

What are the SCRIPPS-HOWARD newspapers?

I SEE by the newspapers." . . . The authority for nine-tenths of the popular opinion on all current topics of interest!

But what newspapers? Are you concerned with the character and the standing of *your* newspaper—of that medium which furnishes the background for those personal opinions by which you are judged?

Scripps-Howard is a name which is the hall-mark of News ACCURACY, sane and constructive LIBERALISM, editorial TOLERANCE and political INDEPENDENCE.

EDITIONS of Scripps-Howard newspapers think straight and write straight. Their news columns are *full of facts*, but free from opinion; their editorial columns are *full of logic*, but free from demagoguery and vituperation.

NEITHER Pollyannas nor journalistic grouchers, these newspapers are the focal point of every movement tending to make life more livable for the people of their communities.

These newspapers are *good citizens* of their communities. They are always too busy to quarrel with individuals, but never too busy to engage in a good fight for a good cause.



This is truly American journalism . . . Scripps-Howard journalism . . . a journalism which is well rewarded because its editors make their newspapers not only popular, but —respected!



AND confidence — the greatest reward which readers can bestow—is given in overflowing measure to the twenty-four Scripps-Howard newspapers by more than a million and a half families.

SCRIPPS-HOWARD NEWSPAPERS

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*Kentucky edition of the Cincinnati Post

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FAITHFUL service to a community by a newspaper is recognized and quickly appreciated. As the result of such service 'I see by The Times' is becoming an increasingly popular phrase among Indiana people. Even those who may not agree with an opinion expressed realize that being independent in

politics and with no individual's personal ambitions to advance The Times seeks only the welfare of the community.

The vote of confidence which Indianapolis and Indiana people have given to Scripps-Howard journalism is reflected in the constantly increasing circulation of this newspaper.

THE INDIANAPOLIS TIMES

A SCRIPPS-HOWARD NEWSPAPER