## The WEEKLY NEWSPAPER . and YOU

Never in the history of American Journalism, have the ten thousand weekly newspapers of America measured up to their individual and collective responsibilities as they do today; the result is that, in the smaller centers of population, "man's humanity toward man" is nearer to being a reality than in the larger centers of population where "you hardly know your next door neighbor."

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- To successfully publish a newspaper today requires not only intelligence, but no small amount of capital; in the recent progress of newspaper-making in America, many hundreds of weekly newspapers and small dailies have been forced to quit, due to the economic pressure of social and industrial balances. So the weekly newspaper that has survived now, more than ever, has been able to do so only because it measures up to the human element that its area of kindly, loving, and tolerant field of readers demands.
  - Unlike the average city daily, whose chief slogan seems to be: "More pocketbooks mean more merchants," this newspaper, as one of the weeklies of America, renews its pledge to its community for the perpetuation of those qualities of clean, constructive Journalism that have long made the weekly newspaper a strong institution—an institution "of the home, for the home, by home-loving journalists."
    - As time continues, and the achievements of mankind are made manifest through a more difficult and complex living, the Weekly Newspapers of America will ever stand in Journalism as the kindly barrier between decency and indecency, cleanliness and scandal, liberty and license, in American life.
      - For, remember, we Journalists in the Weekly Field, unlike our often too ambitious daily brethren, still place the souls of our communities' men and women, boys and girls, above the jingle of the cash register in our respective newspaper offices.

Remember this, when you think of newspapers of America -especially the ones that enter your home, that become a part of your family circle