

EDITOR & PUBLISHER

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## Shopper Sold To McClatchy

SAN FRANCISCO

The *San Francisco Shopping News* resumed publication March 25 under the ownership of James McClatchy, grandson of the pioneer editor of the *Sacramento (Calif.) Bee* who was with the *Modesto (Calif.) Bee* as business manager.

But the son of the late Carlos McClatchy, founder of the *Fresno (Calif.) Bee*, emphasized that the operation here is strictly his personal venture that has nothing to do with the McClatchy Newspapers.

A changed format marked the publication's return under the direction of Mr. McClatchy, who describes himself as basically a former reporter. He was Washington correspondent for the McClatchy Newspapers for four years and spent more than a decade on the editorial side before becoming business manager at Modesto.

The paper will start on a weekly basis and later return to the semi-weekly of 220,000 copies per edition here. The East Bay edition will be resumed after operations get under way.

The property was purchased from the 15 retail store owners who suspended publication of the 45-year-old paper Jan. 21.