

Circulation of English newspaper challenges United States weeklies

United Press International
LONDON — Although it comes out weekly, the Economist of London staunchly calls itself a newspaper rather than a magazine. That is partly because, as editor Andrew Knight put it, "We do try to be frightfully topical."

The Economist eschews the frills but often manages to put in hard facts with a talent to use them. Although it is relatively rich in resources, staff and circulation, it is challenging the big American newsweeklies on their ground with increasing success.

In the past couple of years the Economist has doubled (to more than 50,000) its circulation in the United States, where it now prints an edition based on filmed pages from out from England.

Editors admire the strengths and envy the resources of the American newsweeklies, but do not intend to emulate them in a bid for the mass market.

"We are not interested in being very big, provided we can get the right kind of reader," Knight — age 41, and editor for the past seven years — in his above St. James's Street in the heart of London.

The Economist sells some 400,000 copies in 160 countries, rising from a solitary subscriber in Chad to 69,000 in the home market, Britain. Its influence in corridors of power is out of proportion to the size of its subscription list.

Knight said the Economist for a world circulation of about a quarter of a million "educated blokes," with perhaps 100-100,000 buyers in the United States.

With the bulk of copies going to subscribers on the East coast that should be attainable as the paper expands to the Southwest West.

Although, as its title suggests, the Economist contains a hefty portion of economic and business information, it sets out to be a complete international newspaper. Its coverage ranges over science

tific developments and new books as well as politics and finance.

It claims to have the attention of a greater proportion of the world's national and business decision-makers — including a couple of members of the Chinese politburo — than any other publication. The late Shah of Iran was a subscriber but once was quoted as saying he was "not the kind of ruler who prefers to go to bed with a copy of The Economist rather than with a woman."

In its own words, the Economist's aim "is to form habits of thinking for decision makers."

Regular readers have to get used to the weekly's somewhat pontificating style, its turn of colloquial phrase, its heavy reliance on the parenthesis and even its (sometimes ghastly) puns.

In contrast with U.S. newspaper practice, The Economist does not always segregate facts from opinions. Even its own staff argue over whether it should be primarily a newspaper or a "viewpaper." Sourcing tends to be enigmatic, and direct quotes are few and far between.

But the paper prides itself on its accuracy, its analytical insights

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and its ability to spot trends. Speculative items and news stories that ring true but which cannot be proved to the editor's satisfaction are published in the Economist Foreign Report, which is sold separately on a "confidential" basis.

Unlike its American rivals, the Economist refuses to vary its editorial content from region to region. The American and British editions are identical in everything except advertisements and the fact the former is printed on glossy paper, which is cheaper in the United States.

Knight said it is important that readers feel confident they are getting "the real thing." When the newspaper started printing in America earlier this year, many U.S. readers wrote to express concern they were about to be ripped

off with an "Americanized" edition, but that fear was unfounded.

Some readers here have complained that the amount of attention devoted to British affairs is declining. In fact, Knight said, the newspaper publishes more British news than it did 10 years ago. But he agreed the overall emphasis has shifted in favor of international coverage.

The readership balance has become more international, too. Sixty percent of the copies are sold abroad and 40 percent in Britain. A decade ago the proportion was 50-50.

Although half owned by the Financial Times, The Economist is fiercely independent. The edi-

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tor is appointed by separate trustees whose votes outweigh all others at company general meetings.

Rivals often are surprised to learn that The Economist has a slender editorial staff of about 75, including a dozen foreign correspondents, some 40 editors and writers in London and an excellent team of graphic artists. It relies heavily on "stringers," several of whom are people of political or economic consequence in their own countries.

The work of polishing copy reaches a climax on Wednesday nights, but late news can be included right up to the time the newspaper goes to bed at teatime Thursday. It is on the streets of London and New York the following morning.

Unlike its American rivals, The Economist draws no distinction between writers and reporters or researchers. Here the copy editors are the hardest-working, highest-paid people with the most authority, usually responsible for gathering their own facts and statistics.

Editors who master the distinctive, sometimes idiosyncratic house style get their copy into print with little or no rewriting. All articles except special surveys are published anonymously. But there is no attempt to impose style by committee.

"If we did that, the Economist would be a blanchmange, and I don't think you can accuse us of being that," said Knight, who this year won the World Press Review's International Editor of the Year award for, among other things, "enhancing world understanding and fostering journalistic excellence."

Mrs. America contestants claim contest was rigged

United Press International
LOS ANGELES — Two losers of this year's Mrs. America pageant have filed a \$1 million suit against pageant officials charging the contest was rigged and officials selected the winner in advance.

She said some of the women were convinced the winner — Patty Boyd, 33, of Baton Rouge, participating as Mrs. Louisiana — had been picked before the week-long contest.

In the suit filed by Mitchelson, the two women listed examples of alleged "preferential treatment"

given Mrs. Boyd, noting she was the only contestant given a first-class air ticket to Las Vegas and her family was given the best seats in the auditorium.

David Marmel, president of Mrs. America Pageant Inc., denied the allegations.

Mrs. Nebraska, Jillyne Giangregco of Omaha, said several contestants told her witnesses had seen the eventual winner signing promotional contracts a day or two before the final night of the pageant.

New wine size is available

United Press International
YOUNTVILLE, Calif. — This fall a Yountville winery will release a limited quantity of magnums — 1.5 liter bottles — of its Chandon Napa Valley Brut sparkling wine to major U.S. markets, (California, New York, Miami, Dallas-Houston, Denver and Washington D.C.).
The wine is the same as that released several years ago in bottles, long since sold.

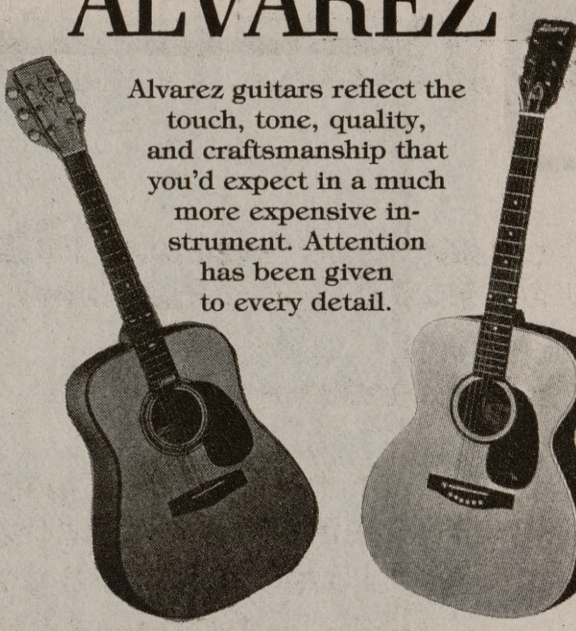
Most of the grapes are from the 1977 harvest, with reserve wines from three previous vintages. The blend is 65 percent pinot noir, 33 percent chardonnay, and 2 percent pinot blanc.

The Special Reserve magnums have been aged on the yeast longer than currently available bottles of the wine.
Edmond Maudiere, consulting enologist

from the parent company, Moet and Chandon (France), says magnums are the ideal size for fermentation and bottle aging of sparkling wine, "perhaps because of the air-space-to-volume-of-wine ratio the magnum provides."

The magnums will be presented in individual wooden boxes. The retail price will be about \$40.

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