

THIS ISSUE: SHANGHAI "WAR" PICTURES REACH U. S. IN RECORD TIME



EDITOR & PUBLISHER



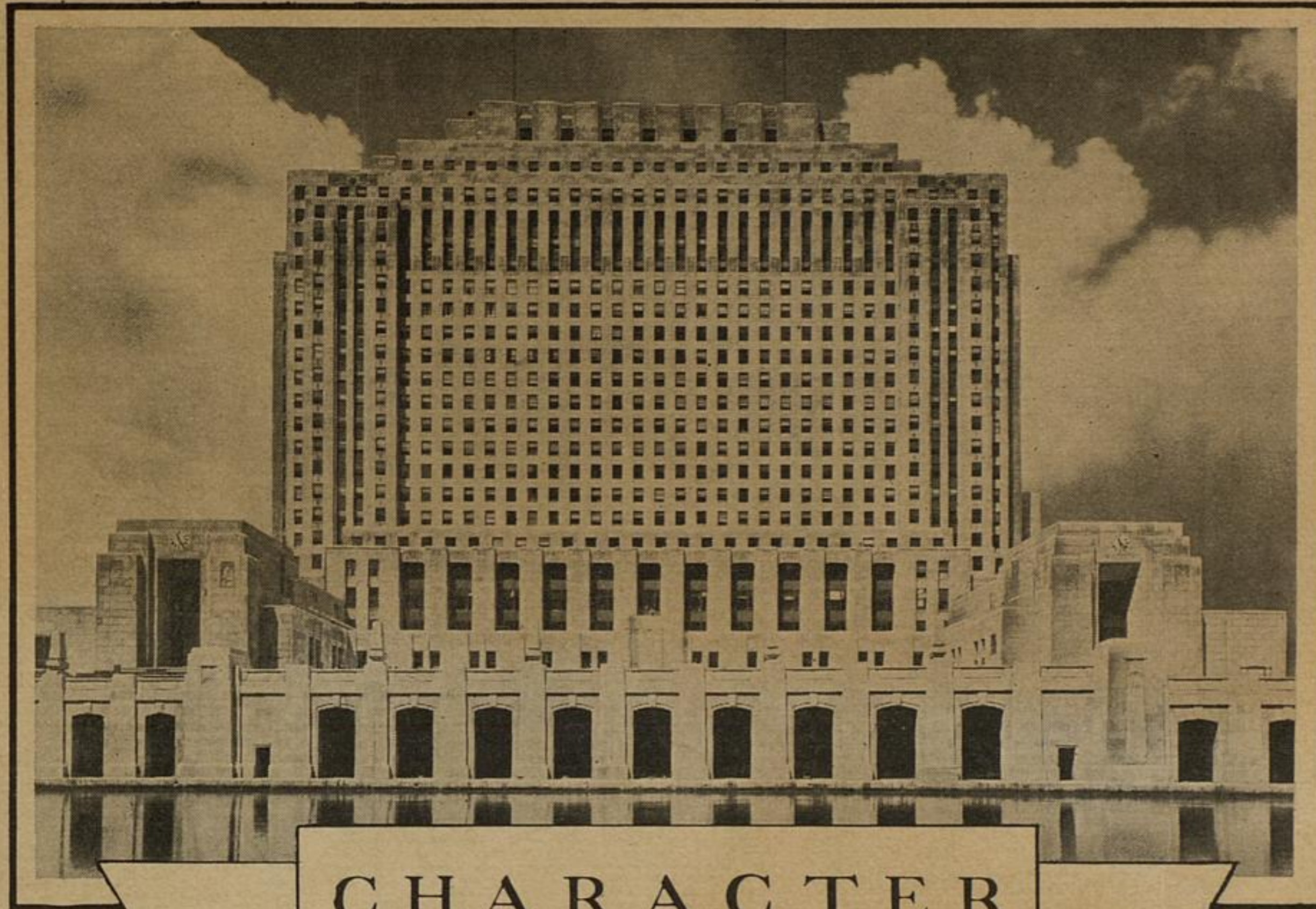
1884 THE FOURTH ESTATE 1932

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Vol. 64. No. 41

NEW YORK, N. Y., FEBRUARY 27, 1932

10c Per Copy

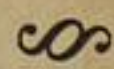


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Photograph of The Chicago Daily News Building

CHARACTER

REPUTATION is what people say about you. Character is what they know about you. You can't order character over the phone as you do groceries. It isn't on the market. It can't be bought. You've either got it or you haven't got it. It is so of men. It is so of newspapers.



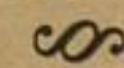
For many years *The Chicago Daily News* has been taken by the people of Chicago at its net worth. What it says, they know to be true. It has never deceived them. It has never "led them wrong" knowingly. It has never toyed with their emotions nor played on their passions. They have learned to appraise the importance of human happenings by the typographical emphasis in *The Chicago Daily News*.

The Chicago Daily News may at times have been wrong—for it, too, is human—but the people have never questioned its sincerity. At times its advice, in the light of later events, may not have proved altogether right, but the people have known, in any such case, that the mistakes came from the heart—not from political or local pressure.

To the best of its ability, for years upon years, *The Chicago Daily News* has so whole-heartedly served its home town that today no paper in the world receives such whole-hearted support or enjoys such complete confidence in the community to which it has given its life.

No advertiser can ignore the proverbial fact that over 400,000 of the strongest

homes in Chicago habitually wait to make up their minds till they "see what the News has to say." These nearly a half-million *Chicago Daily News* homes constitute the very backbone of Chicago. Many a time Chicago's destiny has been decided, under their living-room lights, with their trusted evening paper across their knees. So has it been with problems of national and international moment, with municipal issues—and with merchandise.



Without the confidence and the support of these *Chicago Daily News* homes, over the long haul, the best-laid sales and merchandising plan falls down. With that confidence and support the doors of the *Chicago market* are wide open to you.

THE CHICAGO DAILY NEWS

THE QUALITY QUANTITY CONCENTRATED EVENING CIRCULATION

National Advertising Representatives: GEORGE A. McDEVITT CO.

250 Park Ave., NEW YORK

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