

comes strongly from a ring of suburban dailies -- almost as if the pattern had spilled over from the Los Angeles area. The Dallas News avails itself of the New York Times Service and the Copley News Service. Editorially, it tends toward a strong, patriotic bent and the News cites among its awards that of the conservative Freedoms Foundation and proudly sponsors the "Fly the Flag" program. The News publishes a number of editions designed, as is the usual case, to reach different localities. In a conversation with an editor, it was emphasized that the News is distributed in all 254 counties in Texas. Just how many reach to the Rio Grande, we did not ascertain. The evening Times Herald with a circulation above 300,000 for its Sunday edition is similar in many ways to the morning Dallas News.

Houston

Houston is a business town, and an oil town, and its newspapers reflect this. Both the evening Chronicle and the morning Post have extensive business and financial sections. The main business, of course, is oil and the Post has a special edition on the annual Offshore Technology Conference. Each has a separate oil editor. After oil, the readers of these two papers seem to have an inordinate interest in what oil-rich ladies wear, from which follows an unusual concern with celebrities. They also keep an eye on the North Slope and Alaska.

They are sensitive about Canada, and not only on the energy issue. A broadcaster on an all-news radio station told us, "Houston is Canadian oriented... internationally oriented...we're emerging as a major world city...still a boom town... largely a city of relative newcomers...audience unique in that it is diverse --