, General Reporters

TEXAS

DALLAS

The Dallas Morning News
Katherine Dillard, Women's Page Editors
John W. Mashek, General Reporters

HOUSTON

The Houston Post
Bobbe Lentz, Women's Page Editors

TYLER

The Tyler Courier-Times and Morning Telegraph
William E. Dozier, Jr., Publishers and Editors

VERMONT

ST. JOHNSBURY

Caledonian-Record
Lowell Smith, Publishers and Editors

VIRGINIA

NEWPORT NEWS

Daily Press and The Times-Herald
William R. Van Buren, Jr., Management and Costs

NORFOLK

Norfolk Virginian-Pilot and Norfolk Ledger-Dispatch and The Portsmouth Star
Robert W. Dodson, General Reporters
A. P. Henderson, City Editors
T. E. Roberts, Circulation

ROANOKE

The Roanoke Times
Phyllis C. Moir, Women's Page Editors

WASHINGTON

SEATTLE

The Seattle Daily Times
James B. King, Managing Editors

SPOKANE

Spokane Daily Chronicle
Gordon H. Coe, City Editors

VANCOUVER

The Columbian
Don P. Campbell, Management and Costs

YAKIMA

The Yakima Daily Republic and Yakima Morning Herald
J. M. Fox, Management and Costs

WEST VIRGINIA

BECKLEY

The Raleigh Register
C. J. McQuade, Managing Editors

CHARLESTON

The Daily Mail
Arnold R. Knapp, Managing Editors

HUNTINGTON

Huntington Herald-Dispatch and Huntington Advertiser
Cyril P. Wilson, Advertising

WISCONSIN

MADISON

Wisconsin State Journal
Lawrence H. Fitzpatrick, Managing Editors

WAUKESHA

Waukesha Daily Freeman
Tom Rickert, General Reporters

CANADA

ALBERTA

EDMONTON

The Edmonton Journal
G. H. Stout, City Editors

BRITISH COLUMBIA

VANCOUVER

The Vancouver Province
Bruce Larsen, City Editors

MANITOBA

WINNIPEG

The Winnipeg Tribune
H. Merl Lewis, Advertising

ONTARIO

HAMILTON

The Hamilton Spectator
C. R. Middleton, Circulation
Jessie S. Mortimer, Women's Page Editors

KIRKLAND LAKE

Northern Daily News
N. D. Hamilton, Publishers and Editors

KITCHENER

Kitchener-Waterloo Record
William J. Coulter, City Editors
Joseph E. Fehrenbach, Circulation

OSHAWA

The Daily Times-Gazette
Thomas L. Wilson, Publishers and Editors

OTTAWA

The Ottawa Citizen
F. C. Brede, Advertising
Molly S. DeProse, Women's Page Editors

The Ottawa Journal

Henry Harvey, Circulation
Lucien A. Lalonde, Management and Costs

SAULT STE. MARIE

The Sault Daily Star
Kenneth J. Brown, Managing Editors

TORONTO

The Thomson Company, Ltd.
Margaret L. Hamilton, Management and Costs

WINDSOR

The Windsor Daily Star
R. M. Pearson, City Editors

QUEBEC

MONTREAL

La Presse
Gustave Lafontaine, City Editors

COLUMBIA UNIVERSITY

Plan of Buildings and Grounds

