

The September, 1936 Advertiser

SOAP BOX
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MONTHLY IN THE INTEREST OF GOOD ADVERTISING

Member United Press Associations

—Circulation of this issue is 18,000—



Awards... The Newspapers and the Chevrolet Motor Co. sponsored the 1936 Soap Box Derby. The victorious lads and just a few of their many awards are seen in this photograph snapped at Akron, O., scene of the national event: Left to right: Chevrolet Motor Company's President, M. E. Coyle, Detroit; the 1936 Soap Box Derby Champion, Herbert Eric Muench, Jr., St. Louis; Second place: Harold Hansen, White Plains, N.Y.; Third place: Robert Richards, Lima, O.; and Chevrolet's Adv. Mgr., C. P. Fidler, Master of Ceremonies at the banquet of Soap Box Champions. (See Page 11)

In This Issue...

"A DIVIDEND TO YOUTH..." By JAMES BRADEN

THE GLIDDEN COMPANY—"Everywhere on Everything"—IN EVERYTHING...

An Interview With EDWARD W. CLARK, Adv. Mgr., THE GLIDDEN CO., Cleveland

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WHAT'S IT ALL ABOUT? By C. O. LANGLOIS, Pres., LANGLOIS & WENTWORTH, Inc., New York
[World Radio History](#)

"Now, we're going on

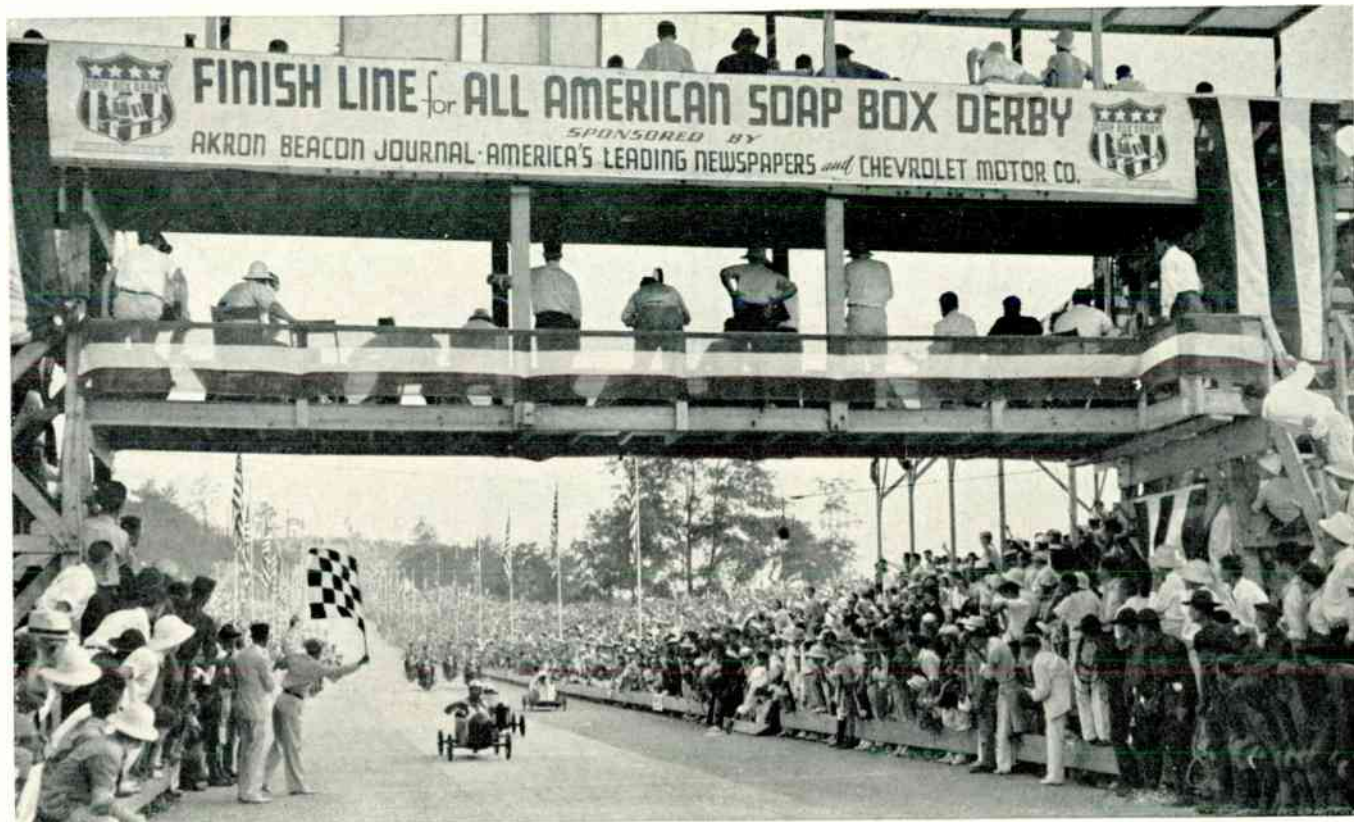


If you are one of the men responsible for your company's Sales Curve, you'll want to know the latest facts about the most powerful medium in broadcasting.

When these facts about WLW are in the hands of any Sales Committee the vote is always unanimous---
"Now, we're going on WLW".

THE CROSLY RADIO CORPORATION - - - CINCINNATI
POWEL CROSLY, Jr., President

Say you saw it in *The ADVERTISER* . . . Please—



Motor executives, advertising men and 100,000 derbyists were equally thrilled by the Soap-Box Derby classic at Akron, August 16th. In the above picture, the St. Louis Star-Times' champion, Herbert Muench, Jr., seen crossing the barrier—the winner—while newspaper men, NBC broadcasters and Chevrolet Motor executives announce his victory, clock his speed and tell the waiting world all about it . . . over the air and via the printed word in 116 newspapers throughout the U.S.A.

“A DIVIDEND to YOUTH . . .”

Newspaper-Chevrolet Sponsored Soap-Box Derby Gains 5,000,000 Audience . . . Attains International Interest—Wire Services Carry 150,000 Words—NBC Covers Akron Event With Coast To Coast Hookup

By JAMES M. BRADEN

Akron . . .

SOME people say the country is going to the dogs. Some have said that there is no longer any romance in our modern age of machinery; that everything is cut and dried and that cold intellect and figures dominate every move made in a world that is wholly commercialized and bought and partly paid for.

Yet a hundred thousand people watched 117 boys compete in the Soap Box Derby at Akron recently; they stayed to the end of a long, hot summer afternoon, and as many as possible jammed around the finish

line to assist the president of a huge manufacturing company donate a little silver cup, symbolic of a world's championship, to a gangling kid of 15 years who won. And the same man who gave the cup talked to more than two hundred and fifty newspapermen the night before and told them that his company was proud to be associated with them in projecting such an activity and that he didn't care whether his company's name was ever mentioned in print as the co-sponsor of the Derby—that the thing itself was worth the money that his company spent on it

—that it was considered a dividend to youth.

There is something screwy about all this if you remain in the chilly realms of intellect, but most of us have already rejected the actualities of the opening paragraph and take a stand with Marvin E. Coyle who gave the silver cup to smiling Herbert Eric Muench, Jr., and who talked so humanly to the newspapermen.

Advertising men know the setup; Mr. Coyle is president of the Chevrolet Motor Company, which has one of the largest advertising



The 116 newspapers in the Soap-Box Derby contest, as evidenced above, gave this circulation-building feature very ample play; many devoting special advertisement filled editions to it, in highlighted with 7-column feature headlines.

programs in the world, and the Soap Box Derby is backed nationally by his company. In 116 cities leading newspapers sponsor and conduct the sectional finals to find the champions who compete for national and world honors at Akron.

It could be said that the automobile company with such large ad schedules may have had sordid designs about publicity and advertising when it undertook to co-sponsor this event with the newspapers of the country.

"When Myron Scott, a Dayton Ohio newspaperman, brought the idea of the Soap Box Derby to us to back nationally we examined it from all angles and decided it was

worth while as an activity for youth," said Mr. Coyle to the men at the press dinner. "We entered it with no motives of publicity for our company. We still think that way and do not care whether the company's name is ever mentioned as co-sponsor.

"It was and is an activity that no company could carry alone. No one of you could carry it alone but by cooperating it has been made into a fine success. Let us keep it clean and for youth. We are able and happy to share the small burden that is ours in the Soap Box Derby. It is a dividend to youth."

The newspapermen listened more attentively than usual to the gray-

eyed man who spoke with a carrying sincerity and conviction.

"Some of you have children and you know the benefits that come from activities that keep young minds and hands busy. From personal experience as a parent I know the value of swimming, baseball, boating and other athletic games to children and how much they make for character of the right kind.

"The Soap Box Derby attracts to its ranks youngsters who are in the age group that will one day graduate to the leadership of this country. I do not say the future leaders will come from boys who participate in this event but from the ranks of their age group must come some of the future leaders. Many of us think that the boys who do take part in this type of activity are getting the right kind of preliminary steps to leadership training.

"It is worth while for this reason if for no other and we are happy to be associated with you in such an activity for boys."

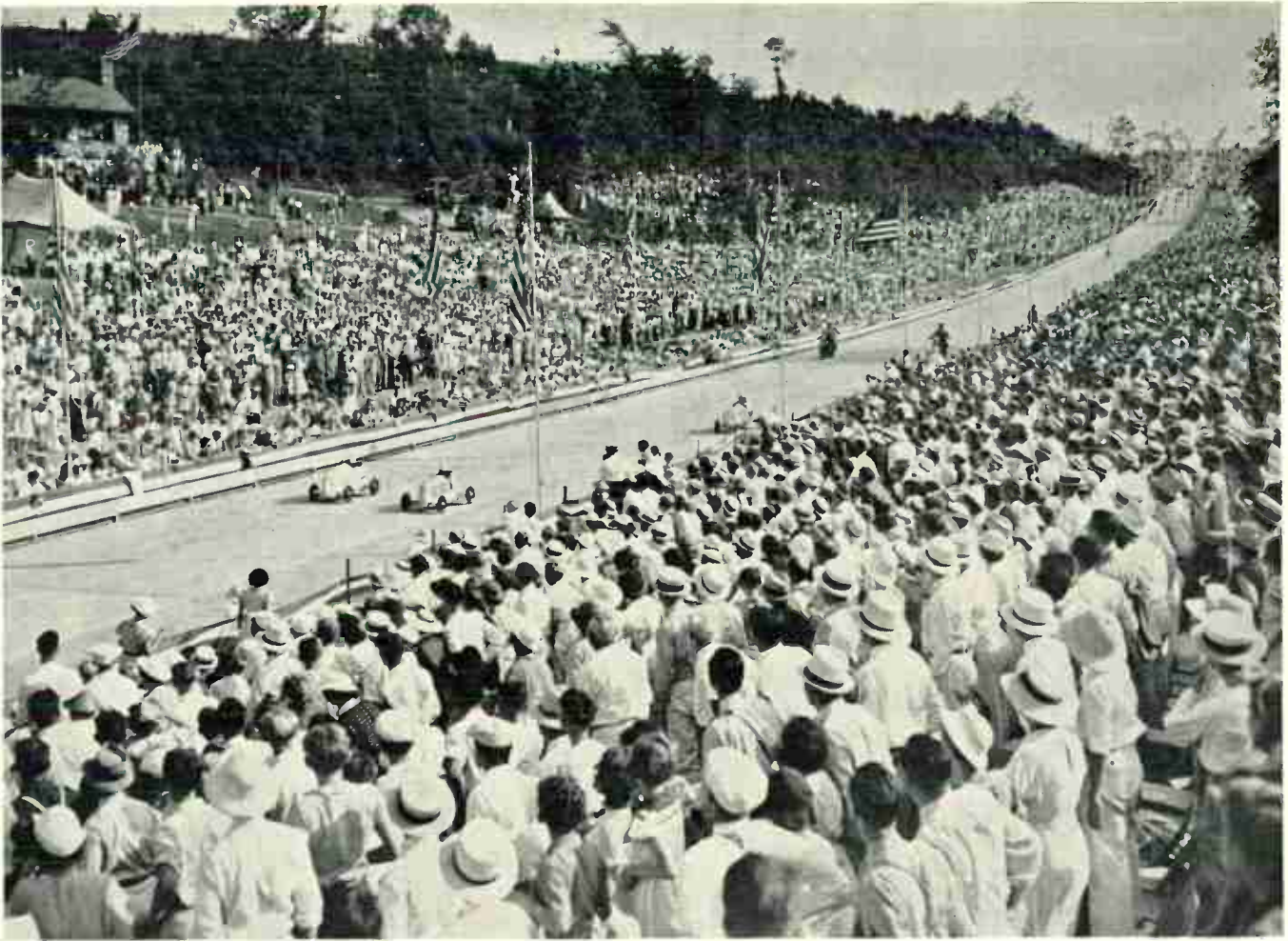
At the end of the last race, an added attraction for 1936 due to the fact that some British sportsmen in South Africa decided that they would send one of their young fellows, Norman Neumann, to the Akron Derby. Mr. Coyle presented young Muench with the silver International cup that carried with it the world's championship and later at the banquet of the champions he stressed to them the value of good sportsmanship and prizes were awarded and the 1936 Soap Box Derby was over.

And after an event is over the "dope" can be collected.

It tends to prove that the country is not going to the dogs for more than 100,000 boys competed in the 116 sectional championships that the newspapers held in practically every large town and city in the United States. The boys were aged from 9 to 16. More than 5,000,000 spectators witnessed their efforts. You will recall that ancient Greece and Rome went to the dogs only after the spirit of competition left the youth of those countries.

The boys had to build their own cars with their own hands and they were not permitted to spend more than \$10 for the material. Dad or Uncle could help them a reasonable amount but not enough to get the

(Turn to page 28)



Part of the Thousands who thronged "Derby Downs" for the 1936 Soap Box Derby.

The Power of this Newspaper

- to draw 100,000 people to the 1936 Soap Box Derby.
- to contribute so materially to the success of this fine wholesome junior classic is clearly shown in the above picture.

To be selected by the Chevrolet Motor Car Company as the newspaper to handle the National and International Soap Box Derbies of 1937.

All of this is a source of great pride and gratification.

AKRON BEACON JOURNAL

ESTABLISHED 1839

One of America's Outstanding evening newspapers.

Say you saw it in *The ADVERTISER* . . . Please—

The GLIDDEN COMPANY— “Everywhere on Everything” —IN EVERYTHING . . .

The Romance of A Paint Corporation
That Acquired Companies To Keep
Plant Operations To Full Capacity . . .
Embarks On Colorful Advertising Efforts

An interview with EDGAR W. CLARK, Adv. Mgr.
The Glidden Corp., Cleveland

By MANUEL ROSENBERG

Cleveland . . .

THE job of an advertising manager is not always a bed of roses . . . even though it's Luke Stites'—that of conducting a florist advertising campaign.

Much thought, imagination, psychic understanding, and a prodigious memory are the most important requisites. Franklin Bell, who directs Heinz's 57 Varieties advertising, and Robert Griggs, who directs Standard Brands advertising, must have all these and more in order to create and okay the advertising of their hosts of products and to select the various channels they must employ to reach the purchasers of their products.

However, we called upon Edgar W. Clark, advertising manager of The Glidden Company in Cleveland and we leave it to your own observation as to whether Mr. Bell and his 57 Varieties, or our good friend Bob Griggs and his host of Standard Brands products have as “colossal” a task as has Mr. Clark.

The Glidden Company, originally a paint and varnish plant, starting in Cleveland in 1851, was purchased from the Glidden family in 1917 by Mr. Adrian D. Joyce, now President, and Mr. R. H. Horsburgh, at present Senior Vice-President and Treasurer. Remarkable is the fact that in 1917 company sales were \$2,000,000 while in 1935 sales had jumped to \$40,000,000 . . . with 1936 showing substantial sales increases over 1935. The company is now an amazing corporate structure, selling a wide variety of commodities, such as: paints, foods,

Testing
Outdoor
Medium . . .

chemicals, etc.

Look at this Glidden diversified line-up as furnished *The ADVERTISER* by Mr. Clark:

The Glidden Company, manufacturing Jap-A-Lac, Speed-Wall, Ripolin, Florenamel, Endurance House Paint, Glidden Spar Varnish, and a complete line of home and industrial paints, varnishes, lacquers, enamels. Also owning and operating the following: Euston Lead Division, manufacturing Euston White Lead. Durkee Famous Foods Division, manufacturing Durkee's Famous Dressing, Dunham's Coconut, Durkee's Margarine, Durkee's Spices, Durkee's Shortening, Durkee's Worcestershire Sauce, etc. Chemical & Pigment Division, manufacturing Astrolith and Sunolith Lithophones, Cadmium Reds and Yellows, Titanium Dioxide. Metals Refining Division, manufacturing MRCO Grid Metal, Mixed Metal, Wilkes Type Metal, Metrox Red Lead, Cuprous Oxide, Copper Powder, Litharge. Soya Bean Division, manufacturing Lecithin, Soya Bean Meal, Oil, Flour and Protein. Neliio-Resin Division, manufacturing Neliio-Resin, Turpentine, Rosin.

We, too, were amazed to learn of



Mammoth colorful spectacular erected at Cleveland by the Central Outdoor Advertising Co., to advertise Glidden Paints. In the background is seen the Cleveland Hotel, Cleveland Terminal Tower, and the new Cleveland Post Office. This initial outdoor effort of the Glidden Co. is ten stories high.

the wide diversification of The Glidden Company.

Mr. Clark explains something of the business philosophy which led the company into the widely separated fields in which it has been so successful:

“At the outset—in 1917—it was quickly realized that there were certain of the company's raw materials which could be made at less cost than they could be purchased. The executives saw that this would bring about the building of plants and equipment which could in turn be utilized to make other products and tend to broaden the scope of our market and stabilize our manufacturing. This policy has led the company, with surprising consistency, into such seemingly unrelated fields as paints and varnishes, foods, chemicals and lead. Each step led logically to the next and each product to its successor.

“For instance, linseed oil, which is an important raw material in the manufacture of paint and varnish, is secured by the crushing of flax seed. In 1919 The Glidden Company acquired a linseed oil plant located in St. Louis. The flax seed came up the Mississippi by barge. But the crushing season lasted only six months and the plant was idle for the other half year. What could be done to keep the factory and machinery busy during the entire year?

“The answer to this question came from the islands of the Pacific in the form of copra, the dried meat of the coconut. This could be imported and crushed into a vegetable oil with the same machinery used in making linseed



The Banquet of Champions (Wheatena could use this art!) 117 boys who did honor to the newspapers backing their craftsmanship efforts, received many awards at the hands of their sponsoring newspapers and Chevrolet Motor Co. The boys are seated in four balcony tiers in the massive banquet hall of the Mayflower Hotel at Akron. (Aug. 16)

116 Newspapers Race . . .

(Continued from page 34)

crowd, all were converted by the way in which the entire undertaking was conducted. In conception, in execution, in spirit, the Soap Box Derby proved that a great national institution can be the inspiration, the pivot point for a goodwill promotional venture with room aplenty for its benefits to apply locally. That was what the press said, as each representative seemed to share in the enthusiasm of his kid-entrant who, at the end of the race, already had new plans for a winning model next year.

The 1936 Derby was a model for the way the press, the entrant, and the public ought to be handled.

On arrival each "Champion" was registered and escorted to the desk-clerk of the Mayflower, and introduced as "Champion So and So," with a voice of such firmness that it behooved the hotel to bestow upon Champion So and So all the emoluments of office to which a champion is entitled.

At the Press Dinner, arranged by Varley Young, head of Campbell-Ewald's press department, complete details of the event were given. On Sunday, at the conclusion of the race, each newspaper was given a picture of the heat in which its entrant started and finished, as well as general crowd pictures and sidelights. At the track, after each race, an announcer told the press the name of the winner, and his time. To Varley Young, in case he hasn't heard it, the press box thought it was one grand job.

On Sunday evening the Champions were entertained at a big banquet with turkey and all the trimmings, and a vaudeville show of magicians, jugglers, and funny men. Each champion was given a 17-jewel wrist watch and a Championship Diploma. High honors of course went to the *St. Louis Star-Times* entrant, Her-

bert Muench, Jr., who set a course record of 28 and 1/5 seconds to win the \$2,000 college scholarship prize. Unusual interest was shown the entrant from South Africa, who traveled six weeks by rail and steamship to run his racer down the hill twice.

Next year, according to Mr. Fiskien, the Soap Box Derby idea will be extended to Australia, Porto Rico, and the Hawaiian Islands.

All of which proves, it seems to me, that one simple idea, closely bound up with human interest, can circle the globe.

Observations at Soap Box Derby Downs . . .

By The OBSERVING REPORTER

Akron . . .

DOWN the long hill at Akron's famed Airport they go—"They're Off!"—and in the hearts of the nation the Youth of today speed to triumph in the All-American Soap Box Derby—America's greatest amateur race.

We, and more than 100,000 spectators, including many of the nation's greatest executives in the industrial and advertising world, witnessed a spectacle of youth that sets an example for the world to follow. As Captain Eddie Rickenbacker commented, "It is better to train our youth to make the grade in the Soap Box Derby than to carry wooden guns on their shoulders in military parade. They will be ready to build and to protect the nation when called upon."

Truly this All-American Soap Box Derby is a natural, an event that grips your interest despite the fact that it is a sponsored sports event backed by 116 newspapers located in every state in the nation as well as South Africa, Hawaii and Porto Rico, and the gigantic Chevrolet Motor Company.

The big idea, born in the mind of Myron Scott back in 1934 when he served the *Dayton, O. News* as a staff photographer grew into a national event when he delivered the idea to Varley Young, Chevrolet's Publicity Director, who took it up with C. P. Fiskien, the ubiquitous

Advertising Director of Chevrolet. Chevrolet's President, M. E. Coyle, after mature study, okeyed the idea and the Chevrolet dealers and certain local newspapers in metropolitan as well as small towns requesting the feature, chimed in with the plan. That it has been most successful is evidenced by the fact that in one city alone—e.g., Los Angeles, nigh 60,000 witnessed the heats within three days of the runoff in which more than 492 boys entered cars of their own make.

Commenting to *The ADVERTISER*, at Akron, on the Soap Box Derby theme, Verne W. Bailey, Public Relations Director, *Los Angeles Times*, observed:

"The Derby has 'that something' that clicks. It has the appeal that has kept thousands of boys at the family work bench during the vacation weeks. It wins the prestige of parents, but its widest appeal is to the general public,—to men and women who had no boys entered, and to some who hadn't even a son of their own. One of the surprising results of the Derby has been the number of letters and enthusiastic comments, praising the newspaper and the sponsoring Chevrolet company for the fine service they are doing in teaching kids to make things for themselves, to take pride in their skill in building and racing—and encouraging sportsmanship. (Turn to page 40)



Photographic observations at the Soap-Box Derby . . . Weighing in . . . Society at the track . . . Daddy of the Soap Box Derby, Myron Scott (left) greets South Africa's Champion, Norman Neuman . . . Varley Young announces race time to 250 newspaper men . . . Youthful Derby enthusiasts . . . race course, audience and cars seen from the Goodyear blimp . . . The Winner, Herbert Muench, and broadcasters . . . Chevrolet's President, M. E. Coyle, and C. P. Fiske, Adv. Mgr., present Muench the "spoils of victory."



"Safety First"

Injured at last year's derby, Tom Manning and Graham McNamee, playing safe, donned armor to cover the 1936 derby. In white, Vern. Prible, Mgr., WTAM, Cleveland, and between the announcers the Oklahoma lad who ran into 'em.

McNamee Broadcasts Derby Over NBC Red Hookup...

Broadcast announcers covering the soap Box Derby at Akron for NBC's famed Red Network remembering last year's Derby and the accident that ensued

when a Soap Box Derby racer's \$10 crate from Oklahoma, ran afoul Graham McNamee and Tom Manning, covering the event, came prepared to do their Coast to Coast broadcasting in the suits of armor seen in the above picture.

Vernon Prible, Manager of WTAM, NBC's Cleveland station, informed *The ADVERTISER* that NBC tho so highly of this unique racing event, sponsored by 116 newspapers and The Chevrolet Motor Co., that his chain sent their leading sports announcers to cover it "editorially."

Thus it was broadcast on Sunday, Aug. 16, from 2 to 2:15 at the start and from 5 to 5:30 p.m., E.D.S.T., when the St. Louis Star-Times entrant, Herbert Muench Jr., was announced as the winner. In fact the touch of drama of the event occurred at the broadcast's closing seconds, when the boy's mother rushing frantically thru the throng that crowded round the winner shouted: "My boy, my boy, my boy!" . . . and the broadcast thus concluded at the 5:30 minute hand.

Thruout the many heats necessary to run off the 117 contestants (one from South Africa) Graham McNamee broadcast each event, carrying thru on the national hookup when the program went on the chain.

With more than 100,000 in attendance and millions listening in—for the boys hailed from every State in the Union—this was indeed a major 1936 air program.

116 NEWSPAPERS RACE to GLORY In A SOAP BOX...

Chevrolet's Boys Derby Astounds the Cynic as 100,000 Turn Out in Akron.

Observations by ED KIRBY, Sales Promotion Manager, The National Life and Accident Insurance Co. and WSM, Nashville.

Akron . . . ONE hundred thousand spectators jam into the stands flanking both sides of the 1,100 foot concrete incline built by the City of Akron for the Soap Box Derby.

At the bottom of the hill a double deck bridge spans the finish line, holding tons of movie and camera equipment, a corps of NBC engineers and Graham McNamee, microphone in hand.

Alongside the finish line is the canopied newsmen's stand where 250 gentlemen of the press, typewriters before them, hand over page after page of copy to Western Union and Postal clerks who rush it to wires open in 116 newspaper offices whose readers are eager to learn how the local entrant has done.

Opposite the newsmen is the Guest Stand where nervous mothers and fathers hope for the best, enjoying the animated conversation of Capt. Eddie Rickenbacher and Gar Wood, swapping tall tales with Chevrolet's President, M. E. Coyle, and Advertising Director C. P. Fiskien, who

had good reason for his continued smile throughout the afternoon.

Down before them on the three-lane track is Wild Bill Cummins, and Harry Hartz, famed Indianapolis Track wizards, ready to flag the winner, with the large colored and checkered squares.

Up on the hill at the starting pits is Tom Manning, McNamee's colleague, geared-in with NBC lines so that both start and finish may be broadcast.

On a hill nearby is the Field House, where Red Cross attendants are prepared to minister victims of spills and crashes on the track, or heat victims in the crowd.

On top the building from giant loud-speakers a voice booms, giving the 1-2-3 positions of the starters and a running account of the race—a voice in competition all afternoon with the zoom of airplane motors overhead, which entertained the crowd with an aerial circus between waits for the next race.

At the wave of green starting flag the crowd rises to its feet and, with all the

fuore of a Kentucky Derby crowd, lets out a whoop and a holler: "They're Off!" As the boys gather speed down the hill, two Ohio State motorcycle policemen race down after them, followed closely by newsreel cameramen, precariously mounted on the front bumpers of their trucks grinding away the mad-cap youngsters wearing shiny "Fisher body turret top" helmets, racing on at high forty miles an hour in their wild flight for glory as well as a small fortune.

When three heats have been run the wheeled soapboxes and their owners are placed on a flat, open trailer and slowly transported back up the hill with all the glory of returning heroes as the crowd shouts, applaus, and bands blare forth.

On the sides of each soap box is painted the name of the sponsoring newspaper, a reproduction of its masthead style. The press gallery gets quite a kick in seeing the *South Bend News-Times* whiz by the *Los Angeles Times*, and in watching the *Fort Wayne News-Sentinel* outclass the revived *New York Post*, and in observing the dignified *Atlanta Constitution*, mounted on a soap box, struggling to overcome the lead of the *White Plains Daily Reporter*.

Each one of the 116 entrants had won the trip to Akron in outstripping a field of some four hundred or so in his home town. The local newspaper co-sponsored the stunt with Chevrolet. It is a project of immediate circulation and promotional interest to the newspapers, and of long-pull institutional goodwill building for Chevrolet.

And were there any skeptics in the (Turn to page 37)



Gar Wood, famed speed boat racer, took in the Soap Box Derby at Akron

gave the champs an inspiring address

Chevrolet's able adv. director C.P. Fiskien proved a skillful impresario at Champion's banquet

Great Show - Graham

Bob Crocker, U.P. Campbell-Ewald Detroit

Graham McNamee famed NBC announcer describes derby

Chevrolet's farvisioned head - M.E. Coyle

Ed Kirby Sales Pro. Dir. Nat. Life and Station WSM, Nashville, rooting for his home town boy

COME ON NASHVILLE!

This is our dividend to youth - M.E. Coyle Pres Chevrolet Motor Co. - Detroit

Myron Sco 'daddy' of the Soap Box Derby

Frank E. Zorniger - Chevrolet's Used Car Sales Pro. - watched smooth running of the events -

Broadcaster McNamee excitedly announced victory to White Plains' Champ - some boxer!

Veteran Auto Editor (Auto Daily News) Chris Sensabaugh declared Soap Box Derby captured greater interest than Indianapolis Speedway classic

Henry Ewald derby fan

NBC gave much free time coast to coast to the main race at Akron

Mrs. John S. Knight Akron Beacon Journal hostess to derby champs

Mrs. M.E. Coyle Detroit - one of thousands of women keenly interested in the races -

Arkules - The Wichita Beacon sent its star reporter to cover the event by wire -

Akron Beacon Journal's Publisher John S. Knight proved an able speaker and an excellent host to the Soap Box Derby champs

Joe Hartigan, U.P. Campbell-Ewald, reminisces with Detroit News Motor Editor

Chev's J.P. Gormley clears the track - Varley Young Campbell-Ewald Co kept 250 news and radio men well informed -

"Tough luck!"

Artist Bradshaw Grandall painted a Soap Box Derby poster -

From East and West, advertising men, motor authorities and notables otherwise, and their wives, came to Akron to attend the Soap-Box Derby. Above, as they looked to Manuel Rosenberg's facile pencil.



Today's
SOAP BOX CHAMPIONS.
 Tomorrow's
CHAMPIONS OF AMERICAN

CHEVROLET Akron recently was host to one hundred and sixteen representatives of the highest type of American boyhood. Each one, through his own initiative and skill, had defeated hundreds of rivals to become his city's champion, and to contend in the national finals of the All-American Soap Box Derby.

As the co-sponsor of the Soap Box Derby in 116 cities, and as sponsor of the All-American finals, the Chevrolet Motor Company pays tribute to these contestants, not alone because they were city winners, but as well because of the sportsmanship and the game-ness that they demonstrated, both winners and losers, in the national championship finals.

The All-American Soap Box Derby, now in its third season, has already become a nationwide institution—the greatest amateur racing event in the world. From 34 cities in 1934, and 52 cities last year, it has grown to take in 116 of the principal cities of the country in 1936.

To the 116 leading newspapers that sponsored the 1936 Soap Box Derby, Chevrolet wishes to express a grateful appreciation for their co-operation in extending this great character-building activity to their own

communities. The All-American Soap Box Derby has become far more than a mere coasting contest for youngsters, and far more than a diverting spectacle for the public. Actually, it is a demonstration that our country is bringing up another generation equipped to carry on, the years, in the spirit that our fathers and our grandfathers established as the high standard of American citizenship.

The City of Akron, and its people, in supporting their own Derby and the national finals, have amply demonstrated that they recognize the higher values of the All-American Soap Box Derby. To their co-operation, the success of the national finals was, in large part, due. To the City of Akron, therefore, the national and city sponsors offer their thanks.

The Chevrolet Motor Company congratulates one of the city champions—and wishes that all American boys in manhood, exhibit in all their activities the high qualities of courage, resourcefulness and sportsmanship that they demonstrated, in full measure, on the track in the heat of competition.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

1936 SOAP BOX DERBY CITIES AND CO-SPONSORS

AKRON BEACON-JOURNAL
 ALTOONA TRIBUNE
 ANDERSON HERALD
 ANN ARBOR NEWS
 ATLANTA CONSTITUTION
 BANGOR DAILY NEWS
 BAY CITY TIMES
 BENTON HARBOR NEWS-PALLADIUM
 BINGHAMTON PRESS
 BLOOMINGTON (ILL.) PANTAGRAPH
 BLOOMINGTON (IND.) EVENING WORLD
 BOISE CAPITAL NEWS
 BOSTON TRAVELER
 BRIDGEPORT POST-TELEGRAM
 BRISTOL (VA.) PUBLISHING CO.
 BUCKHANNON RECORD
 BUFFALO COURIER-EXPRESS
 CAPE GIRARDEAU NEWS
 CHICAGO HERALD AND EXAMINER
 CINCINNATI TIMES-STAR

CLEVELAND NEWS
 COLUMBIA (S. C.) RECORD
 COLUMBUS DISPATCH
 DALLAS DISPATCH
 DAYTON DAILY NEWS-DEMOCRAT
 DAYTON DAILY NEWS
 DEADWOOD PIONEER TIMES
 DENVER POST
 DETROIT NEWS
 DOVER (O.) DAILY REPORTER
 DUBUQUE TELEGRAPH-HERALD
 ELLWOOD CITY LEDGER
 EL PASO HERALD-POST
 ERIE DISPATCH-HERALD
 EUGENE REGISTER-GUARD
 EVANSVILLE COURIER-JOURNAL
 FLINT JOURNAL
 FORT SMITH TIMES-RECORD
 FORT WAYNE NEWS-SENTINEL
 POSTORIA DAILY REVIEW

GRAFTON (W. VA.) NEWS
 GRAND RAPIDS HERALD
 HARRISBURG NEWS-PATRIOT
 HELENA INDEPENDENT
 INDIANAPOLIS STAR
 JAMAICA LONG ISLAND PRESS
 JOHNSON CITY PRESS
 KANSAS CITY KANSAN
 KNOXVILLE NEWS-SENTINEL
 LAFAYETTE (IND.) COURIER-JOURNAL
 LANSING STATE JOURNAL
 LEAD (S. D.) DAILY CALL
 LEXINGTON HERALD
 LIMA MOTOR CO.
 LITTLE ROCK ARKANSAS GAZETTE
 LOS ANGELES TIMES
 LOUISVILLE HERALD-POST
 MACON TELEGRAPH
 MADISON (WISC.) STATE JOURNAL
 MANITOWOC HERALD-TIMES

MARION CHRONICLE & LEADER-TRIBUNE
 MARTINSBURG NEWS
 MASSILLON EVENING INDEPENDENT
 MEMPHIS COMMERCIAL-APPEAL
 MILWAUKEE SENTINEL
 MINNEAPOLIS JOURNAL
 MORGANTOWN DOMINION NEWS
 MUNCIE STAR
 NASHVILLE BANNER
 NEW ARK LEDGER
 NEW HAVEN JOURNAL-COURIER
 NEW MARTINSVILLE WETZEL-REPUBLICAN
 NEW YORK POST
 OAKLAND TRIBUNE
 OKLAHOMA CITY TIMES
 OMAHA WORLD-HERALD
 PASSAIC HERALD-NEWS
 PATERSON EVENING NEWS
 PEEKSKILL EVENING STAR

PEORIA JOURNAL-TRANSCRIPT
 PHILADELPHIA RECORD
 PITTSBURGH POST-GAZETTE
 PORTLAND (ME.) PRESS-HERALD-EXPRESS
 PORTLAND OREGONIAN
 PROVIDENCE NEWS-TRIBUNE
 RAHWAY RECORD
 RALEIGH NEWS-OBSERVER
 RAPID CITY DAILY JOURNAL
 RICHMOND NEWS-LEADER
 ROANOKE TIMES-WORLD
 ROCHESTER TIMES-UNION
 ROCKFORD (ILL.) STAR & REGISTER-REPUBLICAN
 ST. LOUIS STAR-TIMES
 ST. PAUL DAILY NEWS
 SAN DIEGO UNION-TRIBUNE
 SAN FRANCISCO CHRONICLE
 SCRANTON REPUBLICAN
 SEATTLE TIMES

SHERIDAN (WYO.) PRESS
 SIOUX CITY TRIBUNE
 SOUTH BEND NEWS-TIMES
 SPOKANE DAILY CHRONICLE
 SPRINGFIELD ILLINOIS STATE RECORD
 SYRACUSE HERALD
 TACOMA NEWS-TRIBUNE
 TERRE HAUTE TRIBUNE-STAR
 TOLEDO BLADE
 TOPEKA DAILY CAPITAL
 TULSA WORLD
 UNION CITY HUDSON DISPATCH
 VINCENNES SUN-COMMERCIAL
 WADSWORTH NEWS
 WATERBURY AMERICAN-REPUBLICAN
 WHEELING INTELLIGENCER
 WHITE PLAINS DAILY REPORTER
 WICHITA BEACON
 YOUNGSTOWN VINDICATOR