

THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 20, NUMBER 26

JOURNALISM SERIES, No. 20

ROBERT S. MANN, EDITOR

THE SMALL-TOWN NEWSPAPER
AS A BUSINESS

CIRCULATING THE NEWSPAPER AMONG THE

FARMERS *By Frank W. Rucker*

TYPOGRAPHY AND CIRCULATION.....*By Benjamin S. Herbert*

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AND SERVICE*By J. N. Stonebraker*



ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND-CLASS MATTER
AT THE POSTOFFICE AT COLUMBIA, MISSOURI—3,000

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This bulletin consists of three of the many addresses delivered at the tenth annual Journalism Week of the School of Journalism of the University of Missouri, held in Columbia May 5 to 9, 1919. Frank W. Rucker, a graduate of the School of Journalism in 1913, is advertising manager of the Jackson Examiner of Independence, Mo.; Benjamin S. Herbert is editor of the National Printer-Journalist of Chicago; J. N. Stonebraker is president of the Missouri Press Association and was editor of the Republican-Record of Carrollton, Mo., at the time of making the address used in this bulletin.

CIRCULATING THE NEWSPAPER AMONG THE FARMERS

BY FRANK W. RUCKER

Success in circulating the newspaper among the farmers depends on good journalism, good sense and good salesmanship.

Print the kind of a newspaper the farmer deserves; present your claims to his patronage in a straightforward, tactful way, and he'll subscribe--and he'll be the best friend the paper has so long as you don't infringe on what he may call his "personal rights," advocate the Single Tax, oppose his politics or attack his religion. If you do this, he may cease to be your friend; but if your paper is at all worth while he will stick as a subscriber.

This question naturally divides itself into two parts: (1) that of making a paper the farmer wants; (2) that of selling it. Let us consider each part separately.

What kind of a paper does the farmer want? The impression used to be that the rural subscriber was not particular about the style of the newspaper. Points of make-up, composition and good English went unheeded. A poorly printed, poorly edited sheet could get by with our country friends as well as one carefully edited and printed. The most of the news in the paper was neighborhood correspondence, consisting principally of gossip and very poor gossip at that. The editor wrote no copy himself--perhaps didn't know how. He simply set up what was sent in by the correspondents, not daring to cut out a single item for fear of losing a subscriber. But such is not the case today and I think you will agree with me that this is so, not so much because of any special backbone on the part of the editor, but principally because of a decided demand on the part of the rural folk for news of some worth and special interest.

The average American farmer today is just as up-to-date in home improvements and styles of dress, as well educated and as deeply interested in current events, as the average city man. Consequently the rural press that must cultivate and secure the patronage of the modern farmer demands as editors, business managers, circulation and advertising managers, men of as much brains, ability, grit and enterprise as does the city press.

The graduates of our School of Journalism are finding positions with good pay and with satisfactory investment of their lives on the daily newspapers of small cities and on the weekly newspapers of our state. They are there not because of any "soft job" but because of an opportunity for real service that gives to them satisfaction in the consciousness of a service that goes deep into the hearts and lives of men—a remuneration that is even above the standard of dollars and cents.

The farmer wants a clean, well-printed, newsy sheet. I believe that the country editor who gives columns of space to worthless items of country correspondence would find it profitable—even though it cost him from \$100 to \$125 a month more—to "can" his country correspondents who work for free subscriptions to the paper, and pay a real salary to a real man, who can gather rural news that is news and get subscribers at the same time. One man of experience and training can sit in the office and use the telephone, or take a run to the courthouse or around the square, and gather for you a far better class of news and a great deal more of it than a dozen country correspondents—and it will be news appreciated by your readers as well as by yourself. It will pull subscribers as well as fill your columns.

Those of you who receive the Independence Examiner on your exchange tables know that we have tabooed the old-style country correspondent. We do pay space rates, however, to a young woman at Blue Springs, Mo., who knows a news item when she sees it and has sense enough to get it to us in time to keep its news value. She not only covers her own town but also two other towns of the county and surround-

ing territory. I am sure she gives us far more usable stuff than a half-dozen ordinary correspondents at work in the same territory. Paying her space rates, we have the privilege of using only what we care to use and of waste-basketting the rest. Often she supplies us with top-head stories, because we divide up her items, heading up the best—hardly ever running them in the stereotyped way under a heading such as "Blue Springs Items."

The rural subscriber likes to have his news headed up and featured for easy reading as much as the city man. Most newspapers print the weekly bulletin of the county farm adviser, running it as one article under a stock head. Often this can be cut up into two or three good stories, each of which is worthy of a special heading. We have always featured strongly the work of the Farm Bureau in our newspaper, believing it to be a splendid work as well as good news stuff. The men connected with and supporters of the Farm Bureau are of the enterprising, progressive class—the kind that is good to tie to, ready to buy advertising space as well as to subscribe to your paper.

Get the news the farmer wants. There are many sources—the county court, the rural schools, the country churches, etc. In building up the rural circulation of both our daily and our weekly papers we have paid special attention to these matters, and have found it pays in a very certain way.

When I first began my work with the Examiner, our county farm adviser was just launching his work also. He had prepared a tour of the schools of the county with the county superintendent of schools. He was glad to include me in his party and I was glad to go. He was seeking publicity for his work, and I was wanting to give it for the benefit of my work. With these two public servants I visited practically every school in the county and made a newsy and somewhat flattering write-up of each one with the names of the children enrolled and the teacher in charge. I followed each write-up with a shower of marked sample copies in that school district, and also made a special subscription rate to the teacher, asking her to place the paper on the schoolroom reading

table. She usually was glad to do this, because I had arranged to conduct through the paper for the farm adviser an agricultural question contest for school children of the county, with a prize from the Farm Bureau for the school giving the best answers. Many of the schools erected mail boxes so as to get our paper right at the schoolhouse because we published the best answers each week and announced the winners.

This proved a good feature for the Farm Bureau, the county superintendent of schools approved it, the teachers appreciated it and our paper became the friend of almost every boy and girl in the county. Many a father or mother subscribed because the children insisted.

It has been our experience that the rural churches appreciate special attention as much as the schools do. We keep in close touch with the County Sunday School Association, giving good notices of the district meetings and making write-ups of the individual Sunday schools.

There are many human interest as well as practical news stories in the farmers of the community for the person who will go after them.

We have written up at considerable length many of the best farms of the county and have found that not only our rural subscribers but also our city subscribers appreciate them. A few years ago we issued a special Farm and Live-Stock supplement, containing illustrated write-ups of the best farms and herds in the county. I took a photographer with me on my interviewing trip, and at the same time I took the interviews I also took orders for extra copies, some of the breeders ordering as many as 1,000 extra copies. We sold a sufficient number of extra papers of this issue to more than pay for the extra time and expense of issuing the supplement, and in addition had a fine news feature for our farmer readers.

News is not all the farmer appreciates in the newspaper. It is not the only pulling force in building circulation. He likes good advertising. The number of persons who take the newspapers for the store news found in the ads, I venture to say, will equal those who subscribe merely for the current news of the day.

One of our best selling talks in working up circulation for our daily paper is reference to our page of want ads—from 75 to 125 little 25-cent ads appearing every day. The people read this department as closely as they do the news columns. There are farmers near Independence who buy, sell and trade almost entirely through these want ads. They subscribe to our paper to watch these little ads. You can readily see that this feature is not only a good circulation builder but also a fine producer of revenue. Might I add parenthetically that our want ads for the month of March brought into the cash drawer an average of \$20 a day—business that came in almost wholly unsolicited.

The ready-to-wear ads, the department store ads, and the ads of grocers who dare to quote prices and list items are followed closely by the housewife. I never hesitate to use as a subscription-pulling talk the large advertisement of A. J. Bundschu, our principal merchant, who uses good space every week, presenting enticing items to the housewife.

The farmer likes to read farm ads, too. He likes to read his own ads. We now run each week in our daily paper and also in our weekly a special Farm and Market Page, containing display ads of pure-bred stock in the county and of modern farm machinery sold by local merchants; also write-ups of the best farms, market letter, etc. We cater through this to the moneyed farmers, the breeders of fine stock and the owners of highly improved farms, stating in the page heading our purpose: "To promote the breeding of fine stock and the installing of modern improvements on Jackson County farms." The trader and the breeder of grade stock generally use our want ad department. Our public sales also are advertised in the classified columns, where they take minimum space and sell at a good price just the same.

The farmer appreciates also Special Sales Days. You do yourself a favor as well as your merchants and the farmers when you promote Special Sales Days. The farmer will buy your paper to keep in touch with the bargains.

The farmer above all other human beings appreciates special attention of any kind. He is oftentimes slow to show his

appreciation, but when he does it is in a whole-hearted way. This spring when our County Farm Bureau held its annual banquet on a Saturday afternoon, we arranged to get in advance a full report of the addresses and the banquet, and were off the press with an issue containing an up-to-the-minute account of the proceedings to give to each farmer as he left the banquet hall. This was appreciated by the regular subscribers as well as by the others because the Saturday paper ordinarily does not reach the farmer until Monday morning over the rural routes. In this paper we carried also a full-page advertisement for the merchants under the heading, "Welcome, Farmers of Jackson County."

Twenty or more breeders of pure-bred stock advertise liberally in our paper. On January 1, we sent a personal New Year greeting to each one, thanking him for the patronage of the year. Incidentally, we inclosed with the letter a circular with special reference to our farm advertising.

It is important not only to give to the farmer the kind of a paper he wants but also to let him know that you are straining every effort to do it.

Now comes the matter of salesmanship. It has been touched upon already several times in the preceding remarks. If we have a good newspaper for the farmer, how shall we convince him of it. How shall we induce him to subscribe?

There are three ways usually suggested: Sample copies, circular letters, personal solicitation. Sample copies of themselves will never materially increase your subscription list. The same is true concerning circular letters. Personal solicitation may, if done by the right person in the right way. Combine your sample-copy plan, your circular-letter method and your personal-solicitation scheme and you have an effective machine. Follow your sample copies and circular letters with personal solicitation and you'll do business.

The personal touch counts for a whole lot with the American farmer. Don't canvass your rural routes with the expectation of listing every farmer on the first trip out. It may require a dozen visits before you get some as subscribers. If he refuses to subscribe, lead him around to the hog shed, ask

him a few questions about the hogs and what he feeds them, make an item of what he tells you in the next issue, mail him a marked copy, and then in a few weeks call again if he doesn't visit the office in the meantime to subscribe. Cultivate his friendship.

Personality, patience and persistence are your key words to success with the farmer. You may talk him into subscribing to the paper against his will, but the chances are you won't keep him longer than the period for which he has first subscribed. Better go slow and get him for keeps than go fast and lose him shortly. For this reason, a man to be permanently associated with the office is generally more satisfactory in circulation work than the so-called expert hired for a few weeks.

Personally I do not believe in the piano or pony-contest scheme for building circulation, nor in the giving of prizes or clubbing with other papers. When a man won't subscribe for your paper on its own merits, it is either of two things—the paper is of no value to the man, or the man would be of no value to the paper as a subscriber.

The problem of interesting any class of persons in your newspaper, in the main, is very much the same. There are, however, certain p's and q's to the problem of reaching the farmer. The p's I would say are psychology, patience and persistence. Study the farmer—know his thoughts, his ideals, his nature. Exercise patience, because he thinks slowly and acts slowly. Keep eternally at him and you'll win out. The q's are quality, 'quaintance and quest. Give him the kind of news and advertising he needs, cultivate his acquaintance; seek his subscription, his farm advertising, his job work with the same zeal and salesmanship that you do the business of your town merchants, and I verily believe you will find him as regular, as loyal and as profitable a patron of your office as your average merchant.

Good journalism, good sense and good salesmanship—exercise all three. You will help the farmer. You will help yourself.

TYPOGRAPHY AND CIRCULATION

BY BENJAMIN S. HERBERT

There is an impression abroad in the land among advertisers and advertising agents that the number of copies of a newspaper that are circulated is a paramount consideration in determining the value of the medium. When advertising is bought upon a scientific basis and newspapers are considered more valuable because of their character and by reason of the influence that they wield in their respective communities; when some thought is given to the make-up of the paper typographically, the neatness of arrangement of news and display matter, certain truths will manifest themselves which will finally result in the recognition of many hundreds of high-grade intelligence-carriers which are being passed almost unnoticed under prevailing systems of publicity value calculations.

Because of the rapidly growing knowledge of the public as to what constitutes neatness in printing, there has developed an intuitive knowledge on the part of thousands as to what is a really artistically printed page. There is hardly a business man in America today who does not instantly recognize the difference between a good and a bad job of printing, and when comparisons are possible, as they are in the larger-sized cities, the successful advertiser has a developing inclination to patronize the paper that shows intelligence and care in handling his display copy.

A neatly arranged, properly whited advertisement is bound to bring more results than a hodgepodge lot of stuff thrown together with but one idea—to fill the space that the advertisement is intended to occupy.

One does not have to be an epicure to appreciate that gastronomics, or the science of good eating, has a great deal to do with the health of the individual. The preparation of dishes served, as well as their manner of serving, has as much to do with the enjoyment of the meal as the process of filling

the stomach with the fuel to keep the machinery of the body in motion.

It may have been the misfortune of some of you to have eaten at a summer hotel where the tablecloth was soiled and dirty and the dishes bore evidence of not having been carefully cleansed. Possibly you have eaten meals at "hash-slinging joints" where the "grub" was prepared as if it were to be eaten by horses and at which your appetite was ruined by the mere sight of the victuals that were shoveled up for you with slovenly carelessness.

You have anticipated the parallel that I am about to draw.

You realize that the spreading out of pages of an intellectual feast ought to have the same careful signs of discriminating taste you require in the serving of an appetizing meal. The mere anticipation of the enjoyment of a dinner accompanied by clean linen, white, carefully ironed napkins, polished silverware, shining white china and a floral centerpiece, with the coffee placed at your plate with the amber drink all in the cup, with the vegetables steaming hot and the meat decorated with a touch of green and the type of gravy that you will enjoy to pour over pure white mashed potatoes, is half the meal. The contemplation of what you are about to enjoy will stimulate the flow of gastric juices and will aid digestion as sure as the Divine Naturalist made green apples. Better blood circulation will follow the enjoyment of such a meal.

I have spoken of a type of gravy; now I want to speak a little more of typography. One certainly has an effect upon the circulation of red corpuscles in the blood as positively as the other upon the circulation of the active principles in community welfare known as newspapers.

Some of you will not agree that first pages of newspapers should be given over entirely to the publication of news articles. There are those who claim, and probably are occasionally justified, that it is impossible to remove the advertisements now appearing on the initial pages of their publications from that position to another page. We have no quarrel with our ads-on-the-first-page friends, but wish to make the observa-

tion that, wherever paper publishers have adopted the policy of removing advertisements from their first pages, their advertisers have seen the wisdom of the change and in many instances have appreciated that the value of the newspaper as a medium has actually been enhanced.

In the arrangement of longer articles with three-deck heads, it is possible after one has given a little time to the study of head writing to effect improvements which will gratify the most unschooled beholder. The comparison of a newspaper using the correctly headed arrangement of stories with one in which the heads are simply thrown together with no thought as to the ultimate printed effect, will readily show that the one is much to be preferred above the other. The introduction from the headings to the text should be graduated, not too abrupt.

The arrangement of advertising matter upon the inner pages is receiving more consideration by those who are anxious to produce the best newspapers. The generally accepted plan of arrangement among these seems to be the one that is known as the stair step, or pyramid, arrangement, by which the largest advertisement of the page is placed at the bottom and to the right-hand side and the smaller ads piled upon it in stairway fashion. The reading matter arranges itself in the rest of the space so that in nine cases out of ten, the advertisement is next to reading matter, a position which is always appreciated by advertisers. The reading matter should be massed in groups, affording the reader the opportunity of scanning the items easily and without rude interruptions.

So far as the typographic style of the advertisements themselves is concerned, a generalization of statement will probably have your hearty acceptance. The details must be worked out according to one's ability and equipment.

Advertisements should be surrounded by uniform borders and a limited variety of type faces employed. They ought to be evenly distributed throughout the pages of the paper.

The matter in the advertisement should be displayed as neatly as possible, with the purpose in mind of making the strongest appeal to the readers. The proper use of white

space and some consideration of the laws of optics ought always be borne in mind by the compositor. Unhappily the large user of space is not always acquainted with the fact that he will get his printed sales talk "over" with greater effect by the use of a larger number of display lines and illustrations than he will by filling the space at his disposal.

Printers haven't time to educate advertisers, and advertisers, very unfortunately indeed, seem to have no time in which to study the principles of advertising; but in the larger cities specialists who not only have a knowledge of typography and psychology, but who have an instinct for getting the greatest results from a given amount of newspaper space, are co-operating with the composing room and are actually giving instructions which are accepted by the wielders of composing sticks as possessing a certain amount of intelligence and a knowledge of the divine fitness of things. Running advertisements without change month after month lowers the value of all display space in the paper. Change the ads for your readers' sake if not for the advertisers'.

Typographically, the whole newspaper should be laid out with the general purpose of serving the reader with his daily or weekly meal of intelligence so as to permit him to select what he desires in the least space of time. News features should be in one place, the local news in another, the market reports in their place, the sporting and theatrical news, the society events, all should have the same relative position from one edition of the paper to another.

In scanning the pages of a large number of daily and weekly newspapers, one notices that the classified sections are often given scanty consideration. Want-ad sections of most newspapers could be built up to a considerable extent and revenue derivable from this source will be found to aid in stopping the leaks in other departments. A properly supervised classified advertising department can be made a real adjunct to circulation building. Every reader of a newspaper is a possible patron of the classified section. Several newspapers have found that by devoting part of the last page of their paper to classified advertising, or by having some other page

devoted particularly to this sort of information, the department will almost build itself.

The circulation of a neatly arranged, typographically perfect, production will not only increase in strength but will hold its own regardless of the competition that may develop, whether the opposition paper offers chinaware or automobiles as premiums. Intuitively, unconsciously, the well-informed American appreciates good typography. He soon learns to enjoy the pages of an intelligently prepared newspaper and respects the opinions of the editor and becomes a staunch champion of its policies. The satisfied reader will communicate his satisfaction. The newspaper which observes the rules of good typography will always have a welcome in the home. The respect of the family which a neatly printed representative of the Fourth Estate holds will not be violated when once gained. A reputation for uprightness, for a continuous endeavor to render the best service, is not lost quickly and the newspaper publisher who would wilfully allow departure from such a course would be not only a backslider but somewhat of a chump, to say the least.

Typography, good typography, will not only win an increasing circulation but will hold readers against all attacks by competitors who ignore this most important feature of a newspaper's success.

RUNNING A COUNTRY NEWSPAPER FOR PROFIT AND SERVICE

BY J. N. STONEBRAKER

Let the critics say what they may about the almighty dollar; yet the newspaper fraternity is beginning to rub its eyes, and slowly awake to the fact that finance has some relation to journalism. The shackles that bound and fettered the feet of many pioneer journalists are not to be fastened to the feet of the awakening editor, because he is beginning to recognize that the journalism that is to render the highest service today must be closely interwoven with finance. In fact, getting the money should be the first policy that a newspaper should establish.

There can be no superstructure of general welfare until a practical foundation of financial success has been built. But this does not need to imply that the editor who adopts this policy is lacking in a conscientious appreciation of the service he owes the public. I care not how high the qualifications of the editor may be as a writer, and how lofty may be his ambition for wielding an influence for good in his community; unless his newspaper contains a mixture of practical business it will not measure up to the standard that the present age demands.

FOR PROFIT

So, to run a country newspaper for profit, the first essential is the building of an economic organization. As the highly productive machines required in various manufacturing industries throughout the country are built to serve the peculiar needs of the factories in which they are to be located, likewise the economic organization that the editor needs must be built to serve the needs of the community in which it is to be located. The organization that would be most productive in one field might prove a failure in another; so that in the

final analysis the size and character of the field of operation have much to do in determining the kind of an organization the editor needs.

But let us take the average Missouri weekly, with which I am most familiar, and let me refer briefly to four points in the building of a practical organization that has been tried out and has met with a reasonable degree of success.

The first and most important part of this economic organization is an executive head. The executive head of a country newspaper is just as essential as the executive heads of the many large industries of the country. The ultimate success of the country newspaper should be charged up to one person. No engine is driven by two drivers, no automobile can have two chauffeurs, no newspaper can have two executive heads. One person must be given absolute authority and to him must be charged the success or failure of the enterprise.

The second department in this economic organization is a sound and conservative business department employing modern methods. No person can be of more assistance to you in this connection than your banker. Make him your confidant. Explain to him your plans. Make known to him your needs, ask his advice on business matters, and above all things let him know from time to time the exact condition of your business. Your bank account does not tell him all. The month your bank account is the largest may be the month that you are losing the most money. Install a record system made to fit the needs of your office, so that you can show at a glance your liabilities and assets, indicating your profits or losses. A splendid plan is for the business to be incorporated, because this forces you to keep your business in a shape so that you know your condition exactly at any minute; and furthermore, it teaches you to transact matters in a business-like way. Your banker will appreciate this and if you have inspired confidence in him by demonstrating integrity and ability, you will find no trouble in financing the enterprise. Hand-to-mouth financing is a poor practice and that is what too many newspaper publishers are doing.

The third step in forming the economic organization is a mechanical department so laid out and supervised as to eliminate all waste motion possible. As you consulted a banker in the business department, you may likewise consult an efficiency engineer in your mechanical department and have him assist you in laying out the plant along efficient lines. It may cost you some new equipment, and you might not recognize the old plant after it has been overhauled, but you will find it a splendid investment. The old dust traps will have disappeared, the job and newspaper departments will be separated and everything will be conveniently arranged so as to turn out the work in a much more satisfactory manner. The combination man—the foreman-operator-machinist—is the ideal man in charge of the mechanical department. You may have to persevere to find the right man. You may find your linotype machine strung all over the office by the screwdriver and monkey-wrench machinist trying out the combination job; you may find the expert machinist and poor operator combination, or vice versa. But the right man is waiting for you somewhere and if you will but try hard and long enough you will find him. When you have found him you would not think of eliminating the combination place, unless your business should grow to the point where you have enough linotype work to keep the machine busy day in and day out. With the combination man in charge, assisted by a good printer, the mechanical department of the average weekly newspaper and job office can handle a volume of business that would open the eyes of some publishers employing double or more the number of printers in a loose-jointed mechanical department.

The fourth department is the news and editorial. And here too much stress cannot be laid upon the trained newspaper man or woman. The editor on the average county-seat weekly who tries to be business manager, superintendent of the mechanical department, news and editorial writer, and editor and manager-in-chief is assuming too big a load. The plan will possibly work so long as he keeps his health and stays on the job, but when he stops the whole machine stops. Every country newspaper publisher should have if possible as his

assistant a trained newspaper man or woman. It is a rare case when you can pick up a local boy or girl that will render the service. The newspaper business should not afford a sideline to furnish some boy or girl a little spending money at the expense of the reading public. We have schools today where the boys and girls who wish to make newspaper work a profession may be adequately equipped to fill these places, and we publishers of Missouri are indeed fortunate in being located in a state that not only blazed the way in this respect but stands first in the whole country in turning out trained newspaper men and trained newspaper women who are going out from this School of Journalism and "making good." So I would say to the country publisher: Employ a trained newspaper man or girl as your assistant. Put yourself in a position to be free to give more attention to the direction of your paper and you will be surprised, if you have not already tried it, at the returns the plan will bring.

With these branches of organization—the news and editorial, the mechanical, and the business, with the executive head directing, you have a country newspaper economic organization that will insure an economy of time and effort proportionate to that prevailing in the city printing and publishing houses and one that will not only give the editor and his assistants more attractive salaries, but will cause the business to pay in addition a fair dividend upon the investment, just the same as the bank, the mercantile establishment or the factory.

If the city paper has a compact organization, so that its business is reduced to the minute and second basis, why is it not equally important that the country publisher eliminate the lost motion and put his business on the minute and second basis? I have been told recently by editors of a large daily newspaper which is battling for city supremacy that putting an edition containing a big news story on the streets one minute late will reflect on the circulation the next day.

Under the plan of organization that I have outlined it is possible for a country newspaper to run on schedule proportionate to those of the city papers. By the use of dummies, space reports and the like, causing a close working plan be-

tween the news and mechanical departments, not more than two days are needed to put out an 8 to 12-page, 7-column weekly, carrying 50 per cent news (all local) and 50 per cent advertising, and to make the mails with clock-like regularity.

FOR SERVICE

So to run a newspaper for service—and I am speaking of a larger service—an economic organization should be built along practical business lines so as to put the enterprise upon a solid financial foundation. The paper that is strong financially is in a better position to serve the community. The temptation to serve a corporation, business enterprise, or organization that seeks an unfair covenant with the people, in return for business patronage, and in some cases substantial sums, will be removed from the path of the paper that might be "hard up," by reason of loose-jointed business methods, if it adopts and puts into operation an economic organization.

The paper that has been properly financed can first give the people the kind of news that they need. The physician does not always prescribe the kind of food that we would have, but rather the kind that will do the most good. Likewise the newspaper should give the people the kind of news that will cause the best growth and development of the community.

The newspaper that has been properly financed can give the community that which it, as well as the state and the Nation, needs—publicity. The newspaper that is strong financially is not tempted to give publicity to every kind of a scheme that might come along in return for a little patronage. Such a newspaper can choose the things that point to better and nobler ideals and the upbuilding of the community, to which publicity should be given. The influence of the press through publicity has been recognized as never before in the publicity campaign the newspapers have been and are conducting in the world war, through which we have passed. Publicity, rightly used, is a wonderful uplift to any community, state, or nation.

The newspaper that has been properly financed, through the executive head who has not lost sight of the moral re-

sponsibility that he owes to the community, can at last wield the editorial influence that will make the paper stand as a power for good. I fear that too many well-meaning men enter the newspaper field with the admirable purpose of having their papers promote political or religious or civic righteousness through the editorial page, without first giving the proper thought and attention to the practical foundation of financial success for a superstructure of general welfare. The editorial power comes after this foundation has been laid and the superstructure has been erected.

In conclusion, journalism, even though it be in the smallest village, is one of the most attractive and most powerful for good, of all learned professions. The service that it may render is one that money cannot buy. But the responsibility is manifold and we must

"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."

THE
UNIVERSITY OF MISSOURI
BULLETIN

JOURNALISM SERIES

As long as the supply lasts, copies of the following bulletins will be distributed upon application to the School of Journalism:

10. "Newspaper Efficiency in the Small Town," by J. B. Powell.
13. "The Journalist's Library: Books for Reference and Reading," by Charles E. Kane.
15. "The Law and the Newspaper," by Frederick W. Lehmann, LL.D.
16. "The Journalism of Japan," by Frank L. Martin, professor of journalism.
17. "Problems of Advertising," addresses delivered in Journalism Week, 1918, by George W. Eads, N. A. Huse and M. P. Linn.
18. "The Missouri Intelligencer and Boon's Lick Advertiser: A Brief History of the First American Newspaper West of St. Louis," by E. W. Stephens, LL.D.
19. "Deskbook of the School of Journalism," revised, 1919, by Robert S. Mann, assistant professor of journalism. (Price 15 cents.)
20. "The Small-Town Newspaper as a Business," addresses by Frank W. Rucker, Benjamin S. Herbert and J. N. Stonebraker.

Copies of the following bulletins, which are out of print, may be borrowed from the University of Missouri Library upon agreement to pay transportation charges. Applications should be made directly to the University Librarian, Columbia, Mo.

1. "Missouri Laws Affecting Newspapers," by Walter Williams, dean of the School of Journalism.
2. "Journalism Week in Print: From Speeches by Newspaper Makers and Advertising Men at the University, May 6 to 10, 1912."
3. "Retail Advertising and the Newspaper," by Joseph E. Chasnoff.
4. "The News in the County Paper," by Charles G. Ross.
5. "Journalism Week, 1913."
6. "Building a Circulation: Methods and Ideals for Small-Town Newspapers," by J. B. Powell.
7. "The Editorial Page," by Robert S. Mann.
8. "Journalism Week, 1914."
9. "The World's Journalism," by Walter Williams, dean of the School of Journalism.
11. "Journalism Week, 1915."
12. "Deskbook of the School of Journalism," fifth edition, edited by Charles G. Ross.
14. "Making the Printed Picture: A Treatise on Photo-Engraving Methods," by Herbert W. Smith.

