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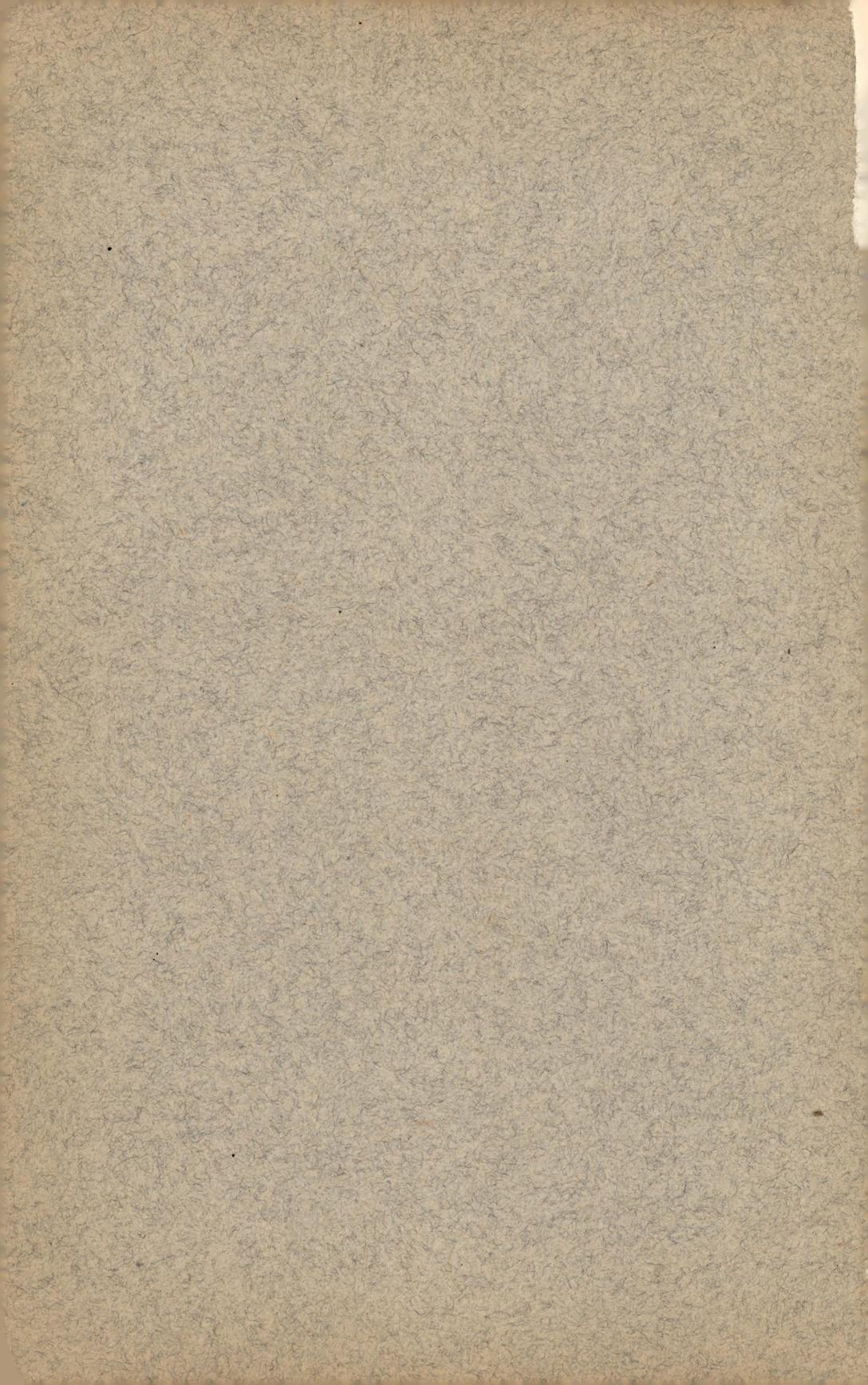
JOURNALISM SERIES 11

JOURNALISM WEEK, 1915

FROM SPEECHES ON NEWSPAPER WORK AND RELATED  
TOPICS DELIVERED AT THE UNIVERSITY  
MAY 3 TO 7, 1915



UNIVERSITY OF MISSOURI  
COLUMBIA, MISSOURI  
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*This bulletin is sent to you with the compliments of the School of Journalism, University of Missouri. Editors are welcome to use freely of the contents. A marked copy of any publication making reference to the bulletin would be appreciated. Address Charles G. Ross, editor Journalism Bulletin, Columbia, Missouri.*

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## I. A REVIEW OF THE WEEK

WORKERS, men and women, from nearly every field of journalistic activity and from several allied callings attended the sixth annual Journalism Week at the University of Missouri, May 3 to 7, 1915. Between 250 and 300 were present from out of town at one or more of the sessions.

The week opened Monday night, May 3, with an address in the University Auditorium by George B. Dealey, of the Dallas News and Journal and the Galveston News. This was attended by students, faculty members, townspeople and a fair sprinkling of early visitors.

By Tuesday morning the exercises of the week were well under way. Various phases of news work were discussed that morning in Switzler Hall, the home of the School of Journalism, where as usual the day sessions were held.

Tuesday afternoon the Missouri Writers' Guild, the first organization of the kind in the state, was formed, and a program was given by several of the charter members. The guild elected these officers: President, William H. Hamby, Chillicothe; first vice-president, J. Breckenridge Ellis, Plattsburg; second vice-president, Mrs. Emily Newell Blair, Carthage; secretary and treasurer, Floyd C. Shoemaker, Columbia. The officers, with the following other members appointed by the president, will constitute the executive committee: Lee Shippey, Higginsville; Mrs. Alice Mary Kimball Godfrey, Kansas City; Robertus Love, St. Louis; Miss Grace M. Sissons, Laclede; Edgar White, Macon.

After the program of speeches the guild gave a subscription dinner attended by sixty persons. Twenty-four qualified as active members and nine as associate members. It was decided that the annual meeting should be held in Columbia during Journalism Week.

A summary of the constitution follows:

The guild shall include representative writers who live or maintain a residence in the state. The object is a closer association among those interested in literary work. The executive committee shall have power to call meetings, setting the time and the place. At least one meeting shall be held each year, in conjunction with the School of Journalism of the University. Qualifications for membership: First, anyone who has had published by a reputable publisher a book or books of a general literary nature on a regular royalty basis; second, any writer who has sold at least three articles or stories to magazines of general circulation or who has written a play that has been produced, shall be entitled to membership. Any person ambitious to be a writer may become an associate member. The dues shall be \$1 a

year. The constitution may be amended by a two-thirds vote of the active members present at any annual meeting.

Tuesday evening the University Cadet Band gave a concert on the campus and there were speeches in the Auditorium by John A. Sleicher, editor of Leslie's Weekly, and Chase S. Osborn, former governor of Michigan. A smoker at the Dana Press Club ended the day.

Talks on editorial and business-office problems filled Wednesday morning's session. In the afternoon a meeting was held by the Missouri Women's Press Association, of which Mrs. Alice Mary Kimball Godfrey, of Kansas City, is president. A regimental parade of the University cadets followed.

The Association of Past Presidents of the Missouri Press Association met Wednesday at the home of J. A. Hudson, of Columbia, who was elected president. J. W. Jacks, of Montgomery City, was chosen secretary and Philip Gansz, of Macon, treasurer. Others present were: Walter Williams, Columbia; Omar D. Gray, Sturgeon; C. M. Harrison, Sedalia; E. L. Purcell, Ilmo; R. M. White, Mexico; William Southern, Independence; Ovid Bell, Fulton; H. S. Sturgis, Neosho, and Lieutenant-Governor W. R. Painter, Carrollton.

The evening address of Wednesday was by Fred G. Cooper, cartoonist of Collier's Weekly, who drew sketches to illustrate his points. The day closed with an old-time play party given for the visitors by the Missouri Women's Press Association.

Thursday was Ad Club Day. An important result of the session was the formation of the Associated Advertising Clubs of Missouri, with A. C. McGinty, president of the Neosho Ad Club, as president; Walter S. Donaldson, president of the Advertising Club of St. Louis, vice-president; J. B. Powell, instructor in advertising in the University of Missouri, secretary, and R. B. Teachenor, of the Kansas City Advertising Club, treasurer. The Associated Clubs will encourage the organization of more local ad clubs in Missouri and will promote better advertising and selling methods.

Addresses on advertising filled most of the day. In the evening the University Cadet Band gave a concert, followed by speeches by Herbert S. Houston, of Doubleday, Page and Company, and John Clyde Oswald, editor of the American Printer. Moving pictures completed the program. Afterward, the students of the School of Journalism gave a reception for the visitors in Switzler Hall.

Editors of Missouri county papers talked shop at Friday's sessions. An address was given in the University Auditorium by Champ Clark, and in the Law Building, for law students as well as Journalism Week visitors, by Judge Henry Lamm, of Sedalia, Mo., former chief justice of the Missouri Supreme Court. A parade by the University cadets and an automobile tour of Columbia filled the time until the Made-in-

Missouri banquet, the unique event of the week, which began at 6:30 o'clock in Rothwell Gymnasium.

The banquet was more than the name indicates—it was an exposition of the varied resources of the state. At the plate of each of the 250 guests was a basket filled with a score of souvenirs, ranging from a fly swatter to a bottle of milk, illustrating the products of Missouri mills and farms. All the food, from the sweetbreads that



EDITORS AND SOME WHO HOPE TO BE

formed the first course to the pecans, cheese and cigars, was "made in Missouri." The oratory, too, was typically Missourian. Dean Walter Williams was toastmaster, and the program included talks by Champ Clark and Acting Governor William R. Painter. Brief talks were made by former Congressman Butler Ames of Massachusetts, who married a Columbia girl; H. S. Sturgis, president of the Missouri Press Association; P. P. Lewis, president of the State Board of Agriculture, and Prof. L. M. Defoe, president of the Columbia Commercial Club, which cooperated with the School of Journalism in giving the banquet. Talks over the long-distance telephone were made to the banqueters by former Governor David R. Francis and Walter B. Stevens from St. Louis and Charles S. Keith from Kansas City. A twelve-page miniature newspaper telling about the banquet took the place of the usual menu card. The paper contained greetings from several former Missourians: Mrs. John A. Logan, of Washington, D. C.; Howard Sutherland, con-

gressman from West Virginia; M. H. de Young, proprietor of the San Francisco Chronicle; Eugene P. Lyle, Jr., novelist, of Prince George, Va., and Bishop Ethelbert Talbot, of Bethlehem, Pa. Leigh Mitchell Hodges, who conducts the "Optimist" column for the Philadelphia North American, contributed a poem; Ryan Walker, of New York, formerly of St. Louis and Kansas City, a cartoon, and Rose O'Neill, who has a home in Taney County, a page of her famous Kewpies. The School of Journalism performed what the toastmaster called a "laboratory experiment." Soon after the guests were seated a flashlight picture of the banquet was taken. Just before they arose, the students "caught the edition" by distributing, as a supplement to the banquet newspaper, copies of the printed picture with the names of all present.

So ended the first Made-in-Missouri banquet and the sixth annual Journalism Week.

Extracts from all the speeches of the week will be found in the following pages, grouped according to topics.

## II. JOURNALISM: A GENERAL VIEW

(Including Speeches at the Made-in-Missouri Banquet)

### FROM SPEAKER CLARK'S ADDRESSES.

*From an address by Champ Clark, speaker of the National House of Representatives, at a University Assembly in Journalism Week.*

**I**T IS the sole business in life of editors to give advice to others. I was an editor for eleven months myself and I have been told that once an editor always an editor. Anyhow, it was one of the most valuable experiences of my life.

One of the greatest phenomena of these phenomenal times in which we live is the growth of the newspaper, especially the country newspaper. People think that a congressman doesn't pay any attention to what is in the country newspapers. Why, I get forty-four of them, and one of my clerks goes through them all and marks everything of local interest and then I go through and read the marked passages and I keep in touch with what people at home are doing and thinking. The business of a congressman or senator is to reflect the sentiments of the people at home and how is he to know what they are if he doesn't keep in touch with the local newspapers?

My opinion is that the right sort of an editor is one of the most useful citizens of the Republic. There are three classes of editors. One class abuse everything and everybody they are not paid to let alone. The second class possess a great, benevolent, humanitarian point of view of things and try to make this world better and wiser. The men in this class are deserving of all praise and are a credit to their profession. A third class merely record facts as they appear and these cannot properly be classed as journalists. My opinion is that it takes more courage, more common sense, more information, more system and more general intelligence to conduct a good newspaper than any other business a man can get into in this life.

As far as the opportunities are concerned they are great ones. The journalistic business is getting better all the time. The rural mail deliveries have set the world to newspaper reading.

Some of the most valuable information and some of the most timely helps I ever got hold of in my whole life I got out of 8 by 10 country newspapers.

\* \* \*

For the last fifteen or twenty years the muckrakers and pessimists have been able to get the ear of the American people. Just as long

as they have had something mean to say about some person or some institution it has been listened to greedily. They have done an immense amount of devilment.

\* \* \*

It is said to have been the great wish of Henry IV that France might become so prosperous that every Frenchman could have a fowl on his table on Christmas day. If I had one prayer for the American Republic that I knew would be answered it would be that every American citizen would be sufficiently educated to read his ballot on election day and sufficiently courageous to cast it as becomes an American citizen.

\* \* \*

There is one other thing that I think nobody else ever talks about much but me, and that is our great political influence outside of the United States.



JUDGE HENRY LAMM, SEDALIA, MO.; DR. A. ROSS HILL, PRESIDENT OF THE UNIVERSITY; JUDGE JOHN D. LAWSON OF THE LAW FACULTY; SPEAKER CHAMP CLARK; DEAN WALTER WILLIAMS

At the birth of the American Republic there was only one other republic on the face of the earth—Switzerland—and it was uncertain whether or not this republic would last until Christmas. Now there are twenty-six and in a very large sense we made them every one. We did it. Not by a mailed hand, not by the force of arms, but by the humanizing influence of our example. By teaching all nations that men can govern themselves. Mark Twain, the greatest Missourian and the greatest literary American (for that is what the coming generations will prove him), said, "Blessed is the man who bloweth his own horn, lest it be not blowed." This applies to nations as well

as to individuals, and we did it. We blew it so that it could be heard around the world. Not one of the Central or South American Republics could have lived six months if it hadn't been for us. We gave them a chance to live with our Monroe Doctrine, and I tell you the Monroe Doctrine cannot be abolished.

*Friday evening Speaker Clark talked at the Made-in-Missouri banquet. He said in part:*

**T**HIS is a great occasion for all concerned. This banquet is a tremendous thing. Why, your state could build a second Chinese wall around herself, and produce all of the necessities and most of the luxuries of life within it. You folks have no idea how glad I am to be here at home. I have just come out of the longest session of Congress in history, longer even than the first one when they had to make all the laws. The congressmen got so stupid there weren't six bright things said during the last six weeks. "Home, Sweet Home" is the most beautiful song in the world and I am sad when I remember that the author of it had to die 4000 miles away from his own home.

\* \* \*

There is no use to eulogize Missouri with all these things before us. Everything here has been made in Missouri.

\* \* \*

If I had my way about it, I would have the history of the State of Missouri taught in every public school in our state, so that the children would know every bit of it from the beginning to the end.

I'll venture there are many men here tonight who know who the twelve Caesars were, but how many of you could name the governors of Missouri?

## MISSOURI'S RIGHT TO PRIDE.

*From an address by William R. Painter, lieutenant-governor of Missouri, at the Made-in-Missouri banquet.*

**T**HE idea of trying to tell anything to other editors is simply preposterous. There is not an editor in this room, probably not an editor's wife, who does not know more about everything in this world than I do. Supposing I should attempt to address the editors from Southeast Missouri and talk to them about the fact that in seventeen counties of that section of the state \$7,000,000 was being spent in making the roads of that section better than they have ever been before. They would immediately come back at me and say, "We know it."

Missouri is proud of many things. When I tell these Missouri editors that Missouri is gathering fast within her borders everything that makes a big empire, these editors simply laugh at me and say, "We know it." A Missourian discovered the School of Journalism now being copied by other schools of journalism all over the world, but Missouri editors all know this.

\* \* \*

Missouri gives 63 cents out of each dollar that comes into the state treasury for educating her boys and girls. Missouri gave more to the University of Missouri in the last Legislature for the purpose of educating the boys and girls of Missouri than ever before in her history. She did not give quite so much for buildings, but she did give more for actual educational purposes.

### THREE ADDRESSES BY TELEPHONE.

*Three long-distance telephone addresses were on the program of the made-in-Missouri banquet which closed Journalism Week, Friday night, May 7. Former Governor David R. Francis, president of the Board of Curators of the University of Missouri, and Walter B. Stevens, veteran newspaper editor and correspondent, talked from St. Louis, and Charles S. Keith, president of the Kansas City Commercial Club, represented that city. Nine hundred miles of telephone wire—two circuits to St. Louis and two to Kansas City—were used. For this feature of the program the banqueters were indebted to the Bell Telephone Company and the Columbia Telephone Company.*

*Governor Francis said:*

ON behalf of the Board of Curators, it is my pleasure to express their appreciation of the interest you manifest in the University of Missouri, and especially in the School of Journalism, by your prompt response to invitations to participate in the exercises of Journalism Week, and thus aid the faculty and the dean of the school in training for their life work the young men and women who have chosen a profession of such importance to the country and to society as that of journalism. If other engagements had not prevented I should have been with you in person.

The University of Missouri is a great institution of learning, which occupies a most creditable place among the state institutions of the country, where education is valued not only for its worth and for its benefit to him who receives it, but is a requirement, or certainly a desirable qualification, for every citizen, under a government of the people and by the people.

The Constitution of Missouri, under which we have lived for forty years past, and under which Missouri has prospered and progressed notwithstanding the restrictions and limitations thereof, has wisely placed the control of the state university under a Board of Curators, nonpartisan in character, appointed by the chief executive of the state, but with the consent of the Senate. It is the duty of that board to discharge its trust not only with fidelity, but with judgment and with pride.

The university has never stood so high among the educators of this and other countries, nor has it ever held so high a position in the respect and esteem of the people of the state as it does at the present moment.

It has been able to attain this eminence only by an establishment of a curriculum which compares favorably with those of other institutions of higher education throughout the land. Any lowering of the standards adopted, any compromise of the requirements for admission, of the record for degrees, would not only lower the standing of the institution, but would impair its efficiency and forfeit the esteem of the right-thinking people of the state.

An able faculty, infused with this spirit, under the leadership of a distinguished president, who appreciates the dignity and responsibility of his stewardship, are the pride of a Board of Curators, through whose judgment they were selected.

They were chosen after mature deliberation, and those curators, responsible as they are to the people of the state, are willing to rest their case on the record made by such a faculty and such a president.

Faculty and curators are ever mindful that their duty is not only to present proper courses of study to afford students every opportunity to acquire knowledge, and to furnish unsurpassed facilities for research, but also to develop character, to establish high standards of citizenship, and by their example and teaching to send forth from these halls men and women well equipped to perform the duties of life and well qualified to exert an elevating and cultured influence in their respective communities.

This School of Journalism was the first one established in the United States. It was suggested by the present dean, who, since its organization, has so ably administered its affairs. I have known him from his boyhood, and am familiar with the estimate he places upon character.

If he inculcates in those under his guidance the same principles that have governed his actions and shaped his life, and I am sure he does, the press of the country, with which the students of this school become connected, will be not only disseminators of news and leaders of thought, but potential instrumentalities in the building up of cul-

tured communities, in the development of God-given resources and in the rounding out of beneficent Commonwealths.

The time is passing, if it has not already passed, when respectable journalism means the circulation of baseless rumors, of the coloring of news to promote an unworthy end, of the traducing of patriotic citizens, or the impugning of the motives of sincere and well-meaning men.

Daily and hourly occurrences follow each other in sufficiently rapid succession to render the truthful narration thereof absorbingly interesting. A managing editor exerts a wonderful influence over public sentiment in the exercise of the discretion with which he is invested in the omission or publication of news.

The headline in these times of rapid occurrences and numerous happenings wields great power and has great responsibility because busy men read nothing but headlines.

A conscientious journalist is the only kind that survives; he who distorts news or omits important facts is soon found out by a discriminating reader and just as soon loses his influence.

Discoveries and inventions are of sufficient number and of such very far-reaching importance as to possess much more interest for the cultured mind than libels and scandals, or publications which are justified only by the sensation they produce in ill-developed natures. Publication is pitiless indeed when its only purpose is to pamper to such tastes.

This school upholds freedom of the press and places the proper estimate on the power thereof, but it is cognizant of the maleficence of yellow journalism, which has no votaries here.

The university exerts an ever-widening influence through the principles it advocates, the standards it establishes and especially through the hundreds of accomplished alumni whom it annually sends out from its halls.

None of those alumni possess as great potentialities for usefulness as do those from the School of Journalism. That the graduates from this school may fully realize their obligations to their alma mater, their duty to the state and their debt to society is the earnest wish of the faculty, the curators and the sincere hope of every right-thinking citizen.

*Mr. Stevens said:*

**A** POLITICIAN of our state once said to me: "You newspaper folks are the salt of the earth." No doubt that politician had an ax to grind, but he seemed to feel that he had said a very good thing, for he repeated with emphasis: "Yes, sir; I say you newspaper folks are the salt of the earth."

Whatever his ulterior motive, the politician hit the truth. Salt is the great preservative. The press is the seasoning quality which saves life from being dull, stale and unprofitable.

Thomas H. Benton made a speech on salt. Remembering his St. Louis Enquirer days, he got that speech into the newspapers and sent copies all over Missouri. He achieved a reputation which endured thirty years. That early speech in Congress on salt made Benton. The newspaper circulation of it preserved him.

Champ Clark made his best speech about the time of the brief hiatus in his public career. The time was the 10th of August, 1897. The place was the fair grounds at Columbia. After that speech Mr. Clark went back to Congress. He has been arriving ever since.

The speech was published widely in the newspapers. In it Mr. Clark gave us "Imperial Missouri," which has had free and unlimited coinage among orators from that day to this. That speech can be found only in the newspaper files.

Last year Prof. Trexler, well known in Columbia, wrote a book on "Slavery in Missouri." The author went to the newspaper files for his facts, as innumerable footnotes show.

Floyd C. Shoemaker of the State Historical Society is about to publish a book on the "Constitution-Making of Missouri." There again you will find the evidence that the students of Missouri history must search the old newspapers for the truth of that history.

One of the most satisfying volumes on Missouri history is a scrap-book of newspaper articles written by one man. So far as my knowledge goes, I have the only copy. The collection has been in progress by me through many years. Every clipping is signed "Walter Williams."

Now the thought I wish to leave with you, as the preachers say at the close of the sermon, is this: We are approaching the period of Missouri's centennial of statehood. True, Perry S. Rader's excellent book tells us that James Monroe proclaimed Missouri a state on the 10th of August, 1821; but Missourians were asking statehood as early as 1816.

They possessed all the qualifications for statehood. In 1817 they were circulating petitions. Their formal application was presented to Congress on the 8th of January, 1818. Missouri, in justice, should have entered the Union that year, a twin of Illinois, which she somewhat exceeded in population.

But for three and one-half years the nation travailed with the Missouri question. Congress bungled the job so badly that some congressmen were hung in effigy by their disgusted constituents. Long before Monroe's proclamation Missouri had a capital, a governor, a legislature, a code, a supreme court, two United States senators, a

member of Congress and three presidential electors. Missouri was a state de facto, but not de jure.

The centennial of Missouri statehood is not a single day. It is a period. When shall we begin to observe it? How shall we celebrate it? The authority to answer these questions lies with the men and women who are writing and preserving day by day the history of Missouri in the making.

*Mr. Keith's address was an appeal to the press on behalf of business, which he said was being unduly hampered by legislation. He referred to the grave responsibility resting on the newspapers of educating the people to a correct understanding of economic conditions. We should have, he said, "reasonable cooperation and reasonable restraints of trade." The trust laws, he urged, should be modified and simplified, to the end that "business may know what it can do and what it cannot do." In conclusion, he said:*

YOU may ask, why does not the business man inform the public? Why does he not give us the information so that we may place it before our readers? In answer to that question, I will state that it would be manifestly impossible for the individual business man to assemble and disseminate all the information in connection with the industry of which he is a component part. He might do this as far as his individual business is concerned, but that is not what the public is interested in. It requires organized effort on the part of an industry to gather these facts and place them in your hands.

Efforts will be made in the future on the part of business to place the facts of business before the community, and it is unfortunate that they have not recognized the necessity of doing this before now. In the future, in your desire to perform your duty to the public, you must see that such correct information is placed before the public. We are all anxious for prosperity, and we must all recognize that we cannot have prosperity without proper economic laws, brought about through enlightened public sentiment, which must be directed by you.

## QUALITIES THAT SUCCEED IN PUBLISHING.

*From an address by George B. Dealey, vice-president and general manager of the Dallas News, the Dallas Journal and the Galveston News, on "The Newspaper, Its Revenue and Its Policies."*

THERE is scarcely any business that requires more practical management than the newspaper business, for a newspaper's income is ordinarily much less certain than its outgo. The former is "the shadow of a hope" and the latter a foreordination contemporary with the foundations of the world. When I say, therefore, that to



J. WEST GOODWIN, SEDALIA; GEORGE B. DEALEY, DALLAS NEWS; DEAN WALTER WILLIAMS; C. A. VANE, ARKANSAS DEMOCRAT

get the money is the first policy a newspaper should establish I do not wish to be understood as being unpatriotic or lacking in a sense of responsibility to the public and to my own conscience, but I do wish definitely to be understood as being alive to the practical side of the business—that is to say, that without the practical foundation of financial success there can be no superstructure of general welfare.

Publishing is a hazardous business, as any of us will admit, and one of the reasons why publishing is precarious is because so many

well-meaning men go into it with an admirable purpose to promote political or religious or civic righteousness, and yet fail to bring with them the tough fibers requisite to one who intends to put his other ideals into the background until he can, so to speak, "make a home for them." The young man who marries an ideal bride does well, just as the publisher who founds an idealistic printing office. But if the star-gazing bridegroom hasn't something more substantial than ideals wherewith to support the lodestar of his heart he will soon find himself in the position of the foolish virgins—out in the dark with nothing to tie to. So with the star-gazing publisher. If he offers his printers and editors, his proofreaders and reporters, his circulators and book-keepers essays on astronomy in lieu of greenbacks in their pay envelopes his ideals will soon come toppling down about his ears like an adobe fort under the gentle persuasions of a forty-two-centimeter gun.

Yet there are few occupations open to men where the earning of a livelihood is accompanied with such wonderful opportunities for the promotion of the public good.

Broadly speaking, I believe the gross circulation revenue should be about one-half the gross advertising revenue. But this rule varies with almost every paper, and perhaps a large majority of the big papers secure the great bulk of revenue from advertising. This is the result of cut-throat competition coupled with an insane desire for quantity circulation, frequently illegitimate, as against natural yet progressive growth based upon real newspaper merit. I have never been able to see the business sanity of continually selling an article at less than its cost of production, nor can I see in such practice the evidence of com-

mon sense or good judgment. Why should the price of newspapers go down while the price of practically every other commodity has gone up? If the price of every 1 cent paper were tomorrow raised to 2 cents the average circulation would experience a temporary drop, but in a year's time would, I believe, and venture to assert, completely recover. The public is always willing to pay a fair price for a good article.

\* \* \*

Perhaps it may be laid down as a general rule that to determine the proper rate for advertising in a recognized and well-regarded newspaper the fairest plan is to ascertain the average rate charged by a score of newspapers similarly situated as to population, circulation and standing, and make yours to conform. But after having determined what revenue shall come from the reader or advertiser, I wish to emphasize as strongly as I can the absolute importance of sticking to those rates, and of treating every customer alike. Play no favorites. Be fair to all. Moreover, don't try to secure business by the use of premiums. Don't go into merchandising, but stick closely to the genuine problems of the publication business, and let your paper sink or swim on its own merits. The offering of chromos or dishes to the people as an inducement for them to subscribe is an unbusinesslike practice, and is an admission that in your opinion your own newspaper is not worth what you are asking for it.

May I also emphasize the necessity of adhering closely to all standard principles of business in all dealings with the public? From subscribers collect in advance and extend credit for advertising only when the risk is considered a good one and insist on settlements when they are due. To meet your obligations you must insist on similar treatment from those to whom you extend credit. You must have proper respect for your rates, your rules and your product if you expect similar respect from the public.

\* \* \*

There is a popular idea abroad that a newspaper should give the people what they want, that is to say, that a newspaper should be made by its readers. This I do not believe to be true in its entirety. Generally the readers should be given what they want, so long as what they want is good for them. But a newspaper always has a moral responsibility, whether it appreciates it or not, to help its readers to higher standards. It is all right to be popular and to keep close to the people, but a newspaper should not cater to the baser mind and prostitute its columns into sensationalism and uncleanness. Its aim always should be to uplift—to point the way to better and nobler things. Perhaps I can best illustrate my meaning by an example:

Let us liken the newspaper to a magnet and the people to a bed of iron filings. If we hold the magnet far above the filings and move it about, it will have no effect on them. If we place it directly upon the bed of filings, it will gather up only a small part of them, and, though it can control this part, it can have no effect on the remainder. If, however, we hold it just above these atoms, not too high or too close, and move it about, we can control the movement of any and all the metal and pull it along. This is true with the newspaper and the people. The one should be adjusted to the other, as the magnet to the filings, but not so near or so far as to lose effectiveness. It should aim to lead and to instruct as well as to interest.

The policy of any enduring newspaper must necessarily be based on what is true and what is right even though it may sometimes come in conflict with the opinions and prejudices of its readers. To apply this statement to our own papers, let me say that with them the effort has always been to avoid morbid sensationalism and all that class of news which depends on idle or prurient curiosity for its interest. The News does not make a display of public executions, lynchings, murder trials, divorce cases, scandals or salacious personal news of any kind. No doubt, however, there is a demand for this class of news and no doubt many papers of large circulation make a specialty of seeking just such news for their columns. It attracts a certain kind of readers, but at the same time it has a demoralizing effect.

In the same way, it may be said that the control of newspaper policies by advertisers is practically negligible, the only exception being in the very indirect way which I have just pointed out, namely, that an honest policy means not only large circulation but high-grade circulation, and that the appreciation of this truth by the advertisers is an incentive to their patronage and an added stimulus to the publisher to continue in this policy. But as for direct influence, no publisher can shape his policies at the behest of any advertiser or class of advertisers for the sake of the revenues to be derived from these, without imminently endangering his enterprise. But it is possible, truly, for a newspaper unconsciously to grow immoral. That is, by consulting self-interest before it consults moral interest. Right there is the crux of the whole issue between revenue and policy. It is sometimes exceedingly hard to see evil in a method or a practice that puts money into our pockets. If, for example, a quack doctor who thrives on vice and ignorance wants to spend a thousand dollars for newspaper space, it is easy for the publisher to say to himself that he will be justified in taking the money because he is a "business man," not a guardian of the public health or a refuge for the vicious and the feeble-minded. But if he does take the money, knowing that he will thereby cause some of his own patrons to get robbed, he will have adopted a policy for revenue only. No publisher, unless he be blind

to his best interests and deaf to his conscience, will succumb to this influence, for the benefits are at best short-lived, and a continuation of such a policy will mean eventual death to the newspaper. The public is too intelligent to stand for it. The public conscience is now too well trained to be patient with such sophistry. There are enough honest people to support all the newspapers the public needs. There is enough honest advertising to make prosperous a newspaper whose existence is otherwise economically and morally justified, and—sweet thought—honest people are not slow to recognize an honest newspaper.

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From a purely selfish viewpoint, it would be folly for a newspaper to permit advertisers to exert an improper influence on the publication of news. I think I am safe in saying that with reputable newspapers, no such influence exists. In the first place, advertisers are after publicity for the wares they have for sale and are as a rule not seeking influence. Some advertisers who have imagined in the past that because they spent a certain amount of money with a newspaper they had a moral right to require that paper to advocate legislation for their benefit, have been enlightened by having their business refused by many of the leading papers of the country. There is no business on which a closer watch is kept by the public than that of a newspaper. What the publisher does and what his paper's opinion is, goes before the public every day. That same public is merciless in its criticism, quick to jump at conclusions and frequently unjust in its judgment. A newspaper may deceive a part of its readers for a while, but none of them for a very long time.

Another critic of the newspaper who is always watching for an evidence of corrupt influence is the low-class politician. Every newspaper of any worth has an active and sleepless enemy in the army of the kind of politicians whom it has had occasion to oppose at some time in its career. No issue of the paper passes without being scanned for an opportunity to attack it. With the caustic critics who make up its subscription list, and the enemies seeking an opportunity to assail it, a newspaper must for self-protection be above suspicion.

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I think it may be accepted as a formula that, in the long run, the advertising columns of a newspaper are salable directly in the proportion that its editorial and news columns are independent, honest and unpurchasable. For the public has an instinct that may be depended upon to detect dishonesty in a newspaper, and, once they come to suspect it of dishonesty, they will quickly render its advertising columns unsalable by the simple process of refusing to read, or, unconsciously perhaps, refusing to believe many things printed in its advertising columns. There is a certain intangible value in the advertising columns of a newspaper which has prestige and which controls the

confidence of its readers that assures the advertisers a far more fruitful return than if the opposite were true. The same "copy" printed in two newspapers of equal circulation, but altogether unequal in public esteem, will bring suprisingly different results. It is an axiom among advertising men that a medium must be reliable if advertising is to be really profitable. The advertiser, therefore, benefits from a newspaper which is clean and dependable—a newspaper of character.

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In concluding, I wish to impress the fact that the modern newspaper is primarily a business institution and must be so to survive. But I believe that it is also true that there are few other business institutions that are governed by so fine a sense of responsibility to the public.

Crooked men probably will feel inclined to be crooked in the newspaper business, as well as in any other line of human endeavor, but the influence of self-interest in the right direction is greater in the newspaper business than perhaps in any other line of profit-seeking.

A large manufacturing concern refused an order the other day for a large quantity of war ammunition, and its action was heralded as a splendid instance of self-denial. Newspapers are every day practicing self-denials which, in the aggregate, are much greater than this one, and for the same reason, namely, that they conceive that by accepting the business offered they would be aiding an enterprise whose success would be harmful to the public interest.

Several years ago the directors of the papers which I have the honor to be connected with were called together, and after half an hour's conference determined from that day to eliminate from the advertising columns whisky and other lines of advertising that had come to be looked upon as objectionable. At that time there was so much whisky advertising in the columns of the *Semi-Weekly Farm News*, which circulates very largely among the farmers and in the small towns, that the suggestion was made that the whisky odor was noticeable to persons passing the building when the presses were running off the edition. Shortly before this action on the part of the directors the rate on this class of advertising, which had grown to large proportions, was doubled in the hope that it would cause a reduction in the volume. But it did not have the desired effect. The action of the directors in eliminating this advertising caused a reduction to our revenues amounting to something like \$50,000 a year. The day after this decision, and before the notification had gone forth to those concerned, an order was received from a St. Louis advertising agency to print a page advertisement in our papers at the cost of \$1,172. It was returned, with the explanation of the decision of the directors of the day before.

The newspaper is about the only modern business institution that I can think of that, as a matter of unvarying policy, subjects a prospective patron to moral scrutiny, and which, not seldom, but often, rejects proffered patronage. The newspaper brings, as it were, a moral microscope to bear on the coins that are brought to the counter. It is undoubtedly true that the magnifying power of this glass is frequently, with some newspapers, not as strong as it should be, but it is the exceptional paper that does not use a lense that discovers taints that are overlooked by other business institutions. Indeed, the amount of money that every year thus fails to pass muster in the counting-rooms of most reputable newspapers probably equals that amount which constituted the entire income of those newspapers of past generations that are ordinarily held up as the evidence of our degeneration. Mark you, I am not saying that the refusal of these classes of business is done altogether in the spirit of martyrdom. There is a practical as well as an altruistic motive. It is usually fine business policy, as well. For the reputation of a newspaper is as surely founded on the dependability of its advertising columns and their freedom from the objectionable kind as on the reliability and honesty of the news columns.

Summing up, I should say that a newspaper's policies should forbid it from needlessly offending good customers or good morals. It should be true to the right, but it need not be "fussy" or suspicious or meddling or intolerant. It should be like a good neighbor—honest, courageous, virtuous and friendly; but not like a bad neighbor—vindictive, spying, gossipy and mischievous. It should say, "My policy is to do right and to be a good merchant, which is to say, to deal in honest goods and to give full measure. With my policy right, my revenues will be forthcoming if I am industrious and capable. But I will not sacrifice revenues merely in order to flatter a quarreling faction with petty aims in which men's self-interest is uppermost."

## TWO CONFLICTING VIEWS OF JOURNALISM.

*John A. Steicher, editor of Leslie's Weekly, and Chase S. Osborn of Sault Ste. Marie, Mich., a newspaper man, former governor of Michigan, turned one of the night sessions into a joint debate. Mr. Steicher speaking from a conservative and Mr. Osborn from a radical point of view. Their subjects were, respectively, "Delusions Affecting the Press and the Public" and "The Journalism That Serves."*

*Mr. Steicher said:*

**I**T HAS been said in England that the world is being educated by the half-penny press, and we know that in this country the one-cent newspapers are giving the masses the most of their instruction. Teaching is not always education, for everything depends on what is

being taught. What are we teaching—right or wrong, truth or error, justice or injustice?

One of our delusions is that the public has an infallible conscience, and that newspapers that follow public opinion cannot go wrong. Conscience is not infallible. A morbid condition may hide its infirmity behind the guise of conscience and make it an accomplice of guilt. A certain class of newspapers is sometimes responsible for creating a vicious public opinion and then running away from its evil consequences, like the boy who lights a fire on top of a haystack and has to fly to save his life.

Claiming to be impartial, nothing is sometimes more one-sided than the newspaper story. The reporter gathers his facts in a hurry



STUDENT SHOWING COLUMBIA TO JOHN A. SLEICHER (AT RIGHT), EDITOR OF LESLIE'S WEEKLY, NEW YORK

from the side that he can most easily reach. If he can reach all sides, he will prefer the one with the sensational quality. He is not a judge dealing in equities, but only a reporter representing the ravenous appetite of a sensation-seeking public, an appetite that must be fed—a public that has little time for publications that deal with the educational and uplifting. This should be left to the pulpit, the public says, so while the yellow press flourishes, the religious press struggles to exist, and the pews of the churches are fast becoming empty.

It is a delusion to imagine that if you see it in the newspaper it must always be so. In some journals it is not so half the time, and is only half so all the time. Say, if we will, that we give the people what

they want, yet the fact remains that while, with our cables, telegraphs, and telephones, wireless messages, automobiles, limited flyers, and unlimited facilities, the newspapers have, as never before, convenient access to reliable sources of information, yet they are not more accurate now than they were a quarter of a century ago. They printed less matter and covered a narrower field then, but the news was news.

The public persists in the delusion that newspapers are printed for philanthropic purposes. The publishers, who have the bills to pay, labor under no such false notion. Newspapers, magazines, weeklies, and quarterlies are published for profit, all of them and all the time. They are business propositions. Their purpose is no different from what it was twenty-five years ago. Why has their character changed? Because their readers have changed. The public has come to believe that the newspaper has taken the place of the theatre and circus as well as the school and the pulpit; that it must embellish the news until it reads like fiction, and tolerate a code of morals that will take the starch out of the Ten Commandments. Newspapers that cater only to the good are therefore as lonesome as a solitary tombstone in a newly opened cemetery. But let us seek the light.

It is a delusion if you imagine that I am assailing journalism. The press will be what it is until public opinion rests upon a higher plane. The reader buys the newspaper that appeals to him. He prefers one that supports his political views, that flatters his conceits, and that patronizes his prejudices. It may be inaccurate, misleading, and unfair, but that makes no difference to the man who is a partisan in everything.

The credentials of a popular journalist in these days, I am sorry to say, are no longer found in a university education or the acquirement of universal knowledge, but in the possession of a vivid imagination and the ability to write fiction. So that to a degree the nation's welfare is at the mercy of a profession open to anyone who can borrow a pen and hire a press. Is it surprising that the suggestion is heard that journalism should be made, by statute, a regular profession, with entrance into it dependent upon one's ability to pass a rigid examination, such as that required for the practice of medicine or the law?

The urgent need of every great American city is for a daily newspaper that shall print less and better news; that shall exercise such censorship over its columns that no one's character shall be assailed, no institution's standing be discredited, no vested right be jeopardized, and no man or woman's motives impugned until the editor has justified his statements. Better less news and real news; better news a day later and right than a day earlier and wrong.

It has been said that this is a time of many books and little literature. It might be added that this is an age of many newspapers and little news. What do the voluminous Sunday newspapers

give to uplift humanity? They give just what the public seems to crave—pages of divorce proceedings, frivolities of fashion, childish humor, the salacious gossip of the greenroom, piquant and often painful personalities, muckraking attacks on men in public and private life, with little poetry, religion, or sentiment, and no attempt to uplift or refine. So the most remarkable religious gathering in many years, the quadrennial conference of one of the largest denominations in the world, held in Baltimore a few years ago, received less attention from newspapers than contemporaneous sporting events, baseball, prize fights and horse races.

Lord Cromer, in his interesting book on "Modern Egypt," attributed to an English daily paper that outburst of hero worship in 1885 which compelled Gladstone, against his judgment, to send General Gordon to his tragic death in the Soudan. How many men eminent in public and private life in the United States have been hounded into retirement, disgrace, and in some instances to death by the injustice of a thoughtless and sensational press? But "Get circulation" is the motto. Get it, for it means money and power! Assail the rich, print the sanguinary details of every horrible crime and disaster, varnish vice, appeal to the passions, publish stolen letters, distort the truth, divide the people into masses and classes, and pit them like wild beasts against one another, and never fail to impress upon the maddened mob you are creating that you alone are the friend of a long-suffering people.

The press thought it was helping itself when it joined in the assaults of the muckraking magazines upon big business. If a few great captains of the railroads, of industry, and finance get more than the rest of us, this is only what happens in all lines of business, including our own. It is the royalty paid to genius, foresight, and industry.

Whether its material rewards be great or small, journalism continues to be the most attractive of all the learned professions. It has a fascination found in no other. It wields a certain influence and power that money cannot buy, and it commands a deference that many seek and few obtain. It is the "new estate" to which Edmund Burke so eloquently referred when he said that there were three estates in Parliament, but in the reporters' gallery yonder there sat a fourth estate, more important far than them all.

Are we of the fourth estate deluding ourselves with the thought that our position is secure? Do we not see manifold signs of a decided reaction against sensationalism on the part of our best readers? Would it not be better if we conceded more to the growing demand for accuracy and moderation? Ought we not to do this, moved by a patriotic purpose, in view of the appalling danger to republican institutions that so many foresee in the rapid spread of class hatred

and socialistic notions? I leave these questions with you for those moments of quiet reflection that must inevitably come if we do not speedily awaken to the dangers involved in the delusions and illusions both of the press and the people.

"Be strong!

We are not here to play, to dream, to drift.

We have hard work to do, and loads to lift.

Shun not the struggle; face it. 'Tis God's gift.'"

*Mr. Osborn said:*

WHEN it comes to muckraking, if there's muck there, I rake it. Who put the crooks behind the bars at Terre Haute? Just the newspaper boys, that's all. Who made Joe Folk governor of Missouri and cleaned out graft in St. Louis? Just the newspapers. The newspapers of this country are the greatest lever for progress there is. They are the pulpit and the public school rolled into one. I don't believe newspaper reporters deal in fiction; I believe they get the facts. And I want to say I never found a newspaper that wouldn't correct a mistake.

We don't appreciate what a free and unthrottled press means. Why, when I was going round the world, in Russia, they sent a reporter for an official paper to interview me. You know they muzzle the papers in Russia. The man asked me what I thought of an officially regulated press. I didn't know whether I'd get into jail or not, but I had the pleasure of coming out in the open and saying what I thought. I said, "Regulating the press is a lot worse on Russia than it is on the press." He asked me about Russia's treatment of the Jews, and I said, "When you treat the Jews just as you treat a Russian it will be a lot beter for Russia than it will be for the Jews."

The newspaper boys somehow sense the fact that they are writing to a big audience, and they strive to stick to the truth, to work for the right, and to promote the best interest of the country. They don't talk about this responsibility, but every reporter that hammers a typewriter knows it. To be a good reporter demands a sense of perspective as well as an ability to unearth stories, and see stories where others would not see anything worth writing. I have made good reporters out of newsboys and street urchins, and seen them make good, seen them go through tests and trials. The reporter knows when a smooth scoundrel tries to use him, or a crooked politician tries to buy him, and the reporter knows when a captain of industry is telling lies to hide his trail. The reporter isn't a rich man, but instances of accepted bribes and betrayed trust are almost never met.

You remember "The Battle Hymn of the Republic"? It says, "In the beauty of the lilies Christ was born across the sea; as He died to make men holy let us die to make men free." If I could dare to change one holy word in the last line, that would be the ideal motto for the newspaper man, the goal toward which he ought to strive in every thinking instant of his life. I would say, "As He died to make men holy, let us *live* to make men free." That is the purpose of our newspapers of today.

### THE MANY-SIDED FRANKLIN.

*A synopsis of an address by John Clyde Oswald, editor of the American Printer, New York, on the life of Benjamin Franklin. Lantern slides were used to illustrate the address.*

**F**RANKLIN'S career as a journalist was discussed from the time when he was apprenticed as a printer to his older brother James, publisher of the New England Courant, at 12 years of age. James having come into conflict with the authorities and being forbidden longer to publish the Courant, the articles of indenture were cancelled and the paper issued in young Benjamin's name. Later he went to New York and then to Philadelphia, and subsequently to London, where he worked at the printer's trade. Returning to Philadelphia, at the age of 22 he became publisher of the Pennsylvania Gazette and through it revolutionized colonial journalism. He established and published the Philadelphia Zeitung and Poor Richard's Almanack, and issued many pamphlets on a wide variety of subjects. Probably no man of his time so influenced public opinion through the press as did he.

He was the first American humorist and is at the present day quoted more than any other humorist. His autobiography ranks as a classic in American literature. His writings on electricity and general scientific subjects were translated into nearly all languages.

Franklin's efforts as a youth and later in life to improve his literary style received many illustrations. The extra chapter which he wrote and added to Genesis, his changes in the phraseology of the Lord's Prayer, his revision of the Book of Job, his system of simplified spelling, the corrections he made in Jefferson's rough draft of the Declaration of Independence, and many other of his literary efforts were set forth. The fact was pointed out that he not only was the one person to sign all four of the documents upon which the American nation was founded—the Declaration of Independence, the Treaty of Alliance with France, the Treaty of Peace with Great Britain and the Constitution of the United States—but he was also the only person to be a member in each case of the select committee which prepared these four great state papers.

### III. NEWS AND EDITORIALS

#### NEW IDEAS IN WAR REPORTS.

*From an address by J. W. Pegler, manager of the St. Louis Bureau of the United Press Associations, on "The News by Telegraph."*

ONE of the most important developments in journalism since the start of the world war has been the introduction of the interview into telegraph news. The United Press saw the possibilities of the interview and developed that idea. All the other services, at the cost of breaking revered precedents, have followed suit. We got, first-hand, through American newspaper men, who were trained in America to see things from the American point of view, the views, intentions and sentiments of the biggest people in the war.

The announcement that Germany was preparing a submarine blockade of the British Isles and of the reasons for the blockade was made first through the United Press, in an interview by Grand Admiral Von Tirpitz. The German Crown Prince gave us an interview in which he called the war a "foolish conflict." That interview was of tremendous importance and yet according to musty press association traditions it was not legitimate matter for a telegraphic news organization. It also demonstrated that America doesn't regard her traditions very seriously. Despite copyright the Crown Prince's statements were stolen by papers which for many years had adhered strictly to the principles of the old order of journalism.

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Lord Beresford, Premier Viviani, the Crown Princess, Minister Augagneur of the French marine, Count Von Zeppelin, Lord Fisher and many others have spoken to the American people through our correspondents.

The United Press also went after and got first-hand descriptive stories of how the people of the belligerent nations lived, died, fought, suffered and worked. We devoted much wire space to stories of the European women of all classes because we realized that the huge interest the American public takes in the activities of women at home would be increased in the way European women, princesses and peasants, were taking the war.

These innovations in journalism which now have become so popular that the interview and the human-interest feature story are no longer considered unusual except in proportion of their subject-matter, were determined upon after an analytical study of war reports.

The United Press foresaw the war news degenerating into monotony. At the war's outbreak, there was a startling story every hour.

Then, suddenly, the grist simmered down to daily reports of the belligerent governments and little else. There had to be some element to combat the drowsiness that was beginning to set in. The United Press evolved the interview and that type of story which showed the human side of the war.

Freedom from hampering and misleading alliances with foreign news agencies and absolute dependence upon its own staff of men trained in the United Press idea have helped the service to present accurate accounts of the war.

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Aside from the cables there is mail matter. This war, by the way, has demonstrated that so long as news is news, the public wants it, whether or not the word "today" stands out in the lead paragraph.

\* \* \*

The United Press has become a religion with the men in the service. It is with me, and I'm beginning to have misgivings about eternal beatitude, because in spite of references to 14k halos and staircases in the Scriptures, I'm hanged if I can find any allusion to the United Press.

## THE POWER OF THE EDITORIAL PAGE.

*From an address by Fred R. Barkhurst, managing editor of the St. Joseph Gazette, on "What the City Paper Expects of Its Editorial Writers."*

THE editorial writer must be able to create new worlds, and after the publisher has called them good, it is up to the writer to make them permanent. The editorial writer must see life as it is, as it ought to be and must be. He must know all of life. He must be able to sum up the important events of life and impress them upon our minds.

The world is changing before our eyes and much of the change is due to the newspaper. There never has been a time when reform work has done as much as it is doing now, and in every instance the newspaper stands pointing the way. Ten years ago the man who suggested public playgrounds would have been thought a fit subject for the insane asylum. Now Chicago is to spend \$10,000,000 on playgrounds in the next few years.

\* \* \*

As the world changes the editorial page should keep in advance of the change and try to help it. The editorial writer should feel the responsibility of his position. If a person does not feel that he has been divinely called into journalism, I sincerely believe that he should turn his back and walk no more in the paths of journalism.

\* \* \*

The good that can be done is infinite. There is not a room in the state which can hold the audience that the newspaper man speaks to daily. There is not a minister in the world who would not weigh carefully every word and phrase he uttered if he could only talk to as large an audience as the newspaper man.

## NEWSPAPERS AS CREATORS OF OPINION.

*From an address by C. A. Vane, editor of the Arkansas Democrat, Little Rock, on "The New Journalism."*

**D**ESPITE the claims of some, the newspaper of today occupies a good position. If the writers of today are not so brilliant as formerly, it is because the lives of the workers of today are yet to be lived.

The mysteries of a country print shop have been denied me, but a city daily is a country paper issued seven times a week. It has seven times the joy, the sorrows and the troubles of the country paper.

Modern journalism began with the invention of the modern presses and the linotype. The intellectual outfit of the editorial staff must be kept on the same high plane as the mechanical side of the paper.

\* \* \*

The modern newspaper has three functions: printing and disseminating the news, registering public opinion and creating public opinion. Creating public opinion can be accomplished not alone in the editorial column, but also in the news columns.

Many people avoid the editorial columns, but all read the news columns. The public should know who the man is that guides the destiny of the news—the man who through his news columns creates public opinion.

The power of the press was never greater than it is now. Men will continue to have their own opinion, but a statement in print has the power to make public sentiment.

\* \* \*

A good reporter will find a news story to match every assignment by the city editor. The reporter must look for human interest, for the most interesting thing is a man; if there is anything more interesting it is a woman. The reporter must be versatile and strive for originality.

\* \* \*

The successful newspaper of the future must be a newspaper with a soul, a newspaper with a principle, one that has sympathy for the downtrodden. The public should never have to ask, "Which side are you on?" in any question that concerns the community.

The modern newspaper must try to see things clearly and correctly and try to induce its readers to see the same way.

But the paper with a soul is in a constant struggle; if it is not knocking, it must be boosting. It is well to praise the good as well as knock the wrong.

## REMINDERS FOR THE COUNTRY EDITOR.

*From an address by Bernard Finn, editor of the Sarcouxie (Mo.) Record, on "The Editorial in the Country Newspaper."*

**T**O my office every month comes a magazine which conducts a department under this quoted heading:

"The world does not need so much to be informed as to be reminded."

If this applies to the world, it applies also to the newspaper world and to the country newspaper part of the newspaper world.

\* \* \*

We need to be constantly reminded that what seem to be the small things of life are in reality the great things, the things of fundamental importance. For example: Here in Missouri it is important that this great university should be amply provided for, financially and otherwise. That, in Missouri, is a big thing, greater in its influence than any educational problem that may arise in any one rural district. But while this is a great problem of the state, it is small compared with the educational problems of all the rural districts in Missouri. If it were necessary to choose between having no university or no rural schools, it would be much better to make provision for the rural schools and let the university languish, for though one rural school is a small thing compared to the state university, the university is small compared to all the rural schools.

This example explains what we need to be reminded about when considering the editorial in the country newspaper. Its first care should be for the promotion of those things which, though relatively small compared to some other things, are in the aggregate of such vast importance to the country as a whole. No great city paper can effectually promote the little things that need to be encouraged in every rural community. The big papers have problems of their own that they consider big. Greater than the problems of the city, however, is the problem of progression in the rural districts, and it is to this greater problem that the editorial space in the country papers should be devoted, in the main, so that the country papers may reach standards of service that will give them a cause and a reason for existence.

We need to remind ourselves, I think, that the editorial in the country papers should have an individuality of its own. It should

not be a replica or a reproduction of the editorial in the city paper. If the editorial in the country newspaper is devoted to propaganda, that propaganda should be something the editor believes in earnestly. It should not be propaganda furnished by some press bureau organized and established in the city. If the editorial in the country newspaper is of a political complexion, it should be so because the editor believes that way. It should not be a "boiler plate" editorial furnished by some senator or other political agency.

The men and women to whom the country editor addresses himself are men and women engaged in the most important work of the world,



ONE OF THE MANY INFORMAL MEETINGS OF THE WEEK

the work of producing the things needful for life. They daily hold communion with nature in its visible forms. They are learned men and women, schooled in the great University of Nature. They have obeyed the command of Solomon; they have gone to the ant, considered its ways and have grown wise. But they are not bookworms; they are not political economists; they are not tariff experts in the sense that the late Senator Aldrich was a tariff expert. The country editor owes in common honesty to these people that he shall not pass on to them the second-hand opinions of some other person as his own personal opinion. They know him and presumably they have some confidence in him, else they would not be subscribers to his paper. He should not allow any press bureau in the cities, about the purposes of which he can know but little, to capitalize this confidence.

I think we can well remind ourselves that the words of the editorial in the country newspaper should carry in themselves the impress of a gentleman. I have read somewhere that no person who is not a gentleman should try to make public speeches, because his ungentlemanly character will reveal itself in his speech in spite of all he can do. If this applies to the speaker it must apply with superior

force to the writer, because as a rule the words of the orator die in their utterance. But the printed word remains, a credit or a shame to the writer, an inspiration or a stumbling stone to the reader, its good or bad effect continuing perhaps for ages. It cannot, therefore, be amiss for us to remind ourselves of the importance of gentlemanly expression. It covers a multitude of editorial sins. Technical knowledge is good; style is desirable; versatility is a great asset, but if called on to sum it all up in one sentence, my chief reminder to the country editor and to the student of journalism would be this:

Seek first to be a gentleman and all other things will be added unto you.

I am aware that this outlines rather a hard road for the country editor and with good reason you may ask, "What is to be his reward if he follows this straight and narrow path?" In honesty I am bound to admit that the reward is not great, measured by ordinary standards. No reward is greater, however, than the joy that comes from rendering back to society a suitable return for privileges enjoyed. In this connection I will quote to you as a final reminder what a great American journalist has said in that regard. The quotation is from a book called "Social Problems" by Henry George, one of the greatest, if not the very greatest prophet of the nineteenth century. He says towards the close of the first chapter of his great book:

"What, when our time comes, does it matter whether we have fared daintily or not; whether we have worn soft raiment or not; whether we have great fortunes or nothing at all; whether we have reaped honors or been despised, have been counted learned or ignorant—as compared with how we may have used that talent which has been entrusted to us? What shall it matter when eyeballs glaze and ears grow dull, if out of the darkness may stretch a hand, and into the silence may come a voice: 'Well done, thou good and faithful servant; thou hast been faithful over a few things; I will make thee ruler over many things: Enter thou into the joy of thy Lord.'"

## WHAT LOCAL NEWS DID FOR ONE PAPER.

*From an address by W. F. Mayhall, editor of the Bowling Green (Mo.) Times, on "The News in the County Paper."*

**W**HEN I went to Bowling Green thirty-eight years ago, I had two ambitions, to set more type than anyone and to own a newspaper sometime.

When I bought the paper a few years later, it had 490 subscribers. I set about getting local news. In less than two years it had a thousand subscribers. There are now 3,100. The paper never had a subscription solicitor nor an advertising solicitor. Local news did it.

Why, I've even got the farmers so they will begin telling me what they know when they see me coming. One druggist even writes the items out and has them ready for me when I make the rounds in the evening. Every boy in the office brings in locals. Then I clip from other papers items that even touch a family in Pike County. I know the people and most of their connections.

I always show my hand on any local question. I've done this for thirty-five years and never lost by it. I'm a temperance crank, but my campaigns against the liquor traffic never cost me any readers.

Here's another thing. I always speak of Mrs. Wiggs in the same way as I do of the society leader. It is a great thing, too, in the way you meet people in the front office.

If I were a young man just starting out, my ambition would be to get subscriptions so I could be of service to the greatest number of people. In doing this one of the greatest things is getting acquainted with the people; it's one of the biggest fields for the writer. Above all, stand for right.

#### FOUR POINTS CONCERNING THE NEWS.

*From an address by J. N. Stonebraker, editor of the Carrollton (Mo.) Republican-Record, on "The News in the County Paper."*

**I** WANT to refer briefly to four cardinal points in relation to the news in the county field.

First, to the kind of news. Everything that happens or everything that we see in the community does not go to make up news of a general nature. Live news, and this does not necessarily mean sensational news, must be somewhat more on the phenomenal order. You might see a fence post. You might see a cow. You might see an apple. And yet none of these things alone would be news. But if you chanced to see a cow sitting on a fence post eating an apple, that would certainly be live news. The public interest demands news that deals with more than just ordinary local happenings, common to all. These local happenings of a personal nature are essential in the news columns, if judiciously used, but they are not what you might term the bone and sinew of the news columns.

The demand for news dealing with more than just the commonplace was made back as early as 1720, for Franklin writes in his autobiography that some ingenious men wrote little pieces for his paper which gained it credit and made it more in demand. But in the zeal of some of these early writers to furnish news that would make their papers better read, and much to the discredit of the newspaper, exaggeration sprang up, which developed into the sensational news matter, and finally gave birth to the "yellow sheet" which made its imprint on the county newspaper as well as the metropolitan news-

paper. But the builders of this kind of news columns are fast disappearing. The going down into the very sewers of crime and filth for a news story, muckraking, gross exaggeration, colored news and the like are soon to be no longer tolerated by the reading public. The news in the county newspaper should be clean, wholesome news—the kind that any boy or girl should read. A column of farm and stock news or good live county correspondence is far better than a column of murders and suicides.

The presentation of news is the second point. The editor of the county newspaper should not only be the news editor but he should be the make-up editor as well—possibly not in the sense of doing the mechanical work, but to direct the make-up of his news matter. The average reader might not know the difference between an 8-point and a 12-point head, and the pyramid make-up of ads and the classification of news matter might not mean anything to him used in these terms, but he does know the difference between a “hashed-up” newspaper and one conveniently arranged to read. If the news is to be most pleasing and to have the best effect upon readers, the editor’s duty will not end when he has dog-eared his copy and jabbed it on the copy hook. He will have a personal knowledge of the location of every piece of news, its arrangement as to contents, and the placing of suitable and conservative headlines, correctly epitomizing the news and indicating by their size its relative news value.

Now I want to speak of the matter of individuality. William R. Nelson has left a great lesson of individuality, which should be helpful in building the news columns of every county newspaper in Missouri. Mr. Nelson is said to have had the greatest scorn for the suggestion that some other newspaper handled material in a different way. “What the other fellow does doesn’t interest me,” he would say. Individuality is a thing that every county newspaper should cultivate. Anyone can be an imitator, but to handle the news in your own way, and in a manner peculiar to your own community, is the thing worth while.

As the last point I would speak of the influence of the news in the county paper. The news can have either a moralizing or a demoralizing effect upon the community. If the murders, suicides and divorces be prominently played up on the first page, then you cannot expect a very high state of morals in that county. But if on the other hand the better class of news is given the preference, then you can expect a different atmosphere. The county newspaper through its news columns is getting at the grass roots, for while the city paper has a great scattering circulation, yet the news of the county newspaper reaches practically every home in the community in which it circulates, and this community in turn goes to make up this great commonwealth of ours. So I say the publishers of county newspapers should feel a

greater responsibility and we should strive to make our news columns the better, not necessarily dull in order to be clean and wholesome and respectable, but to make them "alive, entertaining, sympathetic, and at the same time truthful, fair, well-proportioned and artistic."

### KEEP THINGS STIRRING, HE ADVISES.

*From an address by R. M. Thomson, editor of the St. Charles (Mo.) Banner-News, on "Problems of the Near-City Daily."*

THE near-city daily does not present a special set of difficulties. The best way to overcome the difficulties and to meet the problems is to put something over—keep things stirring. Last February the Banner-News put out three special editions from plate stuff. The special editions were well advertised and the people looked forward to them. When the specials came out the people were enthusiastic about them.

This represented very little extra cost and was a regular circulation campaign in the dull season of the year.

Some time ago we dropped the news service we were taking, and only two readers objected. The space that had been devoted to outside news was now given over to the local news. This was played up to good advantage. Since the news service has been dropped the circulation has been just about doubled, and the expense of the production has been reduced.

In many instances the large city paper is more cooperative than competitive. In communities where the metropolitan dailies are received, the small-city paper does not have to run an educational campaign to create advertising sentiment. The people are ready for the ads that their paper carries.

### THE FIELD OF THE DRAMATIC CRITIC.

*From an address by Karl Walter, dramatic critic of the Kansas City Star, on "Dramatic Criticism."*

DRAMATIC criticism is not restricted to the signed article. Directly or indirectly, every item of theatrical news is connected with it. Certain features and preferences have a cumulative effect on the public taste and thus on the fortunes of the stage, all representing and involving criticism.

As a rule, the reporter is supposed to see enough to be able to summarize the main features of a performance in the few lines that get into the paper. Even if he did not use a single adjective, there would still be the elements of dramatic criticism in the selection of the persons and features worth mentioning.

It is the duty of a newspaper to avoid inviting its readers to entertainments that pass the limits of decency, which limits vary according to the class of entertainment. A reporter must be more or less familiar with stage standards before he can give a dependable account.

Minor theater assignments develop balance of judgment in any young reporter who checks up his story in the paper with what he wrote. They also get it out of his head that there are any privileges about theater reporting.

\* \* \*

One of the peculiarities of the theatrical business is that, more than any other commercial enterprise, it has an elaborate organization for the purpose of obtaining free advertising. The dramatic editor is the target of the press agents, genial, conversational fellows believing every word of the extravagant praise they have to say for their show and convinced they can talk you into believing it, too. Then there is the dramatic editor's mail—a mass of ingenious attempts to get free advertising.

The best theatrical stories we get are written by our own reporters. All our advance notices are rewritten or at any rate closely edited.

It is pretty generally recognized that undue relations between the business office and the dramatic editor cannot be hidden from the readers, and wherever they are found to exist, not only is the reliability of the news columns depreciated but advertising space as well is ultimately cheapened.

Any newspaper with an intelligent class of readers will have to be honest with them about public entertainments.

\* \* \*

Theatergoing as a permanent assignment is no recreation if it is done conscientiously, and if it is not done conscientiously it is not permanent. The only way to keep fresh is to keep in sympathy with the audience, if the play is not too stupid to prevent your taking pleasure in their enjoyment.

The fascination lies in the work, not in the entertainment; at the typewriter, not at the theater. When you go to the theater you know you are going to get the material for a good story whether you are capable of writing it or not, and no matter how poor the show. Added is the fascinating uncertainty as to the character or mood of the story you will be called upon to write.

Murder is murder in a news story; it may be anything in a dramatic criticism. A reporter utterly devoid of a sense of humor might develop it by attending some of our tragedies. On the other hand there is nothing so utterly tragic as the murder of a good comedy, the sudden death of a farce in the second act or marching

out to the funeral music that is sometimes played at the end of a musical comedy. The dramatic critic not only is permitted to take these paradoxical possibilities of his story into account, but he must take them into account if he wishes to live.

\* \* \*

James Huneker has said all that is necessary on the question of style in dramatic criticism. "All criticism is personal," he writes, and neither academic nor impressionistic criticism should be taken too seriously. The main point is whether—particularly in dramatic criticism—whether the writer holds our attention. Be as profound as you please—but be pleasing.

These are the permanent instructions to all dramatic critics: write something pleasing—in other words, a good story; and they apply no less to the man who has to write his piece within the hour than to the man who can sleep on it or elaborate it for a weekly.

## IV. THE LAW

### THE NEWSPAPER AND THE LAW.

*From an address by Judge Henry Lamm of Sedalia, Mo., former chief justice of the Missouri Supreme Court, on "The Newspaper and the Law."*

WE shall waste no time on encomiums on the courts. Before the press was, they were. They are not an experiment or a phase of development. They are an institution, and if they perish the fabric you call your liberties perishes, even as Jerusalem did when Titus plowed up her foundation stones.

Moreover, unless all history is so much waste paper and not worth a rap either for precept, example or experience, it is also true that without the right of free discussion (which concept includes a free press) orderly liberty, a free government, is again an unthinkable and impossible proposition.

To point out working hypotheses by which these controlling and indispensable factors in civilized life, to-wit: the Newspaper and the Law, the Press and the Bench, may get on together, each in its own channel, neither fearing the other nor cringing to the other, but each respecting and safeguarding the other, is well worth while. To the task of finding some of the sore spots where the shoe pinches between them and thereby mending matters, my theme is directed.

Where does the shoe pinch between you? And wherefore?

The first point of irritation is on the right of the press to criticise courts at all. It is idle to ignore the fact that such right is at times directly, at other times indirectly, questioned by very good people, sometimes by things said, but more often by way of attitude, by way of things felt or unexpressed.

\* \* \*

The modern and better view is that courts are man's invention, the result of a slow evolution, are human institutions, have human limitations and frailties, hence must err and stand to have their errors hammered out on the anvil of public discussion and cured by exposure. So that, filling as they do a vital function in organized society and dealing with man's business, it is vain to contend they are immune from just scrutiny and criticism to keep them up to high efficiency of service. I maintain the proposition that a free people, and hence a free press, may examine, discuss, question, or defend the doctrines and acts of their courts. The precedents run that way. Did not Abraham Lincoln attack, outside the court room, the soundness of the

Dred Scott decision? Was not the soundness of the legal tender decision, the income tax decision, the rule-of-reason doctrine in the rate cases, for example, attacked and defended by publicists on the platform and in press?

To sum up, it may be safely said that the abstract right to inspect and criticise the acts and doctrines of an institution of universal public concern, like the courts, is the American rule and to assail that right is futile. I do not believe that great courts and judges impugn the general rule or seek its modification.

The next point of irritation is on the *way* the right of criticism of courts is exercised by the press. Here is where the real shoe pinches.

\* \* \*

Ill-natured and malignant bitterness in criticism, when open and aboveboard, generally carries an antidote on its own foul face. We pass it by as unworthy of notice. It is the hasty, the honest (but superficial and unintelligent) criticism, or the studiously unfair criticism of fact by the press sometimes that does its deadly work in undermining the respect due by the people to the judges and courts.

The rule is that, barring litigants, no one but lawyers, judges or legal writers, read court opinions with their fingers on the line. Aside from the duty to do so, if they are to be rationally discussed, can one be blamed for not reading them? Their style is, of very need, severe, dry and argumentative, with little or no grace of finish. In fact, intentional fine writing in an opinion is looked on as a sign of weakness. They are not written in the language you were taught at the mother's knee at the fireside, but in a learned, austere, stiff and dignified language. Their narrative of facts avoids animation or color of set purpose. The "story" of the case is intentionally drowned out in the larger matter, to-wit, the rigid evolution of the argument. The venerable precedents of a thousand years demand that court opinions should be run in a mould like that described.

\* \* \*

Accordingly, the fact is the run of people know nothing of what their courts say or do, except (and right here is the meat of the matter) except what they get out of the newspaper over the breakfast coffee cup and by the evening lamp of the sitting room. The moral to be drawn from such a situation springs spontaneously.

\* \* \*

You, the press, sit by our fire, "sup at our dish," you build up, you tear down, you button and you unbutton. You deal, as our President has just said, in the raw material out of which public opinion is made; the reputations of the bar, the clergy, the statesman, the author, the bench, the man are made and unmade by public opinion and in

that way you have a giant's strength for weal or ill. You hold us all in the hollow of your hand.

One other premise: The rule is that it is not allowed to a court or judge to enter a defense, a protest, in the newspapers or on the platform. The unwritten law is that the court or judge criticised by being misquoted, misunderstood, aspersed, ridiculed, as a court or judge, suffers in silence. As the judge writes, so it is written. He cannot add, outside the record, other reasons for his judgment. He cannot explain or qualify. His judgment speaks for itself. If he is wronged by the press and is to be set right, then those who respect and love him must do it, not he. It comes, then, to this: As great



PAST PRESIDENTS OF THE MISSOURI PRESS ASSOCIATION

your privilege, as great your power, so is your responsibility great, O men of the press, in dealing with courts. And this leads up to my saying what I have often wanted to say, but never had a chance before, namely:

If the soundness of the reasoning of a judgment is doubted or assailed by a newspaper, then a fair synopsis of those reasons should be gleaned from the original source, the opinion itself, and printed by the newspaper, and the unsoundness pointed out. You cannot logically maintain that you have the right in argumentation, when your readers will never hear anything except what you tell them, to assign false reasons to the court or garble them or assign none at all, and yet denounce the court's reasoning as invalid. If the point is abstruse, you can let

it alone, or inform yourself by investigation. If the court is enforcing a statute and you don't like it, your grievance is against the statute, the law-maker, and not against the court, and you should say so. The excuse of necessary haste, of striking while the iron's hot, can never be allowed for misstatement or slovenly statement.

Moreover if a newspaper has a call or thinks it has a call to make censorious observations on the judgment of the court, then you are in honor bound to inform yourself by going for the facts to the same record, and the only record the court had, before you animadvert. Every such fact is in print and is in the files of the court in a public document. The court had it and dealt with it. You can have it and deal with it if it is printable as decent. May you blink it? You may not.

\* \* \*

Come we now to libel. No newspaper ever sues another for libel. Did you ever think of that? The law between themselves is summed up in one word, silence, or possibly in the nursery rhymes:

Tit for tat;  
Butter for fat;  
You kill my dog;  
I kill your cat—

The rule of *lex talionis*, pure and simple. But mankind at large has never adopted that rule. Newspapers are sued for libel, mulcted in damages by juries, the judgments entered on juries' verdicts may be reviewed on appeal, and that is one of the spots where a sure-enough shoe pinches between the newspaper and the law. As I said before, this discourse is no exhaustive treatise on the points of contact between the bench and the press; hence is none on libel. You must go to the books if you are pricked on by a scholarly curiosity in that regard. It would be well for each man in the School of Journalism to study with zeal a treatise on libel and store up the gist of its precepts for use.

\* \* \*

The impression is abroad in the land that the newspaper is singled out by the law to be smitten for libel and is held to a different and more rigid standard of conduct than the individual man. There could not be a graver or more fundamental error. What a man may write and send, a newspaper may print and publish to the crossing of a "t" and the dotting of an "i." Both may tell the truth so long as the truth is printable stuff. To the newspaper the *truth* is allowed as a defense. To the man the *truth* is allowed as a defense. Both have the same privileges and qualified privileges in writing and publishing on matters of public concern. Neither may defame, that is, with malice (intentional ill-will) blacken the character of a person. Both may show an ample apology, at least by way of mitigation, and the same

way show an innocent mistake or a *bona fide* sense of public duty. Both must answer in damages by way of recompense and punishment, if they are guilty. Those damages, i. e., that recompense and that punishment, for both wax and wane on a sliding scale with the wealth and influence of the libeler (his capacity for harm), the degree of ill-will or malice shown and the wide extent or limited range over which the libel is spread. Both, as said, may be safe from harm on the easy terms of telling the truth and nothing but the truth of the other fellow. Both are entitled to the doctrine that words are not to be taken in their very mildest sense nor yet in their very harshest sense, but in their usual and fair sense.

\* \* \*

Let me tell you, as my final word on this head, that single instances of affirmance of swollen verdicts do not tell the true attitude of the courts to newspapers. There may be such. If so I am sorry for it. They injured the courts more than they did the newspaper. Let them go by. The true attitude of the courts to the newspaper is found in the great judgment of great courts, the great opinions of great judges upholding the right of a decent press to be free to discuss with manly frankness and fearlessness those officials, those men, those principles, those things lying close home to the public weal. The press as it now exists could not live uncrippled for a day had it not been that courts had used every shred of judicial power, every act and part of judicial reasoning, in its behalf. No court has ever asked anything in return except that the press live up to the great commandments of the moral law: Do unto others as you would have others do unto you. Unjustly injure no man. Give every man his due.

## V. CARTOONING

### ADVICE TO THE WOULD-BE CARTOONIST.

*From an address by F. G. Cooper, of Collier's Weekly, on "The Work of the Cartoonist."*

**J**UST as truth is a point of view, so cartoon work means different things to different cartoonists, but certain common principles underlie the success of all of them. Since the cartoon is literally a picture editorial, it is essential that the workman not only acquaint himself with the facts of his subject, but he must be able to judge their comparative importance as well. He must put them in the order of their relative strength determined by the value of what each fact contributes to the subject in process of interpretation. Where the editorial writer might elaborate to advantage, the cartoonist must eliminate—simplify. The one great essential to consistent, sustained success is the sense or gift of epitome, and humor is a mighty close second. Excellent draughtsmanship is not taken very seriously in this country, while good composition, and more especially fine decorative



quality, are so little understood here that they scarcely enter into the public's estimate of a cartoonist. Americans dearly love the "punch" and about all they demand of the artist is that the point shall be aggressively clear; the funnier the interpretation, the better.

\* \* \*

Ridicule is easy, but the well-bred cartoonist—and every type reflects the character of his breeding in his work—the well-bred man will confine his ridicule to principles rather than to persons, especially when those persons are sincere in their belief. One of the many things we have to thank Thomas Nast for is his political menagerie, as we can resort to the use of the "jass-mule" and the "injury-rubber bull that pulls carrots with his tail" when portraying political situations, which throws suspicion on the sanity of the party on the rack and

tends to convert the reader to the opposition, where the use of personal ridicule might influence a man against voting for a political comrade, without affecting his fundamental convictions in the least.

But soak the corruptionist! We should land hard on the individual who thrives on the misery of others and he cannot be pilloried too sharply, though here again comes that matter of humor; bitter ridicule without the saving grace of fun will react on itself. When you have gotten the public to laughing *at* a man instead of *with* him, his days are numbered in the councils of the mighty.

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One healthy, wholesome type of cartoon which has a sure market in America is the "back home" product. No one can expect to succeed in that line who has not been a youngster at one time or another. Most men have been boys and—well, most girls have been younger, so if any of them is suffering for ideas to relieve itching, artistic fingers, why not hark back to the days of those circuses in Fetchie Turner's barn, or the ordeal of walking publicly with the first sweet-heart, or working that rosined-string-and-the-can stunt on the Chinese laundry, or knocking the window panes out of old Bill Groening's empty house (and getting caught at it), or playing buccaneers on rafts when the creek was up, or any of those gone-forever incidents which the kaleidoscope of memory reveals? A number of men are making good money out of this line, but as far as I know there isn't one woman cartoonist who is even prospecting for that vein of gold that awaits her who with understanding, sympathy and humor shall first exploit in cartoons the intimate characteristics of American girlhood. Woman caricaturists are rare, but broad caricature is neither essential nor desirable in the line just suggested. There is generally a suggestion of ridicule in the work of the masculine cartoonists who occasionally handle the subject, and most of the feminine lean too much to sentimentality.

No matter how ridiculous a cartoonist's work may be, so long as it is really funny, especially when it portrays the intimate experiences and emotions of life, a remunerative market is certain. One of the most striking observations regarding the efforts of beginners is the regularity with which youngsters fresh from the country or small town at once set about trying to portray city life as soon as they arrive in the city (and of which they know next to nothing), while the vast majority of readers are hungry for humorous renderings of those childhood scenes of varying degrees of dearness to them, and with which the newly arrived cartoonist is so richly supplied in memory. He seems to feel that exhibiting intimate knowledge of the old home town stuff will stamp him as a "jay." Sure and sizable reward awaits the jay with the ability plus the courage to pictorially remind the world of the "back home" years.

Nor is it necessary to go to the city to do it. Any paper within daily or even weekly touch of an engraving plant is ample medium for such stuff, and if it succeeds the syndicate will see to it that the rest of the country does not suffer for want of the sight of it. If it does not succeed a vain trip to the city is saved, where like as not success would have weaned the cartoonist from love of association with the back home scenes and the inevitable note of ridicule and cynicism would creep into his work. A few survive it, but the great city is a powerful factor in ironing out the individual.

Conventional art schooling is by no means essential. If one really wants to draw (granting, of course, that he or she is gifted with some natural ability), then industry will serve, and with far better guarantee of individuality in the finished product. *Industry will serve*, but one must never stop trying to learn. Now read this paragraph again.

The vast majority of people do not think deeply. Just as most people prefer to have their religion thought out for them so are they willing to let others do most of their serious thinking of all kinds for them, whether they are willing to consent to it before it is done or are willing to admit it after it has been done for them. Volunteers are not lacking to handle their political thinking. Practically all journals anticipate a following—a constituency. Constituencies vote solidly, under average conditions, and it is influence over, if not actual, absolute control of the tremendous potential power in the ballot that impels the powers that be (or would be) to fight on for its retention or acquisition. There is no shorter route to the comprehension and convictions of the mentally inert voter than the cartoon, with its infinite possibilities of simplification in portraying the situation as one wishes to portray it, and the vote of the mentally inert sounds just as loudly as any when they are counted.

It stands to reason that a cartoonist can do his best work and reach his greatest possible measure of effectiveness when his product is the outgrowth of his honest convictions. A willingness to barter his talent at the sacrifice of his sincerity is in itself no great recommendation of character; that is, provided he is *capable* of thinking things out entirely by himself, as compared to the workman who must get all his information, suggestions and ideas from sources wholly unconcerned in his personal welfare except in so far as he is able to divert good things their way. Aesop put it in very much simpler form: He just had a monkey wheedle a cat into flicking nice roasted nuts out the hot coals for him.

In proportion as a person's thinking is native to himself his product will command attention. All other thought is as commonplace as a spot of gray on a field of gray just like it. Here's to him who has the courage to dip his brush in the red!

## CHAPIN GIVES A "MOVIE SHOW."

**A** B. CHAPIN, cartoonist of the St. Louis Republic, gave what he termed a "movie show"—a series of "reels," each a cartoon drawn while he talked. His general theme was a mythical newspaper, the Lyre, and he caricatured the staff from the editor to the galley-boy, or "devil."

In addition, he drew the politician who comes to browbeat the editor; then the American national flower—a cluster of grapes, which a few deft strokes transformed into a lapel bouquet on the coat of a well-known Secretary of State. The closing picture was first drawn with a pair of glasses and a set of big teeth—characterized by the artist as "That \$50,000 Smile"—and then was transformed into a likeness of President Wilson, which Mr. Chapin labelled "That Billion Dollar Smile."

The sketches were accompanied by bits of verse from the cartoonist as he worked.

## VI. RELIGIOUS AND TRADE JOURNALISM

### EDITOR MUST RESPECT RELIGION OF ALL MEN.

*From an address by the Rev. Father David S. Phelan, editor of the Western Watchman, St. Louis, on "Fifty Years of Church Journalism." His speech was in part a strong and effective plea for religious toleration.*

I HAVE survived fifty years of militant journalism. Some would have you believe I would breakfast on my enemies. I am a tender man and I love three classes of people: men, women and children. The editor cannot ignore religion—he must respect it. Religion should be distributed among the people.

It is common decency to respect the religious opinions of people. It is a sin to cause any man to violate his conscience, and every man has a conscience.

\* \* \*

The press has no soul, never had and never will have; the press is simply one man or a number of men speaking to the community. The people of this country are too busy or too lazy to think for themselves. They would rather pay someone else to think for them. The newspaper man is paid to think for the public. He must think loud enough to be heard by all his subscribers.

We don't want a saint at the head of a paper, but we want a man of the people. He mustn't be more learned than the public, but what he knows he must know better.

Politics have a place in the newspaper and should not be excluded. There is no fault you can talk about with less sin than politics. Newspaper readers like roasts. You can roast a politician in the morning and then take dinner with him.

\* \* \*

Don't be a mongrel—be one thing or another and be that one thing seven days in the week and fifty-two weeks in the year. Respect every man's politics but don't spare them if they disagree with yours. Let the people know where you stand.

No word should ever be printed that casts a slur on a woman. Consider the women; for the women read the papers. They expect the editor to know lots of things. But the editor mustn't be too good, for women don't like sermons.

## RELIGIOUS JOURNALS LOSING GROUND.

*From an address by Dr. C. C. Woods, editor of the Christian Advocate, St. Louis, on "The Place and Purpose of Church Journalism."*

**T**HE field of religious journalism has narrowed because of the progress of the secular field. The majority of country, small-town and village dailies and weeklies give columns to the religious news of the community. They even print sermons. The general newspaper has largely taken the place of the religious journal.

The time may come when the religious journal will be unknown, or like the Sunday school literature will be provided for by the church budget and reach the people by general distribution through the church.

## POINTERS FROM A TRADE-PAPER EDITOR.

*From an address by John Clyde Oswald, editor of the American Printer, New York, on "The Making of a Trade Paper."*

**A** WELL-SET advertisement is like a well-dressed man. The criterion of a well-dressed man is that you may see him and not be able to tell what he had on after he has gone. I think this is the way an advertisement should be set.

\* \* \*

I strive to make my paper the tool of trade. In our office we keep constantly in mind that the paper first of all must be useful.

\* \* \*

The cover of a journal is too valuable to sell to advertisers, and the publisher who has any idea of form or shape could not put an advertisement on the front cover. Magazines are the best examples of how a journal should be covered, because they are willing to spend money. Newspapers and trade papers fail because they are unwilling to spend money on artists.

## VII. WOMEN IN JOURNALISM

### A NEW "GOLD FIELD" FOR WOMEN.

*From an address by Miss Edna McGrath (Betty Boyd), of the St. Louis Republic, on "City Journalism as a Field for Women."*

CITY journalism is a limitless gold field, into which we women of the Mississippi Valley have as yet scarcely sunken our shaft. It is a Golconda, a Granite Mountain, a Golden Cycle, all in one, for the bold, fearless prospector who fears not to sink her shaft.

\* \* \*

Twenty years ago, the woman reporter was in the thoughts of all and on the lips of many. First the society editor came into being. She was generally a lady of broken fortune, with no especial qualifications for the place, beyond a large string of acquaintances and properly sympathetic friends. Her main claim to our consideration lies in the fact that she revealed to us the richness of the whole field.

\* \* \*

Owing to the demand for women in journalistic diggings, the salaries are high in comparison with other less favored branches of women's work. Another great attraction that city journalism offers to the independent woman is the positive equality that she enjoys with her co-workers of the opposite sex. The most powerful opportunity and the most satisfactory one that city journalism offers to women is the power for social service and uplift work, the power for accomplishing good in the community.

To the journalist is given the power to serve the community for good and for right, the power to deliver the message the people should know and wish to read.

\* \* \*

Time was when the society editor was a power in the land, the arbiter of the social life, but conditions are changing. The methods of the society editor are behind the times. They are a relic of antiquity, as the large city has no society these days to chronicle.

Presently the watchful editor who keeps his ear to the ground will decide that the society pocket has been worked out and then there will be several additional columns each week available for straight news stories.

\* \* \*

Corresponding for out-of-town publications and the work of the publicity agent are attractive fields for women journalists. The advertising field is also an attractive proposition, although highly specialized and probably the hardest grind of all.

News of interest to women can be assembled to the satisfaction of women only by one of their sex. Women readers demand and must have personalities and a strangely intimate and psychological handling of the news stories in which they are concerned.

As a news source, a woman's value to a city paper is practically boundless.

The woman's view is city-wide and unclouded by specialization; she is inclusive, rather than exclusive.

\* \* \*

The city editor frequently finds his women reporters of incalculable value, because they are able to gain entrance where a man cannot. Another reason for the necessity of women reporters is that your city editor knows that the woman writer's bright, intimate way of handling stories gives an amazing lightness and pleantry to the columns of his paper, and gives it a human touch which is the life and soul of a metropolitan paper.

City journalism offers a limitless field for the woman who sinks her shaft there. It offers a stable and substantial livelihood, a possibility of prominence in her chosen field. It is good for the women and must inevitably prove of advantage to the papers.

## AN AGE OF SPECIALIZATION.

*From an address by Miss Jane Frances Winn (Frank Fair), editor of the women's department of the St. Louis Globe-Democrat, on "The New Journalism in Its Relation to Women."*

**T**HE opportunities for women in modern journalism are greater than ever before for a number of reasons.

The style of newspaper writing has undergone a great change and there is no longer any demand for the heavy and ponderous. If a woman has a keen sense of humor, a sympathetic way of looking at things and a command of clever but explicit English, has in fact that light, subtle touch that the public demands, she will have no difficulty in finding a market for her wares.

This is the age of specialization on the newspaper and the woman can almost pick out the sort of work she likes to do. More and more are sex lines disappearing and men and women standing shoulder to shoulder, in the newspaper world particularly.

\* \* \*

Your historical studies have made you acquainted with the fact that women in this country have been engaged in newspaper work since before the fifties. There was Ann Franklin, who printed the first newspaper in Rhode Island in 1732. Cornelia Bradford took charge of the Philadelphia Mercury when her husband died in 1742 and carried it on with great success. And there were a number of

others. The most noted newspaper woman of the early part of the last century was Margaret Fuller Ossoli, who edited the *Dial* in Boston in 1846 and had among her contributors Ralph Waldo Emerson and William Channing.

\* \* \*

The woman who has a sense of humor and a nice command of language may be always pretty certain of getting her article published, especially if she can embellish it with an original rhyme or two or illustrate it.

There is a big field for the woman journalist in the writing of advertisements.



A GROUP OF WOMEN WRITERS WHO ATTENDED

Society, club notes and fashions are the province of woman in the newspaper office, but there is more and more of a tendency in the newspaper of the big city to cut down such departments.

\* \* \*

A newspaper woman must be true to herself and not betray confidence or wilfully misrepresent anyone. At the same time, she is pledged to supply the news for her paper.

You young women journalists must first of all have a "nose for news." You must love it, must look forward each morning to a new day when hundreds of interesting things will come into your life, for there is no dull day in the real journalist's life.

It seems to me that the ethics of the newspaper profession would forbid any woman taking a man's job for less salary than a man would demand.

I think newspaper men are superior as a class, kind, considerate, unselfish, and the woman who works with them has never had any reason to regret it if she is half as nice herself.

\* \* \*

Women in modern journalism will no doubt have a wider sphere as correspondents and already a number of women have made records for themselves in writing about the war.

Modern journalism is not a freak institution and modern journalism is based on the classic journalism of past days. It is simply an evolution of the journalism of the past, becoming in its wider significance more highly specialized, and it is the day when the woman journalist is to come into her own.

## VII. MISSOURI WRITERS' GUILD

### SECRETS OF THE WRITER'S HEART.

*From an address by J. Breckenridge Ellis, of Plattsburg, Mo., on "The Rewards of the Writer."*

WHEN the schoolboy carves his name on his desk while the teacher's back is turned, he feels the same emotion that thrills the child of older growth when he sees his name in print, his book advertised in Harper's or the Atlantic, or his picture in the Bookman or the National Magazine. Here is the first-coveted and least complex reward of the true writer. No matter if others, seeing his name on the printed program ask, "Who's he?" he knows who he is, and thinks he knows that his name has as true a right to the sable cloak of good black ink as that of Champ Clark himself. That title in printer's ink may mean nothing to you; to the owner it means that he has crawled forth from the dun obscurity that broods over seventy million Americans, and has become a Name in the next village—a Phenomenon in his native land—a Candidate for the world's regard.

\* \* \*

No one writes a book manuscript, or magazine story, or newspaper article, to sit down and enjoy it himself in his leisure moments. "Mr. Dooley" is funny to make others laugh; Dickens did not write the story of Little Nell to excite his own tears. Sometimes false modesty leads the writer to act as if he thought the people were not looking, though if they do stop looking, he says bad things about the advertising department. Let it be admitted that the writer does more than shyly yield himself to the embraces of publicity—that he does the courting himself. The very fact of his putting his thoughts in printed words instead of keeping them at home and off the streets, is equivalent to crying to mankind: "Listen to what I think about it!" His thoughts may not be worth listening to, but does he ever know that? If the world listens, there is his reward. It is a universal ambition of human beings, from the very cradle, to make others listen, and by no other more than the writer is it so richly realized.

\* \* \*

Nor is the glory of this present time the limit of the writer's dream. Protest as he may, he has his eyes on immortality. It is his hope that long after he is gone, his words will be admired by posterity and his name, in impartial alphabetical order, be found duly listed in the encyclopedia that includes James Russell Lowell and Laura Jean Libbey. Should his book fall flat, should the very plates be

melted down to make lead pipes, yet he imagines that some day, as there have been revivals of great authors for centuries neglected, so there will be a revival of him—one of warm enthusiasm and fervid spirit, an old-fashioned Methodist revival.

\* \* \*

If I now lay bare a writer's secret, it is only to complete my thesis. Besides the reward of having one's name carved in public places, one's messages trumpeted abroad, compelling even the unwilling to listen, and the foretaste of the savory praise that is to be his when he is dead—a diet that never yet caused indigestion—there dwells in the inner chambers of his soul a deep and carefully hidden sense of superiority over all those who do not hew their fortunes out of their brains. He



SOME OF THE MEMBERS OF THE WRITERS' GUILD

may have a far more skillful hand than brain; but he is prouder of making a hole in a word—that is, in evolving a pun—than in mending a hole in a screen door. He would rather write a novel that would be the best seller in America for a month than manufacture soap that would be the best selling soap for a year. He seeks the aristocracy of mind. Any day his literary ventures may cause him to be knighted by his own pen.

\* \* \*

The rewards of the writer that come unexpectedly are exceedingly rare; usually not only has one counted up and added every detail of future recompense, and visualized his emoluments as plainly as the back of his hand, but too often he has more than spent his largess

before it has been delivered. And yet, unexpected rewards do sometimes come, and they are, I think, the most precious of all. If you have written a poem and find it years after in the heart of a stranger; if you discover by pure chance that a baby has been named after one of your fictitious characters; if, although a Missourian, you find an appreciative account of your work in a Missouri paper; if you learn—with a sadly-rare sense of your own unworthiness—that your writings have brought happiness into a lonely life or shaped some one's career, or helped to heal a wounded heart whose anguish found sweet relief at the touch of your unknown hand extended, as it were, in the dark—such rewards are better than 10 per cent royalties.

In conclusion and by way of postscript to my paper, the writer is also rewarded—sometimes—in dollars and cents. If the dollars are few, he consoles himself by recalling the famous men of letters who sold their epic poems and three-volume novels for a few pounds. If the dollars are many, he consoles himself with his money. If he has paid for the publication of his own book, hence has himself become a disburser, he consoles himself by pure speculative reasoning as, for example: "If people knew what was in my book they would buy it—" though, in that case, why should they? At any rate, and in any case, he is consoled, whether paid much or little, or several hundred dollars less than nothing. He is consoled to the degree that he has confidence in himself; and this confidence in himself is, happily, often proportioned directly to the lack of it in those who live in his town. Blessed Man! Whether his royalties are paid in thousand-dollar checks or two-cent postage stamps, whether he writes in the reality of popular favor, or writes in the dream of future greatness, always the writer writes; and always he has his reward.

### SOME FAMOUS WOMEN WRITERS.

*From an address by Miss Elizabeth Waddell of Ash Grove, Mo., on "Women as Writers."*

**I**T IS true that we cannot point to many women whose literary achievements are of the very highest order. Until within the last century, custom and prejudice have hindered the development of powers of nearly all women.

In the field of fiction two women have been recognized as close seconds to the foremost of men. Many critics rank George Sand with Balzac; and the creator of Adam Bede is admitted to stand in the next place after the creator of Becky Sharp.

Fiction is the woman writer's favorite, and perhaps the most natural, vehicle. Even the anti-feminist will admit—possibly laughing in his sleeve—that women excel as the writers of best-selling novels. If a good fairy should give us our choice of writing a book

which should be real, living, breathing, burning literature, and one which should be merely the best seller, few, perhaps, but would be tempted to take the cash and let the credit go. From the days of Mrs. Stowe and Mrs. Oliphant, the Warner sisters and Miss Braddon down to the present day, a great percentage of the spectacular financial and popular triumphs have been the works of women.

Not so powerful as either George Sand or George Eliot is Jane Austen, an artist of a quaint containedness, mistress of a subtle humor and a sunny satire. Under the same category, we have today Mrs. Edith Wharton, a writer of intellectuality, distinction, reserve, with a certain kind of cleverness we are compelled to describe as exotic.

Our New England idyls, Mary E. Wilkins and Alice Brown, have pictured a side of our national life destined to live in their works.

Perhaps the best feminine exponent of the style popularized by Dickens and afterwards by DeMorgan and Bennett, is the English woman who writes under the pseudonym of Richard Dehan. Her best known book, "Between Two Thieves," largely an exposition of the commercial side of war, is well worth while for its plot and character-drawing. Mrs. Humphrey Ward, May Sinclair and Marie Corelli, who possesses the qualities of imagination and originality, are also included in this list.

\* \* \*

The claim that women are deficient in a sense of humor is refuted by the delightful example of Carolyn Wells; that they lack the critical faculty we can disprove by the distinguished work of Agnes Repplier and Jeannette Gilder. To those who think of women as pacifists we suggest that a woman produced the greatest and most ferocious of battle songs, as Kipling calls it, "The Battle Hymn of the Republic."

Woman's talent for founding religions is shown by the works of Madame Blavatsky and Mrs. Eddy. As a prominent publicist we have Mrs. Perkins Gilman. Ida Tarbell combines similar talents with skill in historical writings, and Jane Addams embodies her social theories in writing of literary style. The writings of Ellen Key and Madame Montessori are also to be mentioned in this review.

\* \* \*

If we admit that the world has known twenty great poets we must still confess that one-tenth of them have been women, Sappho and Elizabeth Browning.

\* \* \*

As to the work of the Imagists, their free verse is neither a new discovery nor a passing fad. One of the first women I know of who used it as her vehicle, is the author of a very celebrated poem of which the English version is:

"My soul doth magnify the Lord, and my spirit hath rejoiced in God, my Savior. He hath put down the mighty from their seat and hath exalted them of low degree." And so on.

\* \* \*

We have a number of women famous for one poem, such as Mrs. Hemans' "Landing of the Pilgrim Fathers." Jean Ingelow and Ella Wheeler Wilcox are far from being minor poets.

Perhaps we have no other woman poet in recent times of such original and distinctive genius as Emily Dickinson, who is to poetry what Emily Bronte is to prose. Edith M. Thomas, our woman poet of longest established reputation, is fond of classical themes and is a little formal in manner. Theodosia Garrison has written in vivacious verse, occasionally rising to the heights of poetry. Margaret Widdemer, Hortense Flexner and Josephine Preston Peabody are all doing work artistically beautiful and evincing at the same time the workings of a social conscience.

\* \* \*

I have left until last the greatest woman writer of them all, Elizabeth Barrett Browning, who belongs to our time rather than that in which she lived. Only in finish does Tennyson surpass her. She is equalled in poetic fervor by none but Shelley. In the mastery of the epigram, she is inferior only to Shakespeare himself. The sonnets are a minor achievement of her genius. She is the author of a drama of great power, "The Drama of Exile"; a poetic novel of great range of thought and interest, "Aurora Leigh"; and many other masterpieces in different lines.

Given a long life and robust health, the things she might have done are well nigh unthinkable for magnitude. There never lived a greater soul.

## IN THE PRACTICAL POET'S WORKSHOP.

*From an address by Robertus Love, poet and feature writer of the St. Louis Republic, on "Newspaper Poetry."*

**M**ANY important and far-reaching industries have originated in Missouri. Jesse James, for instance, a native Missourian, originated the industry of train-robbing. Eugene Field, another native Missourian, originated the industry of newspaper poetry.

Field, who, I understand, was an alumnus of the University of Missouri, was the first practical poet known to journalism. He began writing verses as a habit, for daily newspaper consumption, on the Denver Tribune.

Later he transferred his industries in this respect to the Chicago News. Virtually all of Eugene Field's verse was published first in newspapers. He never became a magazine poet, though I believe he

did appear in the Ladies' Home Journal and the Youth's Companion late in life.

He was essentially a newspaper poet to the end. A considerable quantity of his verse was entitled to be characterized as newspaper poetry in distinction from newspaper verse.

After Eugene Field was dead and consequently unable to utter protest some diligent delver into dusty files dug out all the ephemeral verses he had written in Denver and published them in a volume called "Eugene Field's Tribune Verse." It was merely verse—there was no poetry in it.

Thus sometimes are the sins of our youth visited upon our sacred memories. Most of the newspaper verse produced by the practical poet dies with the day of its publication. Most of it no doubt deserves this early and decent death. It has fulfilled its purpose.

The practical poet, writing a piece of verse every day, or almost daily, is not to be expected to produce a masterpiece at every sitting. If he hits the fifth circle from the bull's eye once a month he is a better marksman than the average magazine poet.

Practice, we are told, makes perfect; so if you require the practical poet to supply an excuse for delivering daily rhymes along the road of life he may offer in extenuation the argument that he is practicing shooting at a mark. It is a matter of hit or miss, as in other kinds of marksmanship.

\* \* \*

Another newspaper poet, happily still with us, is James Whitcomb Riley. He began his career as a newspaper poet in Indiana—and a country newspaper poet at that—while he was painting and peddling signs for a living.

To the credit of the magazine editors, and particularly the late Richard Watson Gilder of the Century, let it be said that Mr. Riley finally found welcome to the magazines; but it was his fame as a newspaper poet that introduced him to the magazines.

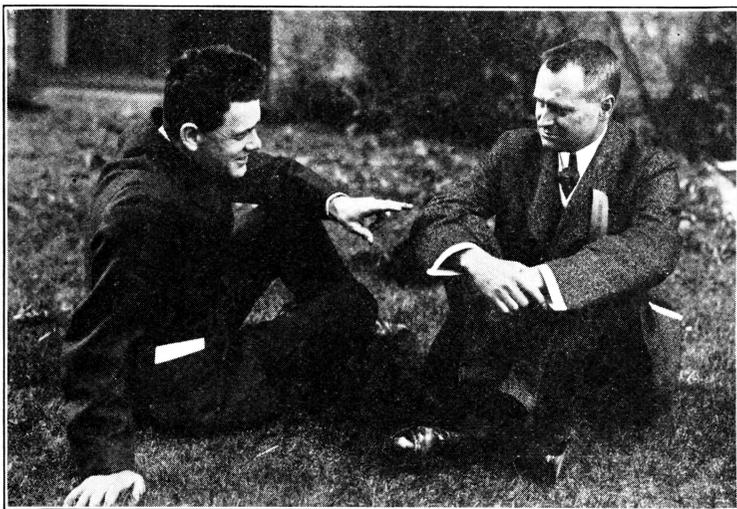
Fortunately he was not made over thereby into the conventional magazine poet. Nearly all of his output is of the sort that makes most definite appeal to the newspaper reader, that gets clipped from the column and pasted into the old scrapbook or tacked up on the wall beside the busy man's desk, along with the calendar from the Arctic Ice and Coal Company and the picture of Abraham Lincoln.

And right here I desire to express the belief, based upon some years of casual observation up and down the land, that the newspaper poem beats the magazine poem ten to one in the popularity contest indicated by the clipping and pasting and preserving for future reference and reading.

Let me cite you, for instance, that ubiquitous scrapbook paster, "A House by the Side of the Road," a newspaper poem, written by Sam Walter Foss:

"Let me live in a house by the side of the road.  
And be a friend to man."

The practical poet—namely the newspaper poet—lives in a house by the side of the road and is a friend to man, and to woman, and to the children. He does not write odes on Grecian urns—whoever saw a Grecian urn, anyhow?



"PRACTICAL POETS" HOLD A PRIVATE SESSION: LEE SHIPPEY, HIGGINSVILLE,  
AND ROBERTUS LOVE, ST. LOUIS

He does not lilt lyrics to the skylark—how many of us know a skylark from the bluejay? He does not command the ocean to roll on—that deep and dark blue ocean rolls on without his orders.

The newspaper poet, if he continues to hold his job by pleasing his constituency, writes of the common things, and of the obvious things, and of the intimate things which appeal to the majority.

\* \* \*

There are tricks in every trade—this remark being what Gelett Burgess would call a bromide; but the chief trick of the practical poet is to produce something which will hit the bull's eye of the average reader's appreciation for the time being, and if he can turn that trick

every now and then he is worth his wages and reasonably sure of a new hat every season.

If at double-space intervals he hits the bull's eye with such force that it rings a clarion note which keeps on ringing after the day's work and is heard afar by those who lean and listen, then the practical poet may be reasonably sure of a halo which will shine until the first rain falls upon his grave.

## NEW PROBLEMS CONFRONTING THE WRITER.

*From an address by Mrs. W. H. Hamby, of Chillicothe, Mo., on "The New Background of American Literature."*

**A** BACKGROUND is just as necessary to a story as to a picture. The background of a picture gives perspective lights and shades. The lights and shades in literature are the human touch and sympathy—the atmosphere of the story. Since the early days of America until within the last few years the background was already made.

There were the early New England days with harsh superstitions and bleak New England scenes and the historic setting of a great nation. Then came the frontier days and the fascinating gold days in California.

The ante-bellum days were the most romantic—the great plantations, the stately white houses, courtly men, and maidens so shy and sweet in their full dresses and poke bonnets.

During the reconstruction period, the background was there, but terrible, and American literature was at that time the poorest in its history.

\* \* \*

Writing in those days was comparatively easy. A hero, a heroine, a villain, a slender plot and the story was written, for the background was there, one the readers knew and loved.

Gone are the scenes of John Alden and Priscilla. No more will we have a "Hoosier Schoolmaster" or a Bret Harte, the forerunner of the present short-story writer. The full-petticoated maid has vanished and the gallant with his peculiar code of honor.

The new background of American literature is life—creative, not simulated, life.

The ideal of youth is to do something. The reconstructed ideal of later life is to be something. Slowly the background has changed from the material setting to one of brotherhood, one of love and sympathy; not a background of sordid life, but one wherein thought and feeling have a larger place than do plot and action.

The American people are evolving and they are not satisfied with a story of north or west or south or east unless that story find sympathy or understanding within the reader's mind.

Social problems, industrial conditions and, most of all, the woman movement, have entered into this evolution. This movement in all its phases has wrought us a varied background, and no one can tell just what the great background will be. The old one is wiped out forever and in its place we have one more beautiful, satisfying, forever lovely, for it is life.

## BEFORE WRITING, HAVE SOMETHING TO SAY.

*From an address by Mrs. Emily Newell Blair, of Carthage, Mo., on "The Right to Write."*

**T**HE right to write, like the right of free speech, is the right of self expression. Some hold that it is a good thing to express one's self freely—for everyone who yearns to, to write what he thinks and leave results to the survival of the fittest.

Others hold that there should be added the clause, if one can write anything worth while. Then comes the question, who is to decide if it is worth while? Someone will say that education gives it. You can answer that by the long list of uneducated who have been blessed with rich literary gifts. And you can mention the many with great minds and education who have missed that mystical something that makes literature.

Someone will say, "Well, it is the inspiration that makes the difference." And he will be answered by the long list of writers who claim that they had no inspiration—that they plodded over what they gave us.

\* \* \*

I hold that any man or woman who attempts to express him or herself through writing should consider many things before he exercises that right.

I believe that writers are born, not made, though they may be much improved and developed.

The one who aspires to express himself has a tremendous responsibility. He must know that added to the right to write he should have the ability to write. If literature fails to measure up to what it should, it is because we do not teach this responsibility that is attached to the right to write.

The only reason one should write is because he or she is sure of having something to tell which will add to the sum total of knowledge or beauty or thought or good cheer or experience. The writer who simply aches to run to words with no thought formed, no principles proved, no vision seen, is abusing this right.

I contend that one should first have something to say—something he has seen or felt or understood. If he has this, he can acquire the technic of writing.

## IX. THE BUSINESS SIDE

### HOW THE COST SYSTEM WORKS OUT.

*From the three addresses by E. K. Whiting, manager of the Owatonna (Minn.) Journal-Chronicle, on small-town advertising, newspaper accounting methods and the cost system.*

**T**HE trouble with most country newspaper men is that they do not keep books. The man who keeps a cost system may lose more sleep than the man who does not, but in the long run he is repaid in money.

\* \* \*

The man who advertises occasionally is too costly to the country newspaper man. He rarely writes an advertisement and when he does it is an epoch of a lifetime, and he weights it down with words. The newspaper makes its profit from the man who advertises in its columns every week of the year.

\* \* \*

The country newspaper man feels that the big agency is trying to crush him. This is not so. The big agency merely wants to know where the bottom is, and when it has found the bottom it works there.

\* \* \*

In the matter of not knowing what things cost printers are not a bit worse than other business men. In fact, they are waking up a lot faster than the average business man.

\* \* \*

We have a linotype in our plant but we are not using it because we can buy set matter from our competitor cheaper than we can operate our machine. It is surprising what you learn with a cost system. We learned that we were giving our readers too much reading matter in proportion to the advertising we carried.

Advertising cannot be produced by anybody for less than 8 to 10 cents an inch. The average cost of hand composition in the United States is \$1.37 an hour and the average cost in towns of less than 1,000 inhabitants is much more if it were known. The country merchant has to cover the local field. He cannot do it as cheaply or as thoroughly in any other way and he should have to pay the added cost of newspaper production in that field.

\* \* \*

Our newspaper is, and every country newspaper should be, a customer of the job department. Our accounts are kept that way. Get \$1.50 for your paper. You need that extra 50 cents.

Maybe you've made money in your plant without a cost system. It's doubtful, but one way to do it is to rob your good friends who haven't been trying to beat you down on prices and give the money to other customers who have.

\* \* \*

The banker has long been the lion of the business world. He is supposed to be the last word, the past grand master of the art of conducting business profitably, yet it remained for a printer to induce a banker in our town to install a cost system which has enabled him to discover things about the cost of doing business which he never dreamed of before. The results of this information have revolutionized the banking business in our community, and at a state meeting of bankers which will take place in Owatonna soon, one whole day is to be given over to this phase of banking.

\* \* \*

The country newspaper man should be the biggest man of his community, and if he is not it is largely for the reason that his business is not organized on the lines it should be. No man can direct public opinion or cut much ice in any community if he can't pay his bills and if he is not as good a business man as any other man in the country.

When we installed the cost system we encountered the belief of our buyers that our prices were too high. We met this difficulty by an organized effort to show the business men of the town the benefits of cost systems in all businesses. We kept them so interested in their own costs that they forgot to complain of our prices.

The change in the amount of respect paid the Journal-Chronicle since we installed the cost system has been remarkable. We don't have to ask our bankers please to lend us money. We tell them we want it and they're glad to make the loan.

\* \* \*

I hope we may go along further and organize our municipal government and run it on cost lines, and I also have a dream of organizing the employees of plants in our city in which we have cost systems, so that they may know the cost of their labor.

Ninety-five per cent of the men who go into business in this country either go broke or go out of business because they cannot make a go of it, and they cannot make a go of it because they haven't the slightest idea how much it costs them to do business.

\* \* \*

One point where there has been a great leak in the printing business has been discovered by the cost finders. That is in the binding departments, where the hand work is done by girls earning from \$6 to \$8 a week, whose time is sold all over Minnesota for 25 cents an hour. Now with cost systems it has been discovered that this time was

actually costing the employers of these binders 41 cents an hour. In many parts of the country it runs to 50 cents and even above.

\* \* \*

A cost system sounds complicated. It takes about thirty minutes of my bookkeeper's time every day, and an additional half day at the end of each month when we get out our recapitulation sheet. It certainly is worth that much time for the satisfaction alone which comes from being able to k-n-o-w and not guess.

\* \* \*

It is up to us employing printers to teach the young men in our offices what costs really are. The businesses they conduct in the future will depend upon whether they understand costs, or simply charge \$1.50 for 500 letter-heads because the man under whom they learned the business guessed that was right.

## A TRANSFORMATION IN ADVERTISING.

*From an address by Herbert S. Houston, of New York, vice-president of Doubleday, Page and Company, on "The New Era in Advertising."*

MISSOURI has been a state of great editors, men fearless, sometimes reckless, always intensely human and often of extraordinary ability. That matchless paragrapher Joe McCullagh and the scholarly Henry King who followed him; Major Edwards and the brilliant St. Joe school, not forgetting its gentlest singer, Eugene Field—possibly I am contributing a little known fact in telling you that my partner Walter Page began his newspaper career in St. Joe and he often speaks of those stimulating and interesting days; dropping down the river to Kansas City there were Dr. Mumford and Grasty and Col. Van Horn, besides the mighty Nelson; but the one whose "name is writ where stars are lit" was that boy over in the printing office in Hannibal who grew up to be known as Mark Twain. Of course I cannot undertake to even call the long and honorable roll of Missouri editors. On it are the names of the men who not only chronicled the history of the state but who had much to do in making it. And I am sure that the Missouri editors of the future, many of them trained in this School of Journalism, will be more effective men than the Missouri editors of the past.

But am I wrong in saying of Missouri editors that, despite their power as interpreters of the varied life of their communities, they have not always grasped the significance of the new spirit in modern business? Haven't some of them like Priest and Levite of old passed by "on the other side" when a patent medicine faker has been barking his nostrums on the corner, only to welcome his advertisement in their next issue? Haven't some of them grown livid as they have hurled editorial anathema at the powers of darkness, while selling to some of

those powers space "alongside" at the regular advertising rate? Of course this has happened in Missouri just as it has happened in all other states. There has been here as elsewhere a failure to grasp the essential unity of the newspaper or the magazine, to see the amazing contradiction of a publisher being, in the same issue, an editorial Dr. Jekyll and a business Mr. Hyde, to understand, in brief, that there is a single and not a double standard for the editorial and business policy of the same paper. Here was where Col. Nelson rose to his full stature as one of the outstanding leaders of the new journalism. He was not merely a great editor but a great publisher. To him there was no difference between the editorial end and the advertising end. They were both parts of the same paper, standing "one and inseparable" for the single policy of honesty and square dealing. And what an



BETWEEN SESSIONS AT SWITZLER HALL

enduring service this policy achieved, building up, not merely a great property, but a countrywide fame for constructive service.

Col. Nelson and his paper are illuminating examples of the "New Era in Advertising." They illustrate and embody the quickening spirit of that era in more convincing fashion than can any words of mine. But happily they are not exceptional. In every part of the country there are newspapers and magazines that stand for the same policy. And it is cheering to report that, almost invariably, they are publications of the greatest influence and the greatest prosperity.

If I were asked to state the one dominant characteristic of this era it would be the principle of rightness, of squareness, of upright, downright honest dealing. The great Advertising Club movement, which is both cause and effect of this new era, adopted as its symbol that ultimate and eternal word "Truth." Largely through its activities

a swift and sure transformation is in progress in the great business of advertising. And oddly enough it is being wrought so quietly that the public knows little about it. The reason is that the transformation is coming from within the business itself.

The faker in print is coming to be nearly as rare as the faker on street corners. Today the billboards bear patriotic lessons from the life of Grant or the manger story of Bethlehem, instead of the flaring and often indecent announcement of the burlesque show. What has happened anyway? The change has come upon us as quietly as the gentle rain from Heaven. But behind it and through it is one of the big, dynamic movements of modern times.

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The newspapers in all parts of the country are being stirred up to their responsibilities, in many cases through the advertising clubs, and many of them have set up unusually rigid and high advertising standards. The Chicago Tribune in the last year or two has established an especially strict censorship. Among the things it excludes are loan sharks, fake furniture sales, medical advertising, dentists, doubtful financial and land advertisements, speculative financial advertisements, stock propositions offering extravagant returns, fake clothing and raincoat sales, and whisky advertising.

Mr. William H. Field, the business manager of the Tribune, says that during 1913 the combined advertising printed by three other Chicago papers that the Tribune refused amounted to 3,705 columns but that, notwithstanding this loss, the Tribune showed a gain of 3,936 columns of advertising over the preceding year. It would seem that a clean advertising policy is likewise a profitable advertising policy.

One of the most dramatic contests of the year has been in New Orleans. A few years ago three young men, Messrs. Thomson, Ballard and Newmyer, got control of the Item. Mr. Thomson, by the way, is soon to become an adopted son of Missouri, through his marriage to the daughter of Speaker Clark. The Item carried practically every kind of advertising that a newspaper ever carries. The young publishers set their faces to the front and began a gradual clean-up. About a year ago they went to the point of setting up an advertising censorship of the most rigorous kind. The Item threw out 119 contracts amounting to \$35,000. Mr. Newmyer, the business manager, says that contracts amounting to more than \$10,000 have been offered and declined and that the income from special editions, a particular form of advertising abuse in the South, would have amounted to \$25,000 more, and that thousands of dollars' worth of business has been withheld by those who definitely fought the paper's policy. Mr. Newmyer believes that the total of these losses amounts to \$100,000, and yet he writes to me: "Does it pay? Does it pay to be honest? Man alive—to look all your home town squarely in the eye and know that they know

you're on the level, even if they don't agree with you—to know that 60,000 faithful followers are fighting with you—to know that eventually all publishers will be forced to follow—to be a leader—does it pay? And there is proof that it pays. Today every high-grade advertiser, local and national, using a New Orleans paper uses the Item. Contracts we couldn't reach came in voluntarily. Our advertising revenue was never greater and our net profits never more satisfactory."

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The Educational Committee of the clubs is interesting colleges and universities in adding courses in advertising to their schools of business administration. New York University has been the first to establish a full four-year course. Several institutions, including your own University of Missouri, have a course and the University of Wisconsin is undertaking to train better merchants and better salesmen through the university extension work. The Small-Town Advertising Club work, which is part of the educational activity of the club movement, is doing the same thing. It is seeking to make retail merchants more efficient.

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Advertising is, broadly speaking, merely expression with a purpose. It is self-expression, community expression, church expression, trade expression—but always with a purpose. Advertising is direction with a destination. It is aim, with a target. It is a message with someone to receive it.

While there are many forms of advertising I am sure that in this presence there is full agreement with my own view that the most potent form is the printed word in newspaper and magazine. Through advertising the power of the printing press was introduced.

A few years ago there were scattered over the country a number of cracker factories. They could make crackers but they couldn't make dividends, because they were unable to find a market in which they could profitably sell their product. Then a far-seeing man came along, A. W. Green, who saw that that market was in the minds of the people all over the country and that these minds had to be reached by advertising. Today Uneeda Biscuit is a household word, the National Biscuit Company pays dividends and the country has this product served to it with a cleanliness and cheapness that even yet arouses surprise. But with all the goodness of product and of advertising, with all the cleanliness and cheapness, there can be no monopoly of cracker buyers. That is being illustrated right now by the business growth, through advertising, of the Loose-Wiles Biscuit Company that has spread out from Kansas City to the East and throughout the country. Starting in Missouri, this great campaign is succeeding. The reason is that all sales are made in the minds of buyers and those minds are not closed

but open to the light of truth and to the honest appeal of honest advertising.

Even the great corporations are finding that there is no monopoly in buyers. They can make goods but they can't compel their purchase. The American Tobacco Company has found it profitable to advertise the brands of its constituent companies. So has the Standard Oil Company. But even against that giant corporation a young David has arisen, an independent concern, the Texas Oil Company, that is seeking and finding, through general advertising, a profitable market.

Advertising is a child of the printing press, which brought democracy to the world. In retail trade, in general trade, in international trade, advertising is bringing and will always bring democracy to business. Now democracy is not socialism. Over against that leveler, it stands for the individual, for his initiative, for his rights, for his freedom. Democracy is the creed of the Gospel. It is the hope of all, for it conserves justice to all and opportunity to all. Democracy, therefore, is applied righteousness. In bringing democracy into business, advertising is a sure and unfettered force that works for freedom and for righteousness.

The only kind of advertising that pays is honest advertising. The time is past when a publisher can cling to such an outworn sophistry as "Let the buyer beware." In its place has come the view that the publisher is a guardian of the public and that he must not permit, knowingly, any dishonest or unclean thing to be borne, in pages that he controls, across the threshold of a single home. My partner, Walter Page, often says that no publication is better than its worst advertisement. And that is not an exceptional view—it is fast becoming the common one. Do you call it a foolish idealism? Are those who follow it Sir Galahads who would be spotless knights or Pharisees who would claim a virtue without having it? No, my friends, they are neither. They are merely your fellow countrymen who have caught something of the meaning of democracy—men who are beginning to get a glimpse of that vision of righteousness that will be realized when fair dealing is a law of everyday life and practice.

## THE VALUE OF AN AD CLUB.

*From an address by Carl Hunt, of Indianapolis, editor of Associated Advertising, on "The Publisher and the Ad Club."*

I DO not know of any one way that the owner of a newspaper in a town which does not have an advertising club can extend his influence in the community and increase the revenue of his newspaper in a better or more permanent way than to engineer the organization of a good, live, local ad club.

Nor do I know of a better way for a newspaper in a town where an advertising club is struggling along with more or less indifferent success to accomplish those same ends than by putting his paper behind the club and boosting it into a state of robust health.

And my interest in the matter? Yes, let us dispose of that. My interest is identical with that of everybody else who has any direct connection with advertising or selling. We are striving for better things. The cost of merchandising has been soaring. It must come down. We must have better and more advertising. That is the remedy—first, *better* advertising; then, naturally, more advertising.

If the owner of a newspaper or any other advertising medium can make advertising in his medium pay better, he will sell more advertising, simply because it will be better for the advertiser to buy. If, through an ad club or by any other means, a medium can educate its advertiser, *it* will gain just in proportion to their gain in knowledge.

Right there comes the thought, too, that the best way to teach a man is to let him learn for himself—or to make him *think* he is doing it himself. If a newspaper owner sallies forth with a too apparent determination to teach the local merchants all about advertising they will laugh up their sleeves and wag their heads and say: "Yes, he wants to sell us more advertising." People learn more readily and with less opposition if it is not too apparent that you are trying to teach them.

Returning to the newspaper for a moment, there is no doubt that active membership in an advertising club on the part of the owner and his advertising man or men would bring the paper a number of worthwhile direct results. It would get them still more intimately acquainted with the local merchants and would afford splendid opportunities to show the merchants that the paper is of an importance to the community which they had not before realized.

An advertising club, pursuing a study course such as is provided by the Associated Advertising Clubs of the World, would also make the newspaper men better advertising men—yes, though I realize that I am addressing this to newspaper men, I say there is room for improvement in many quarters. Thus, the newspaper men would be able to render the kind of service to the local business men that would greatly promote the efficiency of their advertising and would also increase the attractiveness of the newspaper, for be it said that good advertising does make a newspaper more attractive. Good advertising does increase the interest of all readers, and especially of women.

In cities, many a newspaper enterprise has failed to build circulation simply because it did not get the department store advertising which women wanted to read—the "store news"—and in a large degree the same thing holds true as to the smaller paper. People are interested in advertising and their interest increases as the text, truthfulness and typography of advertisements are increased.

This same educational work will make the merchant a better advertiser. It will make him a better merchant—will give him a clearer conception of what he is in the community for, by showing him how to render better service. It will show him in the end that it is not enough merely to write interesting advertisements, change his copy frequently, etc. He will learn that he must back his advertising up with real service. That, in turn, will make his advertising pay still better.

The right kind of advertising will enable the merchant to turn his stocks oftener and that will brighten up his store, reduce his overhead and enable him to make more money.

Could there be any other result than that he will then buy more space?

Another difficult problem for the newspaper is that of the truthfulness of the advertisers. It is a little hard for the newspaper to detect exaggerations, etc., however much the newspaper may desire, for the merchant's own sake, to keep him out of the pitfall of misrepresentation. It is still harder, sometimes, for the newspaper man to get the merchant to see the advantage of the truth. The merchant gets a crowd with a "whopper" this week, and so tries another next week. It is sometimes hard for him to see the advantages of truth in advertising when lies get the crowds.

But in a well-managed advertising club he will learn the great truth lesson—learn it for himself, through hearing of the experiences of many advertisers who have made truth pay big dividends.

In another way, too, an advertising club will make local advertising more effective and that is through the education of the public. Occasionally reports of advertising club activities, setting forth the fact advertising is true and that it is a public benefactor when correctly done, will get the people into the right attitude toward advertising—get them to feel a friendly interest in it—make more of them read advertisements sympathetically.

Perhaps every newspaper man who hears this will agree that if he could find a means of adding to the trade of the merchants of the community he would find the merchants better able and more willing to spend money for additional advertising space—that is, if in some manner trade which the town does not now enjoy could be added to the sum total of the business done in local stores.

That is just what many of the ad clubs, in larger as well as in smaller places, are doing. Neosho, Mo., whose experience is more or less familiar to most newspaper men, has done it. Cedar Rapids, Ia., has done it. In these places, and many others, cooperative advertising efforts have helped whole communities—and the merchants and the newspapers most especially.

In every such case the active part the newspapers have taken in such cooperative efforts has increased the influence of the owners of the papers socially and in a business way. And can it not be said with safety that as the business of a city or town grows the town will grow and that this will be good for the newspaper in all particulars?

By none of which do I mean that these results—or any of them—are easy of attainment. Like all worth-while things, such a movement is brought to a successful state through work and often only through hard work.

### THE NEOSHO PLAN EXPLAINED.

*From an address by A. C. McGinty, president of the Neosho (Mo.) Ad Club, on "Cooperative Advertising as Handled by the Small-Town Club." This speech was characterized by Herbert S. Houston as the best talk on advertising he had ever heard.*

**T**HE average small-town advertiser wastes a greater percentage of his advertising expenditure than any other advertiser in the country.

We believe we are in a position to know, as we belong to the club and have been suffering this loss for ten years.

The small-town advertiser spends his advertising appropriation about like this: We buy space in the newspaper because men who understand advertising tell us we must advertise our business if we would attain success; buying this space is the first and least complicated move in starting to do this thing we consider a duty.

The next step is to prepare the copy. If we can find an electro with the printing and illustration all together, and if it fits the space, a burden is lifted from our mind. Using this electro saves time, worry and possibility of mistakes we might make if we wrote the copy. If we write the copy we do so in a rush, as we are anxious to have the distasteful work over.

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One thing we need is to become interested in the work of advertising. If the small-town advertiser could become sufficiently interested in the work to induce him to really study advertising, a long step would have been taken toward the solution of the problem.

We want to suggest a plan whereby the small town may become interested in the study of advertising. We think the small-town ad club is the solution of the problem. The small-town ad club is proving this at this time.

We will give you a brief history of the work that is being done by the Neosho Ad Club in Neosho, Mo., a town of about 4,000 people. We trust we may be pardoned for bringing so prominently into this little talk, our home town.

The Neosho Ad Club organized five years ago with about ten members and began the study of retail advertising. Progress was slow at first, almost discouraging, but after a few meetings we began to notice improvement in the advertising copy written by the members of our club. This was encouraging and interest began to increase in the work. At the end of the first year we had about twenty members and all interested in the work. We have at this time sixty members and more interest in our work than ever before. We consider the advertising being done by the merchants in our town very much better than advertising done before the organization of our club; in fact, we believe the advertising we do will compare favorably with the work being done in many larger towns.



FOUR MISSOURI EDITORS: LIEUTENANT GOVERNOR W. R. PAINTER, CARROLLTON; H. S. STURGIS, NEOSHO, PRESIDENT OF THE MISSOURI PRESS ASSOCIATION; WILLIAM SOUTHERN, JR., INDEPENDENCE; R. M. WHITE, MEXICO

We tried many kinds of study, all with more or less success. We brought in our local newspaper and discussed the local advertisements; we discussed the merits and the faults, and by this friendly criticism we got many good suggestions. The work outlined by the National Educational Committee was used with good results and this year we have arranged for the course of lectures delivered by Mr. Frank P. Stockdale, under the management of the National Educational Committee. This gives us material for study for nearly a whole year, there being five lectures in the course, which are delivered about four weeks apart.

About a year ago we began trying to devise a plan of cooperative work that could be used by all our members to increase our trade territory and to increase the prestige of Neosho as a trading center. After many days' study and after discussing many plans, we decided to try a double-page cooperative advertisement in the weekly papers.

We interested about thirty members and a few who were not members, in using this double page to offer special bargains for one day in each month.

The page was divided into forty spaces, each space being three by three and one-half inches in size. This double-page space was secured and controlled by the ad club.

Why could not a town conduct a successful sales day as outlined here without the aid of an ad club?

There are several good reasons why the ad club is necessary to the success of this special sales day. The best evidence we could get on this point is that several small towns not having ad clubs have tried the plan and have failed. Our club can take any one of the sets of ads that these towns have used and point out why the ads have failed. We will understand this is a strong statement, but we do not hesitate to make it.

The important points our club looks after are these. First, the Neosho Ad Club controls the space in the paper and reserves the right to omit any matter not up to the requirements of the club. The club guarantees every ad printed on this double page to the extent that it will eliminate any advertisement of any member of the plan against whom complaint is made, if such complaint upon investigation is believed to be well founded.

The second point looked after by the club is to see that every article offered is a real, below-value bargain; not more than two items may be offered in one space and we suggest one item is better.

If copy is furnished by a member of the plan which we do not believe will bring returns, we try to help him arrange it so it will help both him and the sale. We explain that if his ad does not interest the public, it will do him no good and worse still it will be a disadvantage to the sale. We try to impress the members that the store with the best offering gets the most advertising from the sale.

Copy came in from a grocer who had been handling queensware but who had decided to discontinue the line. His copy stated that he would offer on sales day all lamps and all queensware at cost. We explained to him that the experience of those who had been taking part in the sale had not been good on this kind of an ad, where goods were offered at cost or at a certain discount. After talking over the matter with him we found he had a lot of No. 2 lamps which sold regularly with chimney and burner at 60 cents but which he would be willing to sell at 30 cents each. We also found that the queensware consisted of various pieces which he would be willing to close at the uniform price of 8 cents for any piece in stock. Now written up in this manner, with reason for the offering, and with careful detail, this made a splendid drawing ad and brought excellent returns. And as we told

him, if he had offered his entire line of queensware at cost for the day, he would have had no results from the ad.

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The question will arise as to the kind of merchandise we offer in these sales. We can only answer that it covers practically everything carried for sale in a town of our size. Even the very small articles attract a lot of attention and as it is our intention to sell the items offered in these sales at cost or less as the member thinks best, the smaller the item the better, if it will attract proper attention.

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In conducting the sales day the ad club does these five things:

Controls the space used in the newspapers.

Through its auditing committee audits every ad used.

Insists that every article offered be a below-value bargain.

Uses its committee to help members arrange copy in most attractive form when requested to do so.

Guarantees every item offered to be as represented and below regular price.

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We want to give our newspapers credit for arranging this page in an attractive and forceful way. The ads are set with scientific care; very few sizes of type are used; it looks matter-of-fact with no effort at fancy display. We believe that having the double page so well arranged has helped our success.

The question often arises whether or not we are taking trade from one day and bringing it in on another. To some extent yes, but to no great extent. We find a great proportion of the business on these days from people who have been accustomed to trade in other towns. We find it brings trade from territory not usually considered ours.

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Here is an important point: we believe we are doing more to stop the drain of the mail-order house than we could do in any other way. We believe the only way to get trade from the mail-order house and the only way to keep it from going to the mail-order house, is to give the people merchandise at a low price and make them understand it is a low price. With our sales day we think we are laying the foundation for a permanent business.

We find by comparing corresponding days of last year, that we lose volume from neither the preceding days nor from the days following our sale. Nor do we lose business from the preceding Saturdays nor from the following Saturdays. We find from a careful study that the gain we make on this sales day proves to be a net gain at the end of the month; this we consider the strongest evidence we could produce

that the sales day as conducted by the Neosho Ad Club positively brings business.

The special sales day is only one of the things an ad club can do in a cooperative way for the small-town advertiser. We want to speak of another good work the ad club has done for the merchants of our town. In the office of every member there is a sign that reads like this: *No consideration will be given any advertising proposition unless it is approved by the ad club.* This refers to cooperative propositions such as hotel registers, barbershop boards, church social programs and other things a merchant is continually asked to spend money for.

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No, there is no jealousy in our club. Each member is hustling, of course, to get his part of the business but he is not trying to pull down his fellow merchant. And the best point is, this feeling has developed since the organization of the ad club.

The ad club should not take up the work that rightly belongs to the commercial club, booster club or like organization. Emphasis should be put on this point. Remember the work of the ad club is educational and any time spent in boosting is a detriment to the club. It is hard for the new club to keep down this boosting spirit, but if your club is to be a success, it must turn its attention to study and the problems of the advertiser.

### FOR A STATE LEAGUE OF AD CLUBS.

*From an address by Walter S. Donaldson, of the National Printing and Engraving Company, St. Louis, president of the Advertising Club of St. Louis.*

I HAVE discovered since I became president of the Advertising Club of St. Louis that an advertising club can become a very important institution. It has given me a greater confidence in advertising. In St. Louis it has created a greater demand for clean, honest advertising. A town, even the size of St. Louis, can grow only with the growth of its industry.

We hope to start an organization in the state and that eventually every town of 5,000 and over will have an advertising club. I believe with proper spirit and work back of us, we can accomplish things.

### TRUTH A FOUNDATION STONE.

*From an address by D. E. Levy, advertising manager of the Grand Leader, St. Louis, on "The Psychology of the Printed Word."*

JOURNALISM had reached great heights when advertising was in its infancy. Horace Greeley's reputation and ability as a journalist won him recognition and the nomination for the presidency of the United States, when the advertising of his day read about like this:

“John Brown has received a new stock of dry goods and notions, and invites you to call.”

And so advertising is the child of journalism, but its strides have been greater, and now parent and offspring march hand in hand—each with profound respect for the other.

A careful consideration of the principles of the two professions presents numerous parallels. Both of them are purely psychological. The journalist “with a drop of ink makes millions think”—he endeavors to mould public opinion.

To this I would parallel the advertiser’s attempt to create a demand for an article by presenting facts in such a manner as to awaken desire.

The sins and crimes of journalism are great and many, and we can parallel to them, sins and crimes just as great and as numerous, which have been and are being committed in the name of advertising.

But the editor as well as the advertiser is awakening to an understanding of the psychology of an intelligent public, and the sins and crimes of both journalism and advertising are growing fewer.

The vigilance committee of the Associated Advertising Clubs of the World is doing commendable work, but I contend that the advertiser who persistently and intentionally breaks faith with the public, will punish himself more effectually than any law we can place upon our statute books.

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No conscientious advertiser will prostitute the good name of his store merely for the success of one sale—such action might account for the failure of a dozen events of the future. Truthful advertising is an asset to any concern—it is publicity.

Sensationalism and untruthful advertising are a dead expense—a burden, a liability—notoriety.

And so the owners of great newspapers, as well as the merchant princes who conduct great retail businesses, realize that the intelligent public must be dealt with in a more intelligent manner than ever.

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Truth represents the one great stone in the foundation of the structure both of journalism and of advertising.

Every dollar expended for legitimate advertising builds for the future, and the expenditure for truthful advertising can be legitimately added to that intangible asset which so often sells for millions under the name of good will.

## THE EDITOR AND THE ADVERTISER.

*From an address by A. C. Boughton, St. Louis manager of the Manufacturers Record, on "The New Era in Advertising."*

**T**HE only good way to sell advertising now is through the editorial page. An editor must know of what he speaks. Confidence in his paper follows, and public confidence in a newspaper gives it its greatest value as an advertising medium.

Some editors attempt to prepare advertising copy for their advertisers, but this work ought to be left to the men who make it their business. Certainly editors expect some return for their work in preparing copy and I believe there are other ways in which editors can better serve advertisers.

Better editorial supervision and clearness and correctness of the opinions expressed are better ways in which the publisher can serve both the advertisers and himself. They are also essentials in a good advertising medium and in a good newspaper.

The conditions of a man's business have nothing to do with the amount of advertising he should do. We often hear an advertiser say that because business is dull he has quit advertising. We should remember that, until the last order is placed and we are ready to quit business, we must keep the merits of our products before prospective purchasers continuously.

## SOME ESSENTIALS TO SUCCESS.

*From an address by A. R. Furnish, of the Advertising Club of St. Louis, on "Salesmanship and Advertising."*

**T**HE biggest business today is the business of selling goods. Advertising is a graduate of salesmanship. It is a more difficult thing to sell goods by advertising than by personal salesmanship.

Men today are measured by their mental strength. The man's mind is the man. That is the factor which wins today. It requires a good deal of thinking in the right direction in order to develop men who can do things.

The man who has not sincerity of purpose in any line of business he may undertake may be in the right church but he is not in the right pew.

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Another thing—you must be an optimist. The man who is not cannot succeed. Do you know what an optimist is? An optimist is a man who when chased up a tree by a bear, looks around and enjoys the surrounding scenery.

The underlying principle of success as a journalist or as an advertiser is this—you must have backbone. Your will is the very important thing of your life. That will is you.

You must think for yourself and stand on your own feet.

The underlying will knows no defeat.

Imagination is another quality you must cultivate. A man's imagination will come only through an open mind—open for the good in life and not for the bad. The man who has imagination has one secret of success in life.

### ASKS FULL VALUE FOR THE ADVERTISER.

*From an address by John C. Reid, vice-president of the National Oats Company, St. Louis, on "The Duty of the Journalist to the Advertiser."*

THE journalist's duty to the advertiser is identical with his duty to his readers and to himself. He owes service and efficiency.

The journalist has the most wonderful field for service in the world. It is an even greater field than that of the church, and journalism comes nearer to being omnipotent than any power on earth.

We are all business men. This is the age of business, and what the journalist should give the advertiser is what the advertiser buys and pays for. He should be fair to the advertiser. I seldom read a newspaper in which I do not find some statement that is unfair to some advertiser.

I believe that the editorial end of a newspaper should be separate from, and uninfluenced by, the advertisers. The trouble is that the editorial writer is often not so well informed on his subject as he should be. The editorial should tell the truth, and if I could make one point today that would be remembered by you journalists and future journalists it would be that you look well into the editorials that you write as to the truth.

### A WARNING AGAINST PADDING.

*From an address by J. F. Hull, editor of the Maryville (Mo.) Tribune, on "Advertising in the Near-City Daily."*

THE general tendency among the small-city papers has been to keep the ad rate low in order to sell more space and put out an eight-page paper when a four-page paper was really all that the news material justified. When much space is sold, almost given, to the merchant, the ads are necessarily padded, and the psychological effectiveness of the ads is greatly reduced.

The ad is cheapened in the eyes of the merchant when the space is sold too low. The newspaper must offer something worth while and something costing real money. Then the merchant will appreciate it. The properly balanced ad—white space and good selling talk—is what gets in on the blind side of the merchant. The paper can increase its business by making the merchant feel that the space he buys and pays for returns tangible profit to him.

### THIS PAPER LIVES UP TO ITS NAME.

*From an address by B. Ray Franklin, editor of the Russellville (Mo.) Rustler, on "Making the Newspaper Pay in Money."*

**T**HE real way to "make a newspaper pay in money," or anything else for that matter, is to go to work and do it, and to make a newspaper pay in a small town takes lots of work—in fact, the editor must be on the job at all hours of the day and a goodly portion of the night. I have found that the harder I work the more the newspaper pays and whenever I relax my vigilance the business begins to recede.

The first essential to making a success in any business is a practical knowledge of the business in which you are engaged. Many of the newspapers of Missouri today are being edited by lawyers, school teachers and preachers who have had little or no practical experience in newspaper making. I am of the opinion the average newspaper man who has made a success of the business would be a miserable failure preaching the gospel, though there are exceptions to all rules.

Another essential to making a newspaper pay and one which I am of the opinion most country newspaper men are overlooking, is advertising. We fail to let people know about our achievements and the superiority of our publications. Walter G. Bryan of the Chicago Tribune, in an address before the National Press Association, said: "Really, I always smile when I think of the 24,000 publications in the United States, most of which live by advertising alone, and there aren't—hold the mark and heaven help the profession—twenty-four publishers—yes, count 'em—twenty-four—who practice what they preach, namely, that advertising pays. Not a very strong testimonial for the very thing each of us is daily telling the 'other fellow' is so good. The least users and the biggest quitters in the advertising business today are the publishers themselves."

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I became editor and proprietor of the Rustler in May, 1907, when the paper was issuing four pages of home-print news and four pages of patent and the subscription list numbered less than 400, the most of which were in arrears from one to eleven years. Since that time

the growth of the Rustler has been gradual until today we are mailing it to 1,850 paid-up subscribers and issuing from eight to thirty-two pages of home-print news each week.

Being a practical printer, the first thing I did was to make the paper readable and right here I want to say that a good clean print is about as essential in making a newspaper pay as getting the news. I do not pose to be a fluent writer and never have given myself much credit along this line, neither do I think the public takes me very seriously in a literary way. I try to give the news in a plain manner and, after all, I have come to the conclusion that getting the business for a country newspaper is more essential than to be classed as a brilliant writer of long editorials.

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Being located in a farming community, I became aware of the fact that if I was ever to gain a subscription list of any proportion I must cater to the people of my community—the farmers and stockmen. I started out by devoting a column each week to “Stock and Farm News,” printing the things which I thought would be interesting and helpful to the farmers of my community. To my great surprise this department of the paper soon became one of the leading features, and today the Rustler carries a page of this class of news which is the first portion of the paper read by the farmer. This stock and farm news not only brings new subscribers to the paper but it brings job work and advertising.

\* \* \*

Another equally important feature is the county correspondence. The “Stock and Farm News” is generally interesting to the men of the farm but the farm women take more interest in the county correspondence than any other feature of the paper. The Rustler has twenty rural writers who write each week and in this way is able to keep its readers in touch with everything going on all over the country. Being located away from the county seat is a great drawback to any county newspaper but the Rustler has overcome this obstacle to some extent by employing the services of a good live newspaper man at the county seat who keeps its readers in touch with all the news of the courts, real estate transfers, marriage licenses and other important news of the county seat. Russellville is located about as near to the Moniteau County line as it is to Cole and for this reason a good writer is employed at both Jefferson City and California, thereby enabling the paper to give its readers practically all the news of the two counties for the price of one county paper. This one feature alone has done as much towards securing and holding a large subscription list in a small town as any other plan I have tried.

Another good plan is the cash-in-advance-stop-when-the-time-is-out plan. The public do not like to have a paper forced on them—as they are pleased to term it—and if they are interested in the paper they will pay for it in advance as quick as or quicker than they will after it has run for a period of from one to ten years. I have also found it profitable to club good farm papers and city dailies with the *Rustler* and a subscription bureau is conducted at the *Rustler* for the benefit of our subscribers.

Regular trips are made to surrounding towns for the purpose of soliciting job work, advertising, subscriptions, etc., and I have found the larger one's acquaintance and friendship extends the busier the job presses are kept. These trips are made with an automobile during the summer months and I have canvassed as many as four or five towns in one day. There is really no excuse for one's job hook being empty if he will equip his office with the proper material and workmen and go after the work.

\* \* \*

Another plan which I have just begun and which I am confident will mean more business for the *Rustler*, is an arrangement with the banks in my territory to take subscriptions and receive money on account.

\* \* \*

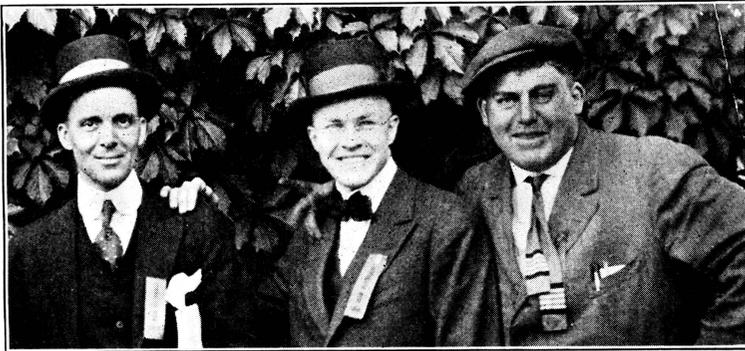
The 1910 census gave Russellville a population of 335 souls and I have had many men say to me: "How do you stand it to stay in such a little place? How do you manage to keep busy?" But I am frank in telling you I am busy on an average of fourteen or fifteen hours a day and even at that I don't find time to do half the things I would like to. I believe if a man is interested in his work he can find something to do every hour in the day and although I was raised in a larger town than Russellville I have never felt lonesome or longed for a larger place where I could have more to do since I moved to Russellville.

## SOUND BUSINESS METHODS REQUIRED.

*From an address by Nate McCutchan, editor of the Windsor (Mo.) Review, on "Advertising in the County Newspaper."*

**E**VERY newspaper man should be a booster for his community. He should be continually on the watch, that none of the good deeds of his neighbors go unrecorded. To be a booster in your paper it is very necessary that you take an active part in furthering the interests of your community commercially, morally and spiritually. Let the newspaper man be in the boosting of every movement started for the upbuilding of the community in which he lives.

How to get the advertising for a country paper? There is only one way. Go after it. This is an age in which nothing is bought. Everything is sold and just so with the advertising in a country weekly. You who are the editors and business managers of country weeklies must know that you must develop the qualities of salesmen of newspaper space. Get on the job and when you have mastered the course in salesmanship you will see the column inches in your paper begin to grow. Go after the advertising. Do not let a week go by that you have not been a solicitor for advertising in every place of business in your town. Do not confine your advertisements each week to your good and regular advertisers whose ads are easy to get, but go to every



THREE GRADUATES OF THE SCHOOL OF JOURNALISM WHO CAME BACK:  
SANFORD HOWARD, SLATER, MO.; J. HARRISON BROWN, DES MOINES, IA.;  
SIEGEL MAYER, KING CITY, MO.

merchant and business man and every other place where an ad is likely to be obtained.

\* \* \*

Develop not only the space advertising in your paper but also the pay locals and the classified ads. Let your pay locals have a prominent place in the makeup of your paper. Do not neglect them, for they will produce results. The classified department is one of the most profitable departments of your paper if properly developed. Go after the classified advertisements by correspondence.

\* \* \*

In your solicitation for advertising every business man in your town is going to advertise at least once. That is your opportunity. If you can produce results for him and prove it to him you will have him for an advertiser in the future. You must get results if your paper is to receive the patronage you wish it to receive. The results

of your advertising will depend upon several things—circulation, news, position and appearance. The circulation must cover the trade territory of the advertiser and you must see to it that this condition exists. Your paper must give the news of your trade territory in a bright, interesting manner. Let the news field be well covered and advertising results will follow. The ads must be properly placed, for on the position will depend a great deal of the drawing power of the ad. You cannot hope for results from an ad stowed away in some corner of the paper apart from all local news. See to it that every ad has good position. The appearance of the ad must be correct. Very few merchants in country towns know how to lay out an ad. The better this work is done the more surely will results to the advertiser follow.

\* \* \*

The idea should never be permitted to get abroad in the land that a newspaper man does not need his money. If an advertiser knows that his bill for the preceding month has been paid, he will be far more likely to give you another ad than if he be in arrears with you. Let your collections be as sure as in any other business. The old idea that an editor can be paid in chips and whetstones, vegetables and cordwood has long since passed away.

\* \* \*

By a steady adherence to the policies outlined the Review has been enabled to carry over 600 column inches of advertising each week and has made it pay. We have established rates and stick to them, and this we feel is the only sane policy. Free-space seekers find little comfort with us.

Get the advertising by getting on the job and staying with it. Get results for the advertiser by keeping up circulation, getting the live news and having a care for the position and appearance of the ads. Get pay for the ads by demanding it.

## X. SHORT TAKES

I must print more than news in my paper in a town of 543 inhabitants. Everyone knows what everyone else knows before I can get the paper out. . . . I have attended Journalism Week for the last six years and I always get inspiration from it.—*Lewis W. Moore, Hume (Mo.) Border Telephone.*

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It is said that humanity is the same today that it was 100 years ago, but the world is not the same. International commerce has grown until today it is the most potent force that could be brought to bear on a country at war.—*Herbert S. Houston, vice-president of Doubleday, Page and Company.*

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Our motto is to put out a paper that serves.—*J. Harrison Brown, Merchants Trade Journal, Des Moines, Ia.*

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I am glad to be in Columbia. I am looking for a place in which to educate my children, so I came to Columbia.—*Guy U. Hardy, Canon City (Colo.) Daily Record.*

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Every woman should serve two or three years in a newspaper office to get over her petty conventionalities.—*Mrs. Alice Mary Kimball Godfrey, Kansas City.*

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We all want someone to see our writings. There would be no great pictures painted if the painter thought that his eyes would be the only ones to see his work. The composer would do no work if he thought that no one would ever hear his music. And so it is with us; we want someone to see what we have done and it is this fact that makes us work the harder to achieve.—*W. H. Hamby, Chillicothe, Mo.*

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I like to come to the Journalism Week programs; I always get new ideas.—*C. J. Blackburn, Blackburn (Mo.) Record.*

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I appreciate the courteous welcome I have received since coming to Columbia to attend Journalism Week.—*W. O. Atkeson, Bates County Record, Butler, Mo.*

I hold a political office, but if Dean Williams and the rest of the journalism folks request me to resign I will do so.—*J. P. Campbell, Doniphan (Mo.) Prospect-News.*

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I think the most important thing is to go out and get after new advertisers as well as the regular advertisers. We have found special feature editions to be good, but don't let the advertiser get the idea that they are just fake schemes to get his advertising.—*Frank W. Rucker, Jackson Examiner, Independence, Mo.*

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Life is not all sunshine, flattery or money to the society editor, but the encouragement given by many and the joy one gets from the work makes life worth living.—*Miss Marie Rose, Mexico (Mo.) Ledger.*

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Many publishers make the mistake of not being prosperous. It is bad for any man and bad for his paper if he is not well-to-do. It's a fine thing in any business to be well-to-do whether you have a dollar in your pocket or not.—*C. M. Harrison, Sedalia (Mo.) Capital.*

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It's good to be out here in Missouri and see so many good American faces. In my city 81 per cent of the people are foreign-born or of foreign parentage. Columbia is a long way from Massachusetts in miles, but really it's not so very far from Massachusetts after all. Columbia is only a little of Boston in the prairie.—*Butler Ames, former congressman, of Lowell, Mass.*

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This Missouri Press Association feels that it is really a part of the School of Journalism of the University. Both are working toward the same end, the raising of the standards of journalism in the State of Missouri.—*H. S. Sturgis, Neosho (Mo.) Times, president of the Missouri Press Association.*

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I wish to thank the editors of the state on this occasion for the great work they have done in furthering that greatest of industries, agriculture. The education of the people so as to improve the farms of the state is of the highest service.—*P. P. Lewis, Crescent, Mo., president of the Missouri State Board of Agriculture.*

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We are always glad to have visitors in Columbia. Newspaper folks are especially welcome.—*Prof. L. M. Defoe, president of the Columbia Commercial Club.*

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Allen W. Clark, publisher of the American Paint and Oil Dealer, St. Louis, told of the success of the "Clean Up and Paint Up" campaign, which he originated, and Mrs. T. E. Dotter, of the Sullivan (Mo.)

News, bore testimony to the good effect of the movement in her town. Mrs. Nelle Burger, state president of the Women's Christian Temperance Union and editor of the Missouri Counselor, and Mrs. Walter McNab Miller of Columbia, president of the Missouri Equal Suffrage Association, spoke briefly at the meeting of the Missouri Press Association. Mrs. Anna G. Marten told the Missouri Writers' Guild of the upbuilding of the Ozark Magazine, Springfield, Mo., of which she is associate editor.



THE  
UNIVERSITY OF MISSOURI  
BULLETIN

JOURNALISM SERIES

Issued Four Times a Year

Edited by

CHARLES G. ROSS

*Associate Professor of Journalism*

1. Missouri Laws Affecting Newspapers, by Walter Williams, Dean of the School of Journalism. (Out of print.)
2. Journalism Week in Print: From Speeches by Newspaper Makers and Advertising Men at the University, May 6 to 10, 1912. (Out of print.)
3. Retail Advertising and the Newspaper, by Joseph E. Chasnoff. (Out of print.)
4. The News in the County Paper, by Charles G. Ross, associate professor of journalism. (Out of print.)
5. Journalism Week, 1913. (Out of print.)
6. Building a Circulation: Methods and Ideals for Small-Town Newspapers, by J. B. Powell, instructor in advertising.
7. The Editorial Page, by Robert S. Mann, assistant in journalism.
8. Journalism Week, 1914.
9. The World's Journalism, by Walter Williams, Dean of the School of Journalism.
10. Newspaper Efficiency in the Small Town, by J. B. Powell, instructor in advertising.
11. Journalism Week, 1915.

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