THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 15 NUMBER 12

JOURNALISM SERIES 7

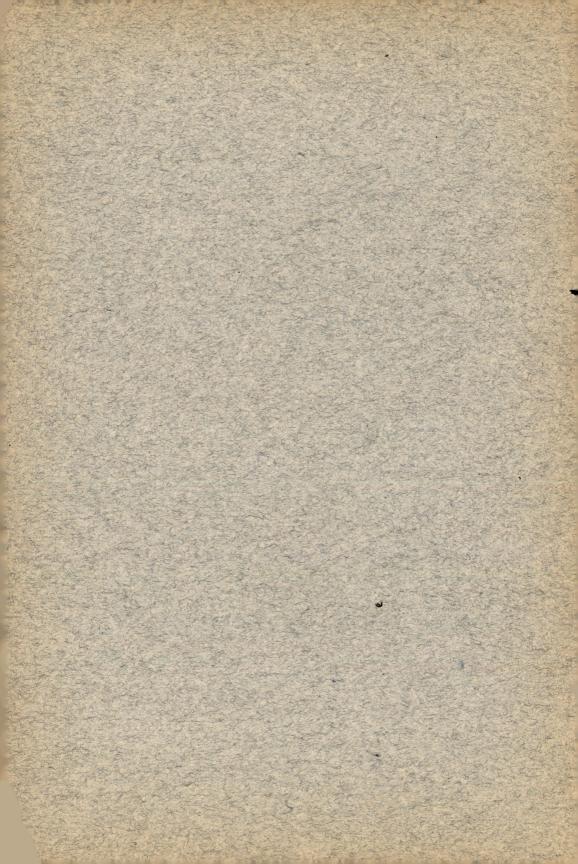
THE EDITORIAL PAGE

BY

ROBERT S. MANN
Assistant in Journalism, University of Missouri



UNIVERSITY OF MISSOURI COLUMBIA, MISSOURI April 17, 1914.



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The following Missouri editors were kind enough to aid in the preparation of this bulletin by giving their opinions on some of the matters discussed: William Southern, Jr., Jackson Examiner; Charles E. Baker, Stanberry Owl-Headlight; R. M. White, Mexico Ledger; John A. Larison, Chariton Courier; J. Kelly Pool, Centralia Courier; C. J. Walden, Boonville Advertiser; Omar D. Gray, Sturgeon Leader; W. R. Painter, Carrollton Democrat; Ovid Bell, Fulton Gazette; W. J. Sewall, Carthage Evening Press. Grateful acknowledgment is here made of their assistance.

THE EDITORIAL PAGE

I. Choosing and Using Material

The editorial attitude of newspapers frequently is a tacit acknowledgment that comparatively few persons habitually seek out a paper's expressions of opinion and read them through. This attitude is reflected in the introduction into the editorial column of various devices of the display advertiser—in the setting of editorials in extra-wide columns, in the use of larger type or even italics and bold-face type, in the leading of editorials and in the placing of them on the back page. With the cry going up that the editorial page is losing its power, there is a constant effort on the part of newspapers to gain more readers for their opinions.

It is undoubtedly true that only part of a newspaper's readers take time to digest its editorial page. But the same is true of the other pages. Many readers consider carefully only parts of their newspaper and glance hastily, if at all, at the rest.

The fact that the editorial page does not reach as far as it might, however, does not imply that its influence is inconsiderable. The many persons who read editorials regularly and the many more who read them occasionally make up a respectable audience if not a large one in comparison with the total of newspaper readers.

One should also remember that much depends upon the quality of the editorials themselves. Merit in this department of journalism will be recognized as well as in any other line, as witness the Springfield (Mass.) Republican, which has been built chiefly on a basis of editorial excellence. Dana's "man who is original, strong and bold enough to make his opinions a matter of consequence to the public" has an even greater opportunity today than ever before, for the vastly increased circulation of the modern newspaper over its predecessor gives him a larger possible audience and a more democratic audience.

WHY PRINT EDITORIALS?

The desire to comment on the events and conditions about us seems to be instinctive in humanity. We go outdoors and say, "How cold it is!" We read of a railroad wreck, and we say, "How terrible!" We see the effects of inefficient city government, and we say, "How shameful!" We are not trying to tell any news. We are merely commenting—or editorializing, to use the journalistic term.

This same instinct is found in newspaper men, and consequently in newspapers. There is a wide latitude, however, in the extent to which the instinct is indulged by various journals. Some papers—as, for instance, some of the "one-man" papers in the smaller towns—merely reflect the ordinary contents of the editor's mind. It is as if the editor were putting into his editorial column the same casual things that he would say to his acquaintances. Others go to the opposite extreme and consider the publishing of editorials as a stern and serious duty to the public, in which case the editorial tone of the paper is very much different from that of a paper in the first class.

The question of whether or not to print any editorials at all arises oftener than one would suppose. This is, of course, settled in advance for the newspaper which conceives of a duty of public service for itself. If, however, one considers—as many newspaper men do consider—that the selling of news and advertising space is no more than a commercial transaction, the same as the selling of potatoes, then it is hard to see why the editor should go out of his way to persuade the reader to any particular course of action.

Be that as it may, the fact remains that the better newspapers of the country, large and small—the papers that have won general recognition in their localities—are almost invariably newspapers that devote some attention to their editorial columns. Of ten Missouri editors who recently expressed opinions on this subject, only two said that they did not consider the editorial column an essential part of a newspaper, and one of the two qualified his statement by insisting on "interpretative" reporting. He said:

I doubt if my editorials influence my readers. However, I know they are read, because they make people angry sometimes. * * *

After an experience of thirteen years, I must say that I do not consider an editorial column an essential part of a country newspaper. I run one for several reasons—among them the satisfaction of saying what I think—but I believe my newspaper would stand as well and exert as much influence without the editorial column as with it. Editorial columns add to the respectability of a newspaper; and, when the editorials are well written, give the paper character among newspaper men; but I doubt if the editorial column is of any real service. Intelligent, conscientious reporting, I think, is the best way in which a newspaper may exert influence on the community in which it is published. When I say intelligent and conscientious, I mean also interpretative.

On the other hand, here are extracts from other statements:

I certainly consider the editorial column an essential part of every newspaper worthy of the name. A newspaper without an editorial column and without an editorial policy is like a ship adrift without a rudder, or sail, or chart, or compass, making for no port, and having no definite excuse for sailing the journalistic sea.

The editorial column is essential to the newspaper that wants to be felt in the community in which it is published. * * * It is always best to take a decided stand and even if you are mistaken the public will respect you if they know you are honest in your opinion.

I am a strong believer in an editorial column. It gives character and stability to a paper which is not supplied in any other way.

The editorial column is essential to the real paper. Without it your paper becomes a mere medium of business. Without it the paper becomes a thing. The editorial is the heart, the soul, the character of every paper.

EXPRESSING A PAPER'S PERSONALITY

Ordinarily any newspaper page on which there is an editorial is called an editorial page. The editorial page, however, has possibilities far beyond this. It is the one page on which the paper's individuality has full sway. Personality indeed may be

expressed on the news pages—in the kind of news "played up," in the style of heads and in the general make-up of the pages—but still the news of any particular day must be treated in much the same way by all the newspapers of a locality. It is on the editorial page that one finds the expression of a newspaper's self—its "ego." On its editorial page, a newspaper—not the editor, but the newspaper itself—is free to discuss anything under the sun, from any possible point of view; free to chat with its exchanges; free to tell funny stories; free to print volunteered "editorials" from subscribers; free to print any of the numerous features which lie outside the domain of news. The editorial page is one on which the articles are interpretative, one where the rule against drawing conclusions does not apply, one where fiction and poetry may find a place.

The writer of news must be absolutely impartial, must draw no conclusions, must stay strictly within the facts. The writer for the editorial page not only may, but usually does, favor one side; part of his business is to draw conclusions; he looks beyond the facts.

MATERIAL FOR THE EDITORIAL PAGE

In its capacity as carrier of the paper's personality, the editorial page has a wide range. The editorials themselves of course come first. These need not be expressed in words, as some of the strongest editorials are in the form of illustrations. The cartoon is not news but comment. There is a growing tendency to put the pictorial editorial on the same page with the written editorials

Next comes the editorial paragraph, distinguished by being only one paragraph long and by being printed without a headline. In most cases, however, the distinction is deeper than this, the paragraph generally being intended to amuse. When well written, editorial paragraphs are a valuable addition to any editorial page, and many a country editor has achieved more wide-spread popularity from his editorial paragraphs than from all the rest of his paper. For one thing, the exchange editors of the metropolitan dailies find that the paragraphs of certain



Figure 1—The cartoon as an editorial. The two drawings on the left illustrate difference in editorial attitude toward the same event.

exchanges are dependable sources of material, and quote from them frequently. Many Missourians, for instance, who couldn't find Richmond, Mo., on a map, have become well acquainted through the city papers with the "Brass Bullets" of the Richmond Missourian.

Clipped editorials are used by many papers, credit being given, of course. Some dailies make these a once-a-week feature; others have daily departments of "Current Comment"; stili others reprint only occasional editorials which indorse their own opinions. The fact that so many persons read out-of-town papers, however, makes it probable that reprinted editorials will be stale to a certain part of one's readers. This is no argument for abandoning the use of clipped editorials; the conclusion is merely that no one paper should be allowed to monopolize the "Current Comment" column, nor should the "Current Comment" column be allowed to overshadow the original editorials. As one newspaper man expressed it, "Clip from other papers, to be sure. But make your own editorials so strong and so sincere that the reader turns first to them."

Properly handled, clipped editorials become an interesting feature. Practically every reader at times suspects the motives or judgment behind his paper's policy. This policy can often be effectively "backed up" by the presentation of editorials from other papers. Moreover, the use of clipped editorials gives a wider range of outlook, and to some extent is like increasing one's staff of editorial writers. Needless to say, great care should be taken in clipping editorials; the job is not one for the office boy.

Letters from readers often find space on the editorial page. This is quite natural, considering that the majority of these letters are editorial in nature. While many of the communications that every newspaper receives are trivial, still the variety of viewpoints makes them readable, and there is always the chance that one of the letters may yield a new idea or raise a new issue. Except when discussing important questions, however, these volunteer contributors should not be allowed to "drag out" their articles to any great length. Use the blue

pencil if necessary; but it is better if one can impress upon his readers that any communications must be short. The more editing an article gets, the more likely it is to be lifeless.

One outgrowth of these letters from readers is the "Answers-to-Questions" column. Many of the letters contain requests for information, and some newspapers make "Answers" departments regular features of their editorial pages.

Notes from exchanges may be either serious or humorous. In the first case they are usually in the nature of news—brief paragraphs concerning happenings in near-by localities. These are used mostly by the smaller papers that have no other out-of-town news service. In the second case the exchange editor passes over the straightforward news stories and searches for the unusual, the bizarre, or the humorous—something amusing in itself, or about which he can make a witty comment.

Besides these exchange notes, practically all the larger papers make some attempt at humorous columns. A good humorous column is an effective bit of leaven for the editorial page. Humor draws the attention of many who otherwise would pass over the page with barely a glance.

"Feature stuff" is the vague term which covers much other matter that goes on the editorial page. On The Kansas City Star, for example, this is made up of stories of historical personages, excerpts from good literature and similar matter. On The New St. Louis Star it includes Dorothy Dix articles and the like. And on other papers the "feature stuff" ranges all the way between these two.

The foregoing are only a few of the numerous kinds of matter that find place on editorial pages in various parts of the country. Few papers use all the items mentioned, and on the other hand many papers have still other departments, such as poetry, forty-years-ago-today columns and the like.

GIVING THE EDITORIAL PAGE DISTINCTION

It is in the make-up of the editorial page that one sees the most prominent difference between the city and the small-town paper. No two city papers make up their editorial pages alike,



Figure 2-Editorial-page features of The Kansas City Times.



Figure 3—A Hearst editorial page. Editorials are set double-column in large, bold-face type. Compare with Figure 2 as to features used and arrangement.

but almost every city paper has a distinctive character for its editorial page. On the other hand, the country paper frequently gives its editorial page no distinguishing characteristics except the flag and one or two editorials.

To be sure, the limited space of the country paper and the limited time of the editor make it impossible to simulate the metropolitan editorial page, just as it is impossible to simulate the metropolitan front page. However, just as it is possible for a small-town paper to produce an attractive front page—of a different style, of course, from that of the city paper—so it is possible to produce an attractive editorial page of a type all its own.

The grouping of various features that may be scattered through the paper and the addition of one or two new ones may be sufficient to furnish the material for the page, but a painstaking make-up is necessary if the matter is to be displayed to the best advantage.

To tell the truth, it is easier to talk about a good make-up than to say what it is. There is an art in making a newspaper page present a neat, unified appearance that attracts the eye. Much depends upon the taste of the make-up editor, but he can cultivate this taste and get new ideas by studying other papers. The few rules that are in general application in newspaper offices may be smashed regardless, provided only that the result is sufficient justification. Within certain limits, an attractive newspaper is its own excuse.

The fundamental point of editorial make-up lies in the width of the columns. Many papers make no distinction between the news pages and the editorial page in this regard. (See Figs. 2, 9.) The Hearst papers (Fig. 3) usually reserve a two-column space down each side of the editorial page, and fill the middle three columns with cartoons or "feature stuff." The editorials proper are run double-column down the left side, but the right-hand space may be divided into the two original columns upon occasion.

A large number of papers compromise between these two ideas by covering half the page with wide columns and the other

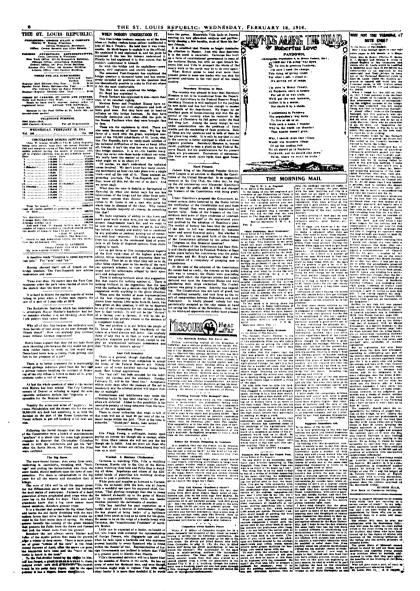


Figure 4—Three wide columns and three narrow ones make up this editorial page. Notice the two sizes of editorial heads.

half with ordinary narrow columns. The St. Louis Republic, for instance (Fig. 4), uses, instead of seven 13-em columns, a make-up of three 17½-em columns and three 13-em columns, which is typical of numerous other papers.

The wide column has one advantage in that it makes editorials look shorter to the casual reader than they would if they were set in a regular 13-em column. For another thing, the newspaper that wants to use large or black-face type in its editorials will look better if it uses a wide column. However, the question as to whether the wide or the narroy: column produces the best effect is one of taste, and one which the editor must decide for himself.

With most city papers, the rule is that no advertisements, or, at most, only one or two small ones, are allowed on the editorial page. With a country paper consisting of four or, at the most, eight pages, this is usually undesirable, especially if the front page has been freed from advertising first. To bar advertisements from the editorial page is to crowd the other pages with them unduly, and at the same time to enlarge the space reserved for editorial matter to an excessive proportion of the total space given to reading matter.

But even if this were not the case, there are other reasons why the small-town paper would do well to begin its editorial make-up with one or two columns, more or less, of advertisements, preferably on the right-hand side of the page. If neatly set, without too much heavy black type, the ads will improve the appearance of the page remarkably. Ordinarily, the editorial page, with its leaded articles and its lack of black display heads, is much lighter in appearance than the other pages. Six or seven columns of this light matter presents a monotonous appearance, and rather appalls the casual reader by its apparent extent. City papers break up the page with illustrations, but the paper without a photo-engraving plant can relieve its page with advertisements. The effect is of course a more or less mechanical one produced on the eye, and the reader ordinarily does not know why a page pleases or displeases him.

One feature of the editorial page is usually fixed—the flag, which is almost universally placed in the upper left-hand corner



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Figure 5-Editorial page of a small-town paper. The advertisements do not prevent a neat appearance.

of the page. However, at least one paper runs its flag in the lower right-hand corner of a page—not the editorial page, for the paper has no editorial page.

In the left-hand columns the make-up man usually places the editorials and the paragraphs. Between these and the ads come such of the features above mentioned as the paper cares to run, the placing, of course, being done with an eye to the final appearance of the page. If the page is not yet filled, news or even want ads may be used. If news stories are used, it is better to use the shorter ones, which have comparatively small heads. A black display head may overshadow everything else on the page.

Speaking of heads, it is almost needless to say that every newspaper should have a fixed style for its editorial heads as well as for its news heads. Ordinarily a one-line black-face head, either caps or caps and lower case, is sufficient. The Richmond Missourian (Fig. 8), however, uses a distinctive arrangement of three lines.

An idea that has been adopted by some of the larger city papers, including The St. Louis Post-Dispatch (Fig. 6) and The St. Louis Republic (Fig. 4), is the use of more than one style of editorial head. All editorials are not of the same importance, any more than are all news stories of the same importance; so in both cases the more important articles are given the larger heads.

Aside from the matter of heads, there are various points of style that an editor should settle in determining the make-up of his editorial page. Such, for instance, are the questions of whether the editorial paragraphs—if any are used—should be before, after or scattered among the editorials proper; whether the editorials should be placed in the order of their length or not; whether the editorials and paragraphs should be made to fill a certain space every day; whether special departments should be given single or double-column heads. All these and other points must be considered by the editor who would give his editorial page distinction.



Figure 6—Another example of the use of wide and narrow columns and more than one size of editorial head. The Post-Dispatch platform is a regular part of the flag. Letters from the people are given a prominent place in the first column.

II. Writing the Editorial

"What shall I write about?" asks the beginner in editorial writing.

"How shall I begin?" is the next question.

"How much shall I write?"

"How shall I close?"

And when he has answered these questions, he has mastered the biggest part of editorial writing.

One general law may be laid down as applying to all the questions: Remember the other fellow. In this case the other fellow is that composite individual known as the newspaper-reading public. The writer who goes out of his way to consider how his production will look to his readers is more likely to strike a responsive chord than is the man who sits in his office and writes only what pleases himself.

"WHAT SHALL I WRITE ABOUT?"

"First catch your subject," is good advice in editorial writing. And in this process the "nose for news" is as valuable as in reporting.

Generally speaking, the editorial writer can find a subject in anything that people talk about, or that people will talk about if it is called to their attention. There must be the element of interest in the subject chosen; otherwise the newspaper can shout itself hoarse with no effect except the weakening of its editorial column. No matter how a paper may persist in commenting on "Efforts to Increase the Use of Toothpowder among the Alaskan Indians" or other equally interesting subjects, it hardly will be able to force its readers to think along those lines; in most cases the readers will merely skip the editorial column.

Timeliness is a big element in making an attractive editorial page, just as it is important in the news pages. An editorial on

George Washington is appropriate February 22, but not at Easter. An editorial based on a current happening loses value by waiting, as much as does a news story. Here again the test of public interest may be applied. A timely editorial may influence a whole community; but hold that editorial back a few days and its opportunity is lost.

There are two main sources of subjects—reading and observation. The former is the easier to use, for by going through any good newspaper one can find numerous news stories on which editorial comment might well be based. If a story contains that which causes you to remark about it to the man sitting next you, then it is, generally speaking, suitable for editorial discussion. The art of editorial direction is shown in choosing among these possible subjects.

One pitfall may be pointed out while dealing with this source of subjects. That is the tendency in inexperienced writers to take news stories at more than their face value. Almost anyone can break into print with an outlandish idea of some sort, but the wary editorial writer considers the origin of such stories instead of hastening seriously to controvert or praise the thought exploited.

The other source of ideas is personal observation—the keeping open of eyes and ears. Many newspaper campaigns start through the observation by editors of the conditions about them. By observation is meant also discussions with friends. Some writers habitually spend much more time chatting with their acquaintances than in the actual preparation of their articles, and feel the time well spent because of the new ideas and the new points of view discovered.

Some editorials are not strictly editorial in nature. These are the "news editorials," which contain little or no comment. The history of something like the Mexican trouble, for instance, which is written a little each day, may be summed up in a careful editorial for the benefit of the many persons who have failed to read the whole story or to connect the parts properly. This is as truly interpretative as the editorial made up wholly of opinion.

After all, the main thing in selecting a subject is to select one about which there is something worth while to be said. And in judging what is worth while, don't forget to take the standpoint of the ordinary reader. The tendency for an editor to exploit his personal fads through his editorials is to be avoided. No newspaper in the world can cram unwelcome beliefs down the throats of its readers. While the newspaper moulds public opinion, at the same time the paper is moulded by public opinion. The two must go together; and while the paper may try to be always a step in advance, its usefulness ends when it gets too far ahead.

"HOW SHALL I BEGIN?"

Next to selecting a subject, the most difficult thing about editorial writing is to make a good beginning. As in news writing, one must interest the reader from the start or not at all.

Use a strong headline, for whether this is written first or last, still it is the beginning for the reader. The "wooden" headline has been driven from the news columns of most papers. but editorials are still allowed to go forth under such heads as "The Tariff," or "Changed Conditions," or "Our Duty." The editorial writer could well take a leaf out of the book of the copy reader, and learn to make his heads attractive. The editorial head need not tell the whole story, as does the news head, but it should give some idea of the nature of the article following it, and at the same time should be attractive in itself. It is not necessary to be undignified to get life into heads. Is not "Finding the Arctic Atlantis" preferable to "A North Pole Expedition"? And is not "Harnessing the Mississippi" much better than "The Keokuk Dam"? "When Rogues Fall Out" attracts more readers than "The Impeachment"; "Protecting Our Wild Life" than "Game Laws"; "Riley and the Children" than "James Whitcomb Rilev."

The best headline in the world cannot make a good editorial of a bad one, but a good editorial may fail of its full opportunities if an unattractive head drives away readers. Writing the head should be the subject of as much thought as writing the article itself.

The same principles apply to the beginning of the editorial proper. If a reader has been attracted by a good headline, it is folly to drive him away with a dull opening, or to weary him with a mass of words whose chief function is to obscure the thought. If you can write a lively, interesting lead, do so; but if at any time you are really puzzled how to begin, cast aside all rhetorical ornaments and jump squarely into your subject. The main purpose of the editorial is to tell something, and even a bald statement is preferable to a poorly ornamented one

A device frequently used in all kinds of writing is the introduction of specific instances in beginning discussions on general topics. For instance, an editorial on judicial reform might begin with a specific instance of injustice done by the present plan; or an editorial urging the establishment of an orphan asylum might start with a recital of the plight of some child. When not overworked, this plan makes an effective beginning, for the specific always makes a stronger appeal than the general.

One technical warning might be added. That is to avoid the practice of making the first sentence of an editorial dependent on the headline. For instance, don't write this:

LET'S HAVE A NEW JAIL

This is something that we have been needing for a long time. Now that, etc.

Make the editorial independent of the headline, as in this:

LET'S HAVE A NEW JAIL

Smith County needs a new jail. For a long time the present building has been inadequate, etc.

"HOW MUCH SHALL I WRITE?"

The time-honored advice as to editorial length is: "Never write an editorial longer than your pencil." This is usually fol-

lowed by the counsel that the shorter your pencil becomes the better your editorials will be.

Like most other old saws, this one is not to be applied literally. A better theory may be had from Lincoln. He said, or at least is credited with having said, that a man's legs should be long enough to reach to the ground; and similarly an editorial should be long enough to tell its story. Many editorials are bettered by compression, but others require space to do their subjects justice.

An interesting comparison as to length of editorials is shown in Figure 7. Both of the papers shown are well edited, but their directors apparently have diametrically opposite views on this subject.

Other things being equal, the shorter editorial is likely to be the more widely read. On the other hand, the short editorial is likely to be bald and severe in treatment, and its writer is constantly tempted to sacrifice qualifying words and phrases which really ought to be used if a false impression is not to be made.

Whether one believes in short or long editorials, however, he can agree that every editorial ought to be concise.

"HOW SHALL I CLOSE?"

"This editorial is too long. The last half is mere repetition of what has gone before," said an editor to a young member of his staff. "It would be more effective if you would kill the last part."

"I know it," replied the other. "I couldn't make a good ending, so I kept on writing."

The case is not so unusual as one might imagine. The problem of when and how to stop is almost as difficult as the problem of how to begin.

The way to stop is to stop, and the time to stop is as soon as one has written what he set out to write. Whenever one begins to wonder what to say next, it is a sign that he has reached a good stopping place. While minor details may be brought in and discussed after this point, the chances are that the editorial will be more hurt than helped. The advertising

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Figure 7—As to editorial length. Four editorials in three columns and five editorials in three-fourths of a column.

writer has learned, and the editorial writer might well learn, that one idea is enough to take up at a time if a strong, definite impression is to be made.

So much for when to stop! The question of how to stop depends upon the subject matter and the purpose of the editorial. The news editorial tells its story and simply ends. The editorial that aims to produce action frequently closes with a summing up of the arguments and a reiteration of the conclusion reached, hammering home the main idea. The editorial that aims to cause thought instead of action may well end with a mere suggestion of the conclusion—possibly with a question based on such arguments that it cannot be ignored.

Some newspapers affect a "whipcracker" ending, in which the point of the editorial is left for a short, snappy sentence at the very close. This is undoubtedly effective.

AS TO EDITORIAL STYLE

Style marks the difference between the way one man puts words together to express a thought and the way another man puts words together to express the same thought. It is the individuality of a person's writings. Although it can be trained, it cannot be imitative. Every writer must develop his own style.

Style is an elusive thing, difficult to define and difficult to recognize. It is hard to pick out of any article the points that make up the writer's style; we can only judge it by the general impression the article leaves.

As in clothes the best style is not the most conspicuous style, but the style that best fits its wearer and best expresses his personality, so in writing the best style is not the style that calls attention to itself, but the style that is least apparent—that concentrates attention on the subject matter rather than on the manner of expression. The following quotation from an article by Gordon H. Cilley illustrates this point:

A good many years ago—how many, deponent sayeth not—it was my good fortune to be an humble employee on the staff of one Joseph Pearson Caldwell, editor and master of the Charlotte, N. C., Observer. That man was a journalist. I do not know of any better word to describe him; for a journalist, as I understand it, is more than a reporter, and more than editor, and more than a short story writer, and more than an executive of a newspaper. He was a master of the art. His news columns told straightforwardly and simply what was going on in the world about him, and his editorials illuminated the news—not learnedly, nor profoundly, nor dramatically, nor in any sense academically, but always directly and decisively.

His style was the envy and despair of his brother editors all over the South, and yet it was simple.

"Just as easy and common as meeting you on the street and talking to you out o' hand about whatever it was that interested you," as one of his admirers said.

I used to try to write editorials "after the Old Man's way," but when I had convinced myself that it could not be done without a knowledge of the secret, I plucked up courage and asked him how he did it.

"How do I write?" he said. "Why, I don't know that I ever think about writing. If I have anything to say, it worries me until I get it off the end of my pencil. I never had any style, you know, like some of them."

And there it was. He simply imparted the information he had in him to impart—and quit.

He is gone now—gone this many a day, and I have watched and waited to see his like, but I don't believe I ever shall. He was one of those few men to whom it is given to realize that simplicity is the beginning and the end of all the arts; and that the more we clutter up with words what we have to say, the farther we get away from literature.

But while style is intangible, it is none the less real. And although it is an expression of individuality, it can be developed to some extent by training. Such things as accuracy, originality and freedom of expression can be cultivated by the editorial writer. It is presumed, of course, that he already has a thorough—not merely a fair—understanding of the principles of grammar.

Accuracy in this case is understood as including not only accuracy in statement of fact and accuracy in reasoning, but also accuracy in adaptation of tone to content. The first two are universally taken for granted; the third is occasionally neglected. Nothing jars so much as the wrong tone taken in discussion whether in spoken or written words. Humorous references to religion or joking remarks about death, for instance,

are hardly ever in good taste; while at least one Missouri newspaper has made itself ridiculous by treating seriously a proposal made in jest.

Originality is as much in demand in editorial writing as in any other branch of newspaper work. The man who would write brilliant editorials must have imagination—the ability to see things differently—combined with a certain audacity of expression. He should not make his editorials too self-evident—should not allow the reader to see the conclusion from the beginning. Perhaps as a steady diet straightforwardness is to be preferred to audacity, but a mixture of the two will appeal to more palates than will either by itself.

As for freedom of expression, that can best be obtained through the medium of a large vocabulary. The more possible ways one has of expressing himself, the more likely he is to find the one which exactly fits what he has to say. The man with a large vocabulary at his command does not have to stop and ponder in the midst of an article, for want of a word.

Most of us have large numbers of words going to waste—words which we use in reading or listening, but which we pass over in writing or speaking. There is a certain feeling that to use any but the most common words is priggish; and this feeling causes many of us deliberately to exclude from our active vocabularies numerous words with which we are well acquainted.

There are any number of schemes for increasing one's vocabulary, such as going to the dictionary instead of guessing whenever one meets a word with which he is not familiar, or such as making it a point to use a certain number of new words each day. The main thing is to make an effort at some plan or other.

This brings us back again to the question of accuracy of expression, for only the writer with a wide range of words can accurately adapt his style to any subject and to any class of readers. The following editorial from The Kansas City Star deals with the adaptation of words to purpose:

"SPIT ON YOUR HANDS"

"Epictus," writing to the "Public Mind," deplores the fact that persons who should be authorities on the correct use of English occasionally descend to such low levels in speaking or writing "that any street Arab might joyfully greet them as brother and equal." Among the horrible examples which he urbanely cites are sentences from editorials in The Star.

Far be it from this newspaper to set up as an authority on the correct use of English. Its editorial expressions are not intended to be literary essays. Through them The Star is trying to do its share toward getting things done toward making Kansas City—and the United States—a better place to live in.

It has a notion that this sort of appeal is better made in the homely language of every-day speech than in the polished—and dead—language of literary accuracy.

It has noticed that the men who spoke effectively to the people were the men who spoke the people's language. Lincoln, with his homely stories, was a more effective speaker than the polished Edward Everett. Ingersoll had crowded houses because he threw aside polished phrases and got down to where people really lived.

"Epictus" cites for criticism The Star's quotation from Goethe, who said to a man discouraged over the magnitude of his job: "All you have to do is to spit on your hands." What Goethe really said was "Blow on your hands." But what he meant in the English idiom was "spit."

Presumably what "Epictus" would have said would be: "You will be able to meet the exigencies of the situation provided you undertake the task with sufficient determination."

As for The Star, it hopes always to be close enough to the speech of the people so that it may spit on its hands and pitch in to do the job ahead.

READING, WRITING AND REVISION

Three things the editorial writer who seeks to improve should do constantly—read, write and revise.

He should read, both for style and for general knowledge. Continual association with good editorials and other good literature is bound to raise his standards and improve his own writing; and on the other hand every bit of knowledge, on whatever subject, is likely to prove useful to him at some time. Certainly he cannot interpret the news to his readers unless he is well

informed himself. The editorial writer who is not a close reader of newspapers is an anomaly.

And having read intelligently, the editorial writer will welcome every opportunity to write. In writing as in other things it is practice that makes perfect. The man who writes daily acquires a habit of expressing himself well, and can thenceforth concentrate on the thought instead of the form of what he may be writing. Knowing that his sentences are grammatical and well-constructed, he can engross himself in his subject and think his way along clearly.

And, finally, having read and having written, the editorial writer will revise—revise again and again until he has achieved the best he is capable of. Painstaking revision will show him the weak places in his logic, the errors of his grammar, the mistakes in punctuation. And the encouraging feature is that every time he revises he is bettering not only the article at hand but also everything that he may write in the future.

WRITING THE EDITORIAL PARAGRAPH

Writing the editorial paragraph is an art in itself. Well written, the paragraph becomes a valuable addition to any editorial page; poorly written, it is worse than nothing.

The paragraph represents the extreme in compression. Not a phrase, not a word, can be wasted. Unity must be carried to the farthest point. The paragraph takes up one idea, says one thing in connection with that idea —and stops. There is no introduction, and no conclusion.

One point there is which the paragraph writer should bear in mind—that the best paragraph is the one which exercises the reader's imagination. The writer who makes his joke too evident spoils it. A paragraph should be like Jack Horner's pie—so that the reader can pull out the plum and say, "What a smart boy am I!"

Of course, not every paragraph is intended to be humorous. Some are extremely effective editorials. But even a serious paragraph frequently is strengthened by having something left to the imagination.



Figure 8—Some Missouri editorial pages. The "Brass Bullets" and "Hints by the Horse Editor" are well known throughout the state.

Notice unusual editorial heads of Richmond Missourian.

III. Editorial Problems

Editors who will sell their editorial opinions fortunately are rare. A man's own self-respect will hardly allow him to indulge in anything so palpably dishonest. Comparatively few, however, are the problems of editorial direction in regard to which opinion is so nearly unanimous. Many of the questions which the editor has to decide are questions on which there is an honest difference of opinion.

For instance, most newspaper men agree that a paper should not favor its subscribers or its advertisers in the matter of suppressing news, but when the question of suppressing news at all is raised, there is a divergence of ideas. Some will omit almost any story that is likely to injure an individual or a community; others claim to "print the news regardless." Each one thinks he has the correct principle.

But if it is difficult to settle specific cases, still one can lay down certain general principles on which the conscientious editor must base his decisions.

First of all, of course, comes the principle of common honesty—honesty to one's self and to all those with whom one has dealings—advertisers, subscribers and all others. And second comes the recognition of a real duty to the public.

This duty to the public is more than an obligation to furnish news in return for paid subscriptions. If the public has enough rights in a railroad to regulate the rates charged by its owners; if the public has enough rights in a telephone company to insist on regulating the charges made; if the public has enough rights in a street car company to demand good service; then the public certainly has a right to require service from that other public utility, the newspaper. The railroad was built by individuals; so were the telephone plant and the street car system; but the importance of these to the public has made it necessary to assert the rights of the public in them. Now, the newspaper is just as much a public necessity as the railroad, the telephone

The Language of the Control of the C

Figure 9-A conservative editorial page, using paragraphs, exchange notes, clipped editorials, cartoons, poetry and humor as well as editorials proper.

or the street car; and the conscientious editor should not allow the difficulty of defining a newspaper's public duty to deter him from doing his utmost to fulfill that duty.

Another argument for the public service ideal lies in the tremendous power of the press. Power and responsibility should go always hand in hand, if disaster is not to result. The newspaper has many times the power of any individual good citizen; should it not then take upon itself many times the responsibility of the good citizen? If it is the duty of the individual citizen constantly to strive for the betterment of his community, how much more should it be the duty of the newspaper?

Granting, then, the existence of this duty to the public, one can easily see the difference this must make in an editor's attitude as expressed in editorials, in news and in advertisements. He can hardly go far wrong on any proposition if he will ask himself the question, "What action in this matter will be for the largest public good?"

With this as a basis, then, the individual editor can settle his own specific problems better than anyone else can settle them for him. As showing some of the attitudes taken by various Missouri editors in regard to some of these problems, however, the following quotations may be interesting. Two typical questions are discussed—the participation of the small-town paper in partisan politics and the favoring of individuals in regard to printing news.

The small-town newspaper is almost of necessity compelled to advocate the principles of some political division. Its character is as that of a man, and a man in his home town must be a Democrat or a Republican or a Bull Mooser if he is active in affairs; and every newspaper must be active in affairs. A small-town newspaper must also be independent, placing right before party and with courage to stand for the right regardless of political affiliation or patronage.

A small-town newspaper is human; it has a soul. Being human, it is sure to favor those who favor it. Theoretically, a paper should be absolutely without fear or favor in publishing the news of its community. Practically, it cannot be. I never hesitate to publish an item about a patron or non-patron if the publication of that item will accomplish some good purpose. The publication then becomes

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Mary	ilege of Burego and civiliza realem is break flown under L	Fas Cute Carrie, The Well Messing Stead, and Fresh Cair, By and Small. We could	as conditions in this country are con-	President ancies to romone certain	WILSON AND CONGRESS	cities when gross failure could really be	of he & Especial Street, London, S. T.
The part of the	to military barries. When to the roose of the mad-	the char come to so ridently popular a	question whether the right of any per-	tal a study to those who like to see how	The President is about to make a tree	table of thought seemed to have grans	
1	"The real raise, in my as	comparative comment, the braves of a philo-	-ale citizen to appeal to judge and lerr for the abstracts of what he considers	made to plant rate freeh inter and vigor	and severe lest of his tailurers with	of a year in many cases a difficult pro-	
The part Par	rece The Finness Great P	giv rage of discussion of the strange in-	a public national case ever by door	's *** tests	be in against the clause in the Panama	come and in set a few cases an absord	of the people correct referension
1	re and the Triple Balepir	bloods mile, time after ther and facility	book or a barrelargue under bis win-		sels from Canal tolls and will orge Co-	so frequent as to be almost scandalous	
1	st our another. As been a province of a firm of	worth while then the more serveries of	down or a give farrory around the ror- ner. It is a much milder rensorably	(SEPREBLE AGAIN	gross to repeal it. Passing for the in	out'r recognised. there began so slead?	lice; and to multirate a lease for
1	to per the advantage over	the options. We are glad to read the dra- "note" of the honor that it mether uses	than the press labors under with re-	of the present lively controversy	er the task ha is setting himself. A first	and marked a protest and so effective	ring Pool, No 1. Navember 16, 1961.
1.	That is the remedy for this of	to fall as a trovel out uses big logs for	therities may make stupid errors in	raver the old risks of writers to write a tast they like and artists to paint and	platform. It roundly declared "We fa-	there has been what If would hardly be	VIIII
1.	inel agreement has proved to	trees ony given var and does not found.	their rulings on Hierature and works of art. But Mr. Comsterk is as lautified	model what they like, this pertinent	tor the exemption from tolls of Amer-	too much to call a complete change of	rver" is a word which, scending to se old statement, sobody but a
The content of the	a lamporary present. the puls	the author is suitable in believing the	a presenting against having the United	rates of the variativistic freedom of art	possing through the Passess Canal A	which for a long time, were so familiar	was petitician will can. But Nur-
1.	at fore the be attached unity of the African processes the	story or the crippied bullate tite which; stongered with a built marching for seeds	marre matte uses to the same as the separed exther would be justified in pro-	dear in Mr. Anthony Complete the same	incer and rational view of this declara-	hand in New York at least, came of	ug eld, down not hereitate to employ
1.	unite the Frigire Alliance and tente 1800 a Senteple Allia	sarath deep buried to the woody for be-	realing against having the Valled States made used to red him of his cornities	The altuation to piels. He comment to	the platform by three or four men, that	such nature that in a former period	to will never surrounder his beas- be tells the reporters, as loss as
The content of the	her has clearly under the	tween the berne of the great asimal is	by the unio of fake copper slock. The	or unwise any of passers conferred apop	tive, probably not one delegate in Efty	pary system into diareguts, have been	reath of life is to him. Yet use al-
The content of the	as. He has discount the m	topen and not the account neeting black	public a addition towards liberature in Segon would be seen different from our	him by in He is a private cirises who	having even brard of it, and that it is about it is a	in a thoroughly and disposed of by juries in a thoroughly responsible and best	be the set, and weeks not be ser-
The content of the	Stirena, and her come to the	ere good, the photographe feir It'is an	rem: but it would be responsible if a	test against what he considers so the	treater to be brading on the party. We	number maker. The whole phonon-	d to hear him declare later that
The content of the	a in its personality to come the	for the West The Brist Important thing	route for a regiralisting order against	jury or a measure to his intervets as an	for Mr Wilson after, some things he	power of wholesome discussion and crit	inederably of Tammany, be did not
The content of the	abre and Reseig were care on d we have been at har with	type in that the hight and fritedoor pair	"Randford and Nerton" or the Klair	e citizen. He stands gatte as work for	has said about the platform, to dispose	brism to remedy defects in the working	t he would live to see himself turn-
The content of the	ment agreement and trium	north of the distinct in words on a frame-	te done away with"	whose he preserves. He is setting or	be has to face the fact that a decisive	Constant of the last of the la	stay he would not take such paics
The content of the	Contract and per sections of		Total Control Control Control	rending to his rights and within the law	stationary in both losses noted for the	To meet the duties of national and to	severate that he will not go. Over lettent elatement of yesterday, both
1. Company 1.	products as best mary The	The - Mexican Trouble.	an difficult then as her hees tragging?	not seek to impose his criticisms except	to reverse limit is barder than to per	too coerous by many a Pool Sab, but	and approximation are rightly write-
The second of th	raised used to the satisfication	To your houses on Top Eventure, Post		by an appeal to the courts which in	tion. It is end-minble, therefore, that	Mayor Carley, of Boston, is inclining	e able to postale himself is an aire-
1. 1. 1. 1. 1. 1. 1. 1.	not the uniffracion of Europe.	Means and near the border. It beings to me	The appointment of a goalfeman remoti fluoresthears at Green caused general in	arbiter between main and main. Leav-	the President is undertaking a very	In Congress has caused a farried search	byre been well said to be weak-
1. A company 1.	d a great incresse of pres-	for American providers in questing the new	Section is taken as formal recognition by	art for art's sake feater than they meet	H) and prestige	of New Loades, Coas, who periodically	by a "fetal elemetretty," and the
and the following is also and the second of	er will then enormously here	and fact the plan backers and tendent		be left saide, one falls to see why the	deat that President Wiless could not	forsakes his local away for his seat in	t to in danger of being destroyed
with the following in common of the common o	e the hope of promoting the trope I have founded the Kurm	to a fact perogettee of the Meeter Dertring	to enteresting Philip transport to the Africans Paragers' Hatt of Fame and efficient	abriald set go out to Mr Cometock fee	have been led revest by high reasons of	Oor La Fellette, who was elected a fire-	NAME AND ADDRESS OF
with the following in common of the common o	ages. Its name explains the	The gape of Horris has become as to	agriculturing have excitated his confer-	age in the fare of much ricirule and ab-	elongoide the Hay Paper clote treets. In	ster, but refused to leave his Wis-ce.	uthers Sunsters who have sirears
with the property of the prope	offer and will gladly explain	such but as all manifest expendences	executive the properties being the total by	layer, in behalf of a cause he believes in	many above minds that the two are in	reacted and its efficiency traces." But	loyd is asserting their interest in
The company of the co	James's Street, Phraditic, L.	ture in which is many of our gallers about	Property and the party of the p	great deal of cast has been emitted	resulted. That being so others is nothing	time of their election to Congress And	shiredict themselves in connection
with the property of the prope	out to thre letter. I marks po	and navy are reasond as eye-alternary man	BOOK R AND READING	and consecution. There is the institution	but to take his courage in both hands	reals not bear the deaths strain. Section	her agricultural education by grant-
with the property of the prope	ager and in aid or in my o	Our neighbor is a republic to name only	"Song " by Arthur Steams to "Nicked of	which describes to England, under the	red go to Congress with an appeal to	may distilled be excelled on to Madi	1490,000 Immediately, \$5,000,000 ulti-
And the second of the second o	t the add that the memberal	reselve that or Preside a population elevent		abourd lookington which to arbitrary.	holding the full integrity of the treaty	Sech headlines as "Rush to the Mayor"	ore the State agricultural colleges
The control of the co	Hy when or Non Wa	un seiter trad on write tea qualities	the property of the sand grown	pregrally stupid and acts on the whole	force that When we have stipped into a	Office" and "Busies; Hay for Boston	the Department of Agriculture. One
The standard and the st	-	with indiged projects of generalized for	Spenier than moreov over	are worthly as and the discouragement	ilear violation of our soleens agree-	tompt at a ireson. In years past there	areas would leap all an apportunity
The standard and the st	The Novik Suplied Co	hald them in check. As a propile they are in	the streets treet and	indefinite in nature is the consorable re-	the Canal will or will get seed all the	ruled at home, but it was as basses and	keep him out of other occupa-
The second of th	t the Liverie of the Brain Sec. I continue the at the Ar	rough for everty all chaptes of the Couled	Equation for an investment	ercted by the great circulating libraries.	bolls it can relieft, or to talk about ad-	as hard-scraing executives. The best	lastesd they are debting tooth
A control for search of the se	at Made makes throatey as to	If second as if the secondary for definite	No. 10 replace Married M	rense that a self-constituted authority	rough of years. All this is but shilly	in not in helding two scale at ence, but	meds to rech State "shall be ad-
And it speaks a final and the state of the s	named and Parture Street	nationalist of arms on the Merken berter	their street profes thing.	exercises the power of excounteries	tional read faith is parameter. If the	in filing one well.	greed by such cellage or colleges
The first control of the first	der different Austra-Hamma-	and painting the Mrs. or count with our	"Then I was with quite rooms I had a	quite defenable on the principle that a	President pate it in some such way to	It is present to after the name of the	of about at permitting Seathern
The state of the s	reifes and Factors in man to	the contenues of elect of such a patter in	up father would not allow me to have	the warm he is willing to dispense to	spectry and abroad there will be in-	Onto State University to the University	interes to out off every cost from
The state of the s	No. 20 best Years from 24	2. Mr.to and warrants the prediction that	or to morne way or assister, no matter have	the public. A further step brings us to	stant recognition of his moral courage	of Ohio. The matter is highly rosepit	of Brantor Joses, guagastering to
The state of the s	rearce consistent with an	augusteon of Harris. Disc. VIIIa. or Cer- lance shape will continue for grade to room	in lease, although I did not know its des-	errises It is self-constituted to be	It is obvious that this Panema tells	State University, was chosen to distin	ore reters with their threadbare
The state of the s	rgarner. Marie 1	Make provided by the United States.	at learners in this Rebieres Crime for	sure, but it cannot be final since it is	realier does not stand by igetf. In the President's mind, it must be linked with	Obje University at Athesa. To change	post that the segre can sever
The state of the s	The Post Forgot	dos a student of her people make of whom	magner begins the story of A Prope of	to which Mr Comstock can recover a	the whole aspect of our foreign rela-	the name to the University of Obio, it is objected, would obscure the distinction	Sec. and must threefore recities all
See	Mr. Makingrapus Tagore non	their great minimizate if resident to Nestra	edition prepared by Margaret I, Irelan	yeage and a jury to his one point of view. Further still is that broad cra-	the trouble and beeft which threaten us	between the two universities in the pub-	occurre of all their protestations
The property of the property o	at their is so man thing t	seint of _salinist and sanist, in qualet-	with water advectores by tand and see and	secuting by the public, rall it Wes Grandy	in connection with Manto. We do not know what Mr. Wilner, and in the Con-	tray towards the Athena institution	the negro's place is as the farm?
The property of the property o	eier im Mengal - 100fte Maie J	our and that we should pursue without to- tay an appropriate rearier in the ultimate to-	at one then was left by the death of the pretentor Viscous' Belloment. Introdices to	cept a work of art because the public is	greeners on the foreign affairs commit-	That is, there is a greater difference be	name to the same of the
Well well and the first of the control of the contr	encountry of the party of	prost of both nations. Great Britain tier-	a strange land. We quote but may of the	not sufficiently prepared for it. It is. Mrs Grandy where the militaria are ar-	House last neck, but what he might	Onto State Caleersty then between	Progressives to the suggestion
A second service and service a		sing to being position syldrene of taxir	a clever Armesias	using when they rage against "police	well have said would be assecting like	Ohio University and the University of Ohio. Apparently, the antiportition of	they join with the Republicans. No
And the control of th	the per as I had no write .	e-parif. boursely believe that the preserve-	aprendire. I saw as drustered from of	the petics in this country have moved	rate and seen critical situation. To re-	Ohio Northern University and Ohio Was	of the eminent and mergeriet, Mr.
See Section 1 and	a Peri	name of our Parenties, though war be the	more calted Cule Solar, of Agrah. He had a letter recoting him to recoter from a	of their own fairtactive against a book or	in our bands, and at the same time to	rencerned with the proposal. The Lag	of the country's provident history.
Me public and and to be a public and and the public and the public and and the public and the publ	are year part and are are to	marer to productors not an comparison.	server trooper changers tweet, fire ploa-	sal in Jetgment on plays, but saly when	satisfy European Powers and Japan that	Islature, or somebudy, should do some	templation to unite with their far-
with a first and white the self-self-self-self-self-self-self-self-	Hore is your Known	a true that decementation of the principles	the served had become handred. The Ar-	they had been impriled by an unmir- takable display of public sentiment.	metacly difficult. We have to call upon	versities from being confused with one	y backen of the assurance that the
The state of the s	Fige Mes Petiters to	posterio e san Constitution.	hear tim, they brought ten clerk and be	Cant on the emblert takes many forms.	off these nations to exercise great for-	the American Boy Scenes and the Box	may committee would need both y and wen into the State to assist
The first term of the first of	Bary - The doctor sare then	and contacts good government with such	rook delivery up to thirty throward repres-	Summer of consumption art. It is cant	will we court and we need. New, I gut	Screen of America	e fight. Party loyally and the nat
The control of the filt of the control of the contr	the in record by a germ to	User in the citizens of Morris show their	Surat, continuing bloom! at Parent. When	to draw a parallel between the spirit of	we ought not to do everything in our		to go to waste wanescaserily thus
We designed a few and will be a second or seco	raught the disease but not it	develop and encourage agricultural, com-	he is pursuers of the cutton of the	Continental Horston, and to sacribe	power to display our good will to them.	months of expressed when the Arabi	ned to insure the continuance of
And the state of t	appetts doesn't she . No	errors of Mentin for the advantage of the	the as a sign that he had become bear	per own comparative reliquete on the	living up to a treaty with it, makes we	while the death-rate is the metropolic has	tagley A strenger to our politics
All the control of th	in early to his widow -	government established and the efforce of	rupt. He sat to bit boom with no terior to bin bead, a mingle circh beard read his	hind then that Stillichbour to which we	Let to look exemptly into the rights of	been 18.7 per 1.000 persons of the popula- tion, the death-rate to the counter discount	Netional Committee that was
The state of the control of the cont	Jestine - Olda that harper of	Mantes competent to manage their one of-	hand and lates, his own an old his of real	Paritation or Apportur, and the case	we are pigeon-boiling arbitration than	reliages, and towns of less than \$100 pages	sing storms of war to one wing of
We will also the control of the cont	I have any maje in a terret	rears to select and respected throughout	lure	rose not differ. It represents an impal-	coght we not to brush the dust of those	But the good people of the Procedures	to politica too thoroughly. Think
The designation of a small of a s		and only then should the United Mairt	"A great takelt erose in the city, and	Capters. Wet which one is boase to ac-	treaties and rarrier there as noon as pos-	Re Grange abreid not have felt either	feeling of the Maine Progressives
A Month of the Mark Mark Mark Mark Mark Mark Mark Mark	to their tree going to story	best to took countries. Each interestions	there was a storm of quarties, asserts	rapi ye a force as real as the invisible	action in Congress against her citizens	ures. The comperative death-rates of	and if weret comes to warnt, there
A Refund to take filters and a Refund to the filters and a	The wife certain and resentance	equal studies us to a short war. fallewed by lastlest erect	and had language. To all this be replied with a and resolvenance, calcult. and with	each other, which we call gravitation.	ta this country, preding a new diplomat	two populations show very little about	ways the certalety of a meral vis
This set is the factors from your The production of the first control of the factors of the fact	Captiglia /lat	Only these who have lived in the country	on hear by the word Diraits which means	Tet it is a force whose power for cell is	of Japanese immigration, cogh; we get	responsible health roaditions, unless the responsibles of the two populations	THE PERSON NAMED IN
The matter of the states of th	A A	and religied with the people resites conti- tions as they wild. Matter assets a strong	get. They carried belon off to court but	prevented the exergence in modern An-	to refrain most carefully from any sech	to point of age in taken force accorate	a difficult to believe that William
As the same at a company, then department of the transferred in the same at th		man, though and, as is apparting alleged	he the quiet be hed given the Judge of helbe of his thousand rapers. At the hear-	glo-Sazon Elecators of Suighture, of	primar. The plain treth is that we are	for greater proportion of persons in the	White and the Emperia Gazzina Artistigedden as periously as then
And the state of t		Villa or I've, whose bless of generouse)	ing he produced the bill of or bringe that	and Jude, of Brick's "Damaged	us about Meales, and that it would be	ment vigorous ages of life than does that	Just because that nemapaper.
The district of control of early to get limited and control of ear		bare over found expression in acts of on-	and made the defence that this server we	Goods," in its Deglish form; of Mr.	roseitie cause of friction with matieus	population of the State, 45 per cont	the cely Republican paper is its
form the reason analysis, the resident shows the first the reason of the		for. The crimes committed by these wild needly thereta have degraded Mexico in the	the range that he too, was a post-rays. The Judge descreed that the marchanic most take	"Rest," of My Cultretrity's "Dark Flow-	whose help we are desking. As we can	consists of those from fifteen to furty	treds of electre and worthy man
without charge, as seen, the fire finded of this city. This, of carries there the planes threeffines and this great that finds effect as true of the purpose is a proper find of the city. This, of carries the purpose is a find of the city of the c	Walrond" Boot	bred of Chine during the Bouer upristage	the bill of surbange and procure payment	er." And for the Preser man, it is cable	of lactation, the only thing for us in to	ages constitute 56% per cent of the pop	vomen without a party organ," if furing the coming campaign.
Recolling accommends of the first that selding more for lawful selfer is a large county. The stand server is only the first that selding more for lawful selfer is a large county. The stand server is only the self-wages of the first that selding more for lawful self-wages of the first that self-wages of th	Black M. P. Coloradore	the hands of such a Government. The on-	served. It was excesseable that a stranger	ay and their fatal effect on true art. In	above the greatest friendfinger and fair	placton of this city. This, of course	t, without charge, as been, the Re-
		(intal pressity is such that with wages at 1) ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ;	Atmostan, bring then absolved, made by	view or the fact that nothing more for- tunate, as regards hard right, ran hap-	If the Freeldent makes his pice to Cre-	indicates how much more than a men	" Republicas associarements will
** Regulation accommentation of products have made have again since there again in the resident makes by price as the resident makes to resident makes being the second of the resident makes to resident makes being the second of the resident makes being the second of the resident makes to resident makes being the second of the resident makes as th	Course Co	planered. The obsession is increasifying	way to Suret	pen to a beek then to be recommuni-	there can be little doubt of the result	citation of death-rates in necessary to	replet at the read rates, but Dem-

Figure 10—Seven columns of reading matter, relieved only by white space. The effect is in tone with the conservative attitude of the paper.

a duty. If to publish the item means only that you are carrying out an arbitrary news rule, the chance is that the rule ought to be broken.

A newspaper should favor neither subscribers nor advertisers regarding publication of news. Current happenings should be printed unless there is a strong chance that the publication of fact would do more community damage than good.

A newspaper should never be independent in politics unless the editor is independent in politics. If the editor has no political convictions, his paper should have no convictions; if the editor has political convictions, his paper should have political convictions. In other words, the editorial policy of the paper should be dictated by the conscience of the editor, and should honestly reflect his beliefs and convictions. The fact of the paper being printed in a small town does not change the absolute necessity for the editor to be fair and honest with his subscribers.

* * * A newspaper should be independent. I do not mean that it should not be allied with a political party; rather, that it should have fixed political principles. * * * I do not think any newspaper should bind itself to a political party, regardless of whether the party is right or wrong. A paper that did that would be no better than the heelers of a ward boss. * *

A newspaper has no right to suppress news because the interests of a subscriber or an advertiser might be jeoparded. On the other hand, it has no right to make a sewer of itself. It ought not needlessly make the burden of any person heavier, or add unnecessarily to the sum of human woe. As I see it, only the interests of the public ought to be considered in judging news—if the public ought to know it, print it; if no useful purpose can be served, suppress it. Who ought not to be a determining factor.

Now let me add this: A newspaper ought to be honest in a business way with itself and with every customer. It ought to have fixed rates for advertising and stick to them. It ought to have a definite policy as to the character of advertising that goes into its pages, and it ought not to deviate from its policy. Its advertising rates ought to be sufficient to make the newspaper profitable. The newspaper that is prosperous can be independent; the newspaper that is not prosperous must be servile. Independence, intelligence, character and good business management are necessary if a newspaper is to be a vehicle of service. And if service is not the impelling thought behind a newspaper, then the newspaper has no excuse for existence, and the man who engages in newspaper work ought to be doing something else.

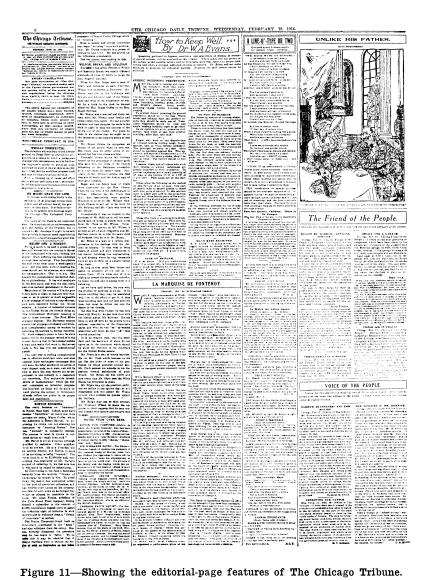


Figure 11-Showing the editorial-page features of The Chicago Tribune. The humorous column is one of the best known in the country.

If a newspaper discusses political questions at all, it can hardly avoid political affiliations. If an editor believes in Republican doctrines in the main and preaches his beliefs, his newspaper is inevitably classed as Republican. If he is Democratic or Progressive or Socialistic in his beliefs, his paper reflects his views and is classed accordingly. If by independence is meant a paper which discusses political questions and yet is without political affiliations, I think it has rarely, if ever, existed and would not be worth much if it did * * * I believe in the newspaper which has views on political questions and is not afraid to express them-one that is not hide-bound, either in its partisan zeal or in its erratic efforts to be independent. The best newspapers are those which give the news, political or otherwise, fully and fairly without bias, and which discuss public questions in their editorial columns from the honest viewpoint of the editor or owner. Such papers cannot well avoid being allied with some political party. In smaller towns where there is but one paper, the non-partisan publication which avoids the discussion of partisan political questions is frequently desirable.

A newspaper should give the news. It cannot do this if it has special favorites for whom it suppresses legitimate news upon request. The moment a paper becomes known as one which withholds the publication of news at the behest of advertisers, subscribers or other influential persons, its standing is certain to be greatly impaired. This does not mean, however, that confidences should not be rigidly respected or that there should be lack of consideration in printing the news. Nor does it mean that there should be no line drawn marking legitimate news and that which has no place in the columns of a newspaper.

There is no exact code of editorial ethics. Even if we grant that an editor's decisions should be influenced only by his duty of honesty and sincerity to himself and his duty of service to the public, no two editors will interpret those duties alike in every case. But the conscientious editor who is guided by his own interpretation of those duties at least has the satisfaction that comes from doing his best to live up to his opportunities.

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