THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 25, NUMBER 17

JOURNALISM SERIES. NO. 29

ROBERT S. MANN, EDITOR

The Writer and the Publisher

Addresses Delivered at the Fifteenth Annual Journalism Week at the University of Missouri, May 12-17, 1924.

ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND CLASS MATTER AT THE POSTOFFICE AT COLUMBIA, MISSOURI—2,500

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About This Bulletin

The addresses delivered at the fifteenth annual Journalism Week at the University of Missouri were so instructive and valuable that it was decided to preserve as many of them as possible in print. This bulletin is one result of that decision. Another bulletin, entitled "Women and the Newspaper," contains addresses by five women speakers, while it is intended that still another bulletin shall be devoted to editorial principles, ethics, and world affairs affecting journalism.

The fifteenth annual Journalism Week marked the close of the sixteenth year of instruction in the School of Journalism of the University of Missouri, which is the oldest school of journalism in the world. The first Journalism Week was held in the spring of 1910, when the school was two years old.

The 1924 Journalism Week, as usual, brought together persons interested in numerous phases of journalism, including editors, publishers, newspaper writers and cartoonists, writers of fiction, advertising workers, and newspaper readers not otherwise connected with journalism. These persons, as well as the students of the School of Journalism, had the privilege of hearing talks by men and women of ability and experience. As usual, the Missouri Press Association and the Missouri Writers Guild held their spring meetings in connection with the Journalism Week.

Everyone interested in any phase of journalism is invited to attend the annual Journalism Weeks. They are usually held in May. Information regarding them may be obtained from the office of the Dean, School of Journalism, Columbia, Mo.

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The Writer and the Publisher

The Newspaper Correspondent

By Edgar White

Editor, the Daily Chronicle-Herald, Macon

Every one of you who takes a position on a small-town newspaper is a potential correspondent for a city newspaper, a job which will add to your earnings in accordance with your interest and your industry.

Correspondence work is a sideline which will not at all conflict with your regular employment on the paper. In truth, most newspaper publishers are disposed to encourage employes who do news gathering for the city papers, because it acts as a spur to their activity and improves the quality of their work.

To the young person this outside correspondence work has a two-fold advantage—both important. It adds materially to your income and it is a constant inspiration to do better work. The correspondent becomes alert, noticing everything about him that may be of interest.

The average country town seems dull enough to eyes that do not see. Murders, disastrous fires, exciting court cases, fatal accidents and so on, are rare. And one is glad they are. But the news field today offers opportunities for talent in greater measure than it did in the days of sensational journalism. Every town is a gold mine for earnest endeavor. Human interest abounds everywhere, though there may not have been a murder for years.

There are always interesting people coming and going. Travelers in foreign lands, judges, soldiers, engineers, contractors, ranchers—all these have something to say the printing of which would be well worth reading.

The story that the big city newspaper likes is one that has incident in it. The person you interview should be asked for detail, not generalities. It is of interest to nobody when the traveler says that he had many thrilling experiences in passing through Africa, but if he tells you the day he was chased by a lion you become interested.

A traveler returning from Europe visited our office one day. The paper wanted an interview.

"What shall I talk about?" he asked.

"You name it."

"All right—how will the telephone newspaper at Budapest do?"

"Fine."

The traveler walked up and down the office, hands in his pockets, describing that extraordinary enterprise by which the people of the Hungarian city received their daily news, coming at all hours of the day. The story was so well put together as it fell from the lips of the narrator that the reporter took no notes—he didn't need to. Every sentence was in the right place. The proper names were clearly enunciated, spelled when necessary. The story was interesting from start to finish. The reporter had no trouble in remembering every essential, because of the clearness and the logic of the delivery. Hours later he wrote out the story as easily as if he had the notes before him. It was

printed in several city newspapers and quite a number copied it. Reporting the expressions of a trained mind from memory is comparatively easy. But when one talks in broken, uncertain sentences you must use your notebook and pencil and keep them busy.

Interviewing is high art. Talks with people who know things form a big part of the news of today. People like to be interviewed when the reporter shows the ability to handle the subject accurately. A reporter of the Missourian interviewed me about the Mark Twain Memorial Park and he made his report read better than I talked. You never get mad at a reporter for that.

The reader of the daily newspaper is interested in the same sort of things in which you will be interested when you get into the game. But you are supposed to take more care in the telling of the story than the ordinary reader would.

The first thing to do in making connections with city papers is to write for credentials. It is better to work for two or three good papers than to be correspondent for a great many. Your pay will be better and the editors will have more confidence in you. The editor wants to feel that you are his representative in your town, and that he can look to you for exclusive news. He will send you a set of carefully prepared instructions, which you must be just as careful to follow. For a while the major part of your work will be sent by mail. The telegraph should never be used unless you are absolutely sure of your ground. Some papers do not want news by telegraph unless specially ordered. Many correspondents get themselves in bad standing with the office because they telegraph stories which the editor does not regard as important. The telegraph costs money. Under the excitement of some local happening and the general talk about it around town, a correspondent is likely to get the idea that it is a big story, but the man at the desk in the big city may have an entirely different viewpoint about it.

Day in and day out your earnings will depend more on the material you send by mail than on what you send by wire.

If convinced, however, that you have a story of general interest, wire the editor a skeleton query, telling him the high points of what you have, and if he wants more he will let you know.

Most newspapers have Sunday editions. They are glad to get good feature articles, especially if you have well-taken photographs to send with them. This is an age of illustration.

Missouri papers pay their correspondents from $6 to $8 a column, often more when the matter is unusually interesting. A blind girl in a North Missouri village was paid $15 for a short poem by the Sunday department of the Kansas City Star. The paper probably pays more to well-known writers. Our account with the Kansas City Star runs from $10 to $30 a month, according to how industrious we are.

The Public Ledger of Philadelphia paid $30 for a half-page illustrated story about Mark Twain and the same for a General Pershing story.

The Boston Transcript paid $25 for a half-page feature story with pictures, and the New York Evening Post paid $10 for a column story with one picture.

All the large city papers have magazine sections, but not all of them buy from general contributors. Many newspapers are now using a great deal of

syndicated material, and that to a certain extent narrows the market for the local correspondent. But the syndicates are all anxious to get good material, and they pay well if it is accompanied by good photographs.

When you sell a story to a syndicate you stop there, for the syndicate buys exclusively. It send the story to a great many other papers, as its exclusive right.

But if you would like to syndicate your own story you can send it to a number of newspapers in different towns—never to two papers in the same town. When you syndicate a story of your own you put on a release date six weeks or two months ahead, because Sunday editors like to get their material as far in advance as convenient. With the release date definitely fixed the editor will understand your story is not to be used before that date, so that all papers use it on the same day.

Of course with each story sent out to the Sunday editor you will enclose stamps for return in case he cannot use it. And be sure to put in enough stamps. We often get manuscripts from people who do not put sufficient stamps on the envelopes to get their contributions to us, and then they expect us to pay the postage in returning the stories to the writers.

Carbon copies of all feature stories should be kept and filed away. The stories you yourselves dig up are yours. They will increase in value as the years go by should you become ambitious to go into literary and magazine work. Many of them will make good grounds for fiction stories, and others can be grouped together and used in the handling of some specific subject. Road and river stories, business stories and stories of political gatherings may be treated with more elaboration in after years and worked into special articles for the very best character of magazines.

This sketch is entitled, "Future Friends." By that is meant the editors in distant cities for whom you may work while holding your job in the home town. Your connection with these editorial friends may become very close and profitable, and yet you may never see one of them. It is pleasant to have such correspondents. It is pleasant to do work for them. It is particularly pleasant to receive checks from them.

It won't hurt to drop in a little suggestion right here. Don't get angry and write irritated letters if your compensation is not always just what you think it should be. If you feel certain a mistake has been made, and you have not been credited as fully as you should have been, a brief, courteous letter will generally bring you a response that the error will be corrected, and due allowance made in next month's check. As a rule the editors are generous, and desire to pay every cent that is coming to you. But they don't like to get fault-finding letters from their correspondents. All letters written to the editor should be brief and couched in friendly language. I have known of correspondents who worked themselves out of a job by writing too many letters complaining over trivial matters.

It is well to bear in mind that the editor has full authority to cut your copy and to make alterations, but if he is the right sort of an editor he will never change the meaning of what you have written.

In preparing your matter for an out-of-town paper you have to exercise more than ordinary care, especially if it involves arrests and criminal cases. Where you have to use names it is not always safe to take them from an

an officer. I have known officers, indifferent to the importance of the thing, to get a name wrong. One paper had to pay $50 to settle a threatened libel suit because it printed a first name wrong. There were two brothers. One was arrested and thrown in jail. The officer carelessly gave to the reporter the name of the brother who had not been arrested.

The best way is to try to see the record of the justice or circuit clerk or someone who has the name right. Of course you don't have to do that every time, but when a criminal case is first brought it is best to be on the safe side.

There are people who, while personally not much vexed at an error, will see in it a chance to make some money and have a suit started alleging all sorts of things. That is why one has to be exceedingly careful in handling criminal reports.

A nice thing about corresponding for outside newspapers and magazines is the pleasure it gives the people of your home town. They like to see the familiar dateline in connection with home-town enterprises and improvements, and they are grateful to the correspondent for helping them to get on the map. They will bring to you all sorts of items they regard as news, and ask you to get it in the papers. Here's where your newspaper judgment will be put to the test. You will find that comparatively few of the items volunteered will make good stories for the outside paper. One man thinks a reunion of his family ought to make a first-page story in St. Louis and Chicago. Intensely interesting to himself, he can't see why it wouldn't interest everybody else.

A good example of correspondence work from a small town is that done by "Jack" Blanton of Paris, Mo. Compared with Columbia, Hannibal, and Keokuk, Paris is but a village. But Mr. Blanton made the people of Missouri think his old fiddlers' contest was the biggest thing ever put on in the state. It held the first page several times, and became so famous that some papers sent staff men to cover the proceedings the day of the contest, and camera men took lots of interesting photographs. Mr. Blanton has done many things of this sort, because he seems to know by instinct what people like to read.

Sometimes the most insignificant thing will contain the germ of an important story. A few years ago a man in our office ran across a four-line item in Mr. Blanton's paper, the Monroe County Appeal, stating that Bill Critchlow, traveling salesman, aged 90, was laid up at Hunnewell with rheumatism. Our paper sent him word to come over as soon as he was able to travel, and it would pay his expenses. The old traveler came, told his story and was photographed. A daughter who for 43 years he had thought dead, saw the picture, and came from Kansas City to rejoin her father. That made another story that attracted the attention of two New York publishers, who started a subscription among the traveling salesmen of the United States, and raised $1,500 for the old gentleman so he wouldn't have to work any more. Not long ago, as the representative of the New York publishers I had the pleasure of going over to Shelby County and handing the $1,500 draft to the old salesman.

"Well, Bill," I asked, "what shall I tell these good friends for you?"

The old man looked up with tears in his dull eyes.

"Tell 'em," he said huskily—"tell 'em—look at me and tell 'em what you see in my face. I can't say it."

One way to get an introduction to an outside paper for which you would like to write is to wait until you run across a good, clean story; work it out carefully, typewrite it on a machine having a ribbon that prints clearly, and

submit it to the editor. With it send a brief letter telling him if the field is unoccupied you'd like to try your hand as correspondent there.

Good typewriting is a very important thing for the ambitious newspaper writer. The desk men in the large cities have all sorts of manuscripts unloaded on their desks, and it is nothing but human nature to frown on those which are ornamented with x's and erasures, scant margins and close-spacing. The clean, neatly written manuscript always stands the best chance. The editors argue if the writers has taken pains with the mechanical part of his work he has probably shown the same diligence in getting his facts right.

You are told as you stand at the threshold of the newspaper shop to use simple words, and to make your sentences short and clearly understood. Here is a newspaper story, recently printed in a Missouri newspaper, that seems to meet those requirements, and yet there is something wrong about it:

County Highway Engineer Blank was in Westville this morning, and he stated that the roads around Westville are being dragged today and appeared to be in good shape.

The roads in Dartmouth County are being dragged today according to reports received here, and it is also stated that in some places the roads are in good shape.

Several Dartmouth motorists drove down the state road as far as Beaver Run Hill last night and report that portion of the road in good shape. Jeff Jones, who resides southwest of Davenport, stated this morning that the road down his way was in fine shape.

The highway department and the special road district have a force of men at work on the Blessing road, and expect to have it in good shape in a day or two.

No need to tell you that no student of a school of journalism wrote that story, because one of the first things taught is to avoid the frequent use of the same word. But the rule is good, that the simplest language is the most effective, and upon your knowing how to use it will you stand or fall in your newspaper career. When you speak of simple language you do not mean simple thought. The most graphic story that can be written may be expressed in words a child can understand. Here is an illustration—an extract taken from the article of the reporter who won the Pulitzer prize—the "Unknown Soldier."

What were his dreams, his ambitions? Likely he shared those common to the millions; a life of peace and honest struggle, with such small success as comes to most who try; and at the end the place on the hillside among his fathers. Today to do honor at his last resting place come greatest soldiers of the age, famous statesmen from other continents, the President, the high judges and the legislators of his own country, and many who, like himself, fought for the flag. At his bier will gather the most remarkable group America has seen. And the tomb which Fate reserved for him is, instead of the narrow cell on the village hillside, one as lasting as that of Rameses and as inspiring as Napoleon's.

It is a great religious ceremony, this burial today. The exaltation of the nameless bones would not be possible except for Belief. Where were Duty and Honor, the well-springs of Victory, if mankind feared that death drew a black curtain behind which lay nothing but the dark? So all in whom the spark of hope has not died can well believe that we, to whom the Soldier is a mystery, are not a mystery to him. They can believe that the watchers at Arlington today are not merely a few thousands of the living but the countless battalions of the departed. "Though he were dead, yet shall he live"—there is the promise to which men hold when everything of this earth has slipped away.

The man who wrote that had an immense vocabulary at his command, yet he chose only the little, easily understood words that all of us use in our everyday talk. But behind those little, homely words was a deeply reverential mind, that knew the world and its griefs. And as the fullness of time brings us wisdom we will learn that the seeming small things are often great in the power and influence; that as we become humble in our realization of our own unworthiness, there comes from somewhere out of the great universe a compensating force that enables us to do our work better, and in the end reach the reward of high endeavor.

Special Features in the Country Newspaper

By E. J. Melton

Publisher, the Republican, Caruthersville

The search for something distinctive in style isn't confined to clothing. The publishing business is comparatively young among the professions but the style and appearance of newspapers have undergone great changes during the past few decades, even in the past few years. From a dry-as-dust style, written like the minutes of a meeting, to a snappy creation by the creature of what, where, when and why, our smaller dailies and weeklies have perhaps made the most marked progress of late years. If you don't believe it, go back to those happy and care-free days when they ran each week on the front page the beer advertisement that made the corner saloon famous and the grocery ad that read: "William Smith, Good groceries at fair prices. Inspect my stock before buying elsewhere."

Times have changed. Live publishers are not content with carrying the news only. So they dress their paper up with features different from their competitors', and sally forth to woo new subscribers and additional advertisers. Thus, hosts of new loves are counted among their conquests and numerous are the shekels that give their bank balance such a jovially rotund appearance.

One of the first publishers for whom I ever worked kidded himself into believing that it was the "heavy editorials" that the public wanted. But my observation is that the dear people don't go in very strong for heavy stuff in the press or on the stage or screen. The metropolitan papers learned this long ago, and the conservative editorial page was brightened and lighted by additional features, such as a column of paragraphs, a poem, a feature story, a cartoon and perhaps other appealing innovations.

Modern newspaper readers want features mainly to entertain and partly to instruct. I believe that every weekly publisher should make considerable room for features. Much of the news in a weekly paper is no longer news when the paper is mailed. All the big events that break over the week-end or early in the week are passed about the town by word of mouth long before the paper is published. If people read the news they already have heard, it is mainly out of curiosity to know what the editor has to say of the event, not so much for information. Because much of the news is stale, it seems to me that special features other than news are even more essential in weeklies than in dailies.

Features might be divided into two classes: those bought from syndicates and those prepared personally by the editor or his staff or contributed locally. Both are good, if not overdone.

There is a widespread sentiment against plate matter because of injudicious, even careless, use of plate in many slovenly edited papers. Nevertheless the exacting publisher can buy features of high quality at low cost from the one or two big syndicates serving out so-called "boiler plate" to publishers.

If I may be pardoned for several personal references I will give some of my experiences with features.

Last summer when I purchased the Caruthersville Republican I decided I wanted a distinctive feature service, so I arranged with the Newspaper Enterprise Association to get their Friday service for dailies each week at a cost of a dollar a week. This gave me the same cartoons, news pictures and several

other features appearing in the St. Louis Times, and the Cape Girardeau Southeast Missourian, both of which circulate to some extent in my field. It had a tendency to put my paper in the big league class. However I found that it took considerable of one printer's time one day a week to stereotype the mats and mount the cuts and get them exactly type-high. The average weekly's stereotype equipment isn't as efficient as those on papers having rotary tubular presses. After two months I discontinued the service, and began buying some Western Newspaper Union plate. These plates on their bases are always type-high and very convenient. When the Western Union began recently to issue a group of features under the name of the Camera News, I immediately subscribed, and have found that it contains most the features needed to brighten up a weekly newspaper,

I consider a serial story a good feature. In plate form one can purchase many absorbing narratives by noted authors at a nominal cost. I think it helps to hold subscribers and occasionally to get new ones.

There is considerable talk that features in both weekly and daily papers strangle the initiative of editors. I don't think an editor should go entirely to "canned" features. They should be secondary to his own.

The best feature for any editor to develop, in my opinion, is a column of paragraphs—pithy comments on news events of the day, the trend in fashions and the world in general. It is a department that perhaps takes more preparation for the space it occupies than any other department, but on the other hand it is more widely read. Usually, the shorter the article, the better the odds in favor of its being heeded. If the publisher feels that he cannot spare much space for features he would do well to begin with a department of paragraphs each week. Don't write too many, or they will have a tendency to tire the reader. A half-column say a dozen to fifteen paragraphs, makes a very respectable department, and if well written, gives you opportunity to put your personality into the paper more forcibly than you probably could in any other way. Also it gives you considerable publicity outside your own community, for exchanges frequently clip a quip from your pen, or typewriter, and some of the metropolitan papers have columns devoted to down-state editors' comment, and you may break into those columns fairly regularly. You may even get into the "Topics in Brief" in the Literary Digest.

The average editor likes to be quoted about as well as big subscribers like to see their names in the paper, provided it isn't in connection with police court cases. We might as well be frank and admit it.

There is no thing about newspaper work in which I take more interets than in paragraphing. I started a column some years ago while on my first newspaper job. It was in California, Mo., and I called the column "California Nuggets." I drew a picture and had a zinc etching made of a miner with pick upraised on a rocky ledge. The nuggets were "picked from an eighteen-karat community," according to a phrase that I lettered into the design.

Just after returning from war I wrote a column on the Sedalia Capital for a year. I called it "The Gas Attack." Later in Boonville I called my column "Big Muddy Musings" because the town is located on the Missouri River. It kept that name for three years, and then because I began selling it to other papers, I felt it desirable to change the name to "Pen Pointers." I drew an

appropriate heading design and had cuts made. I continue to run the "Pen Pointers" column in Caruthersville.

A few "Pen Pointers" taken from the May 1 issue of The Republican:

Is red liquor bay rum?

The world's universal sign language is the dollar sign.

War, before and after taking: Preparations and Reparations.

Vacuum cleaners are operated by air suction. The Senate evidently hopes to clean house by that method.

The Prince of Wales prefers to travel bridle paths with a horse to a bridal aisle with a beautiful girl.

Many states' favorite sons eventually and inevitably are classed with those whom only a mother could love.

A white paint on the market is called "barreled sunlight," but it has not yet become as popular as a white mule known as barreled moonshine.

Perhaps the noise in New York causes Long Island Sound.

Missouri convicts have been successfully editing a small paper for a year or more. They are putting the pen in penitentiary.

"A close-up of Turkish Women" is the title of an article in which the Literary Digest proceeds to draw aside the veil.

The great problem is to frame a tax measure that will frame the other fellow.

Vanderlip is pronounced with emphasis on the "lip."

America enjoys free speech but not the kind Congress makes us pay for.

Sometimes the dark horse is whitewashed.

The man who made the telephone popular in England died in a workhouse recently. Somebody got his number.

The home where Annie Laurie lived in Scotland was recently sold to satisfy a mortgage. Now we understand the signifance of the line in the song that declares it was located where early falls the due.

Frequently a newspaper finds itself getting additional business because of the paragraph column. A local merchant sees his home paper quoted far afield and he is impressed and decides he should use more advertising space in it.

Recently I started a department in the Republican which I call "Around the Town," and which has to deal with unusual bits of news or semi-news concerning home town folks. It is a little early to pass finally on its worth but the reaction on it thus far has been favorable. People are beginning to suggest where I can get a good yarn for "Around the Town." Here, too, I find that usually the shorter the article the more likely it is to be read.

Frequently I find fond parents mentioning in my presence some wise crack that their phenomenally intelligent offspring has sprung. When I start to make a note of it they protest that they didn't mention it for publication;

in fact, they believe they would just a little rather I wouldn't publish it. If there is a ghost of humor in it, I usually cruelly ignore their request, and have never been spoken rudely to because of my sin.

Here are three instances of where fond parents have become more fond of the paper because their youngsters have been mentioned in "Around the Town":

Bill Culbreath, son of Mr. and Mrs. N. A. Culbreath, was given a careful toilet the other night by his mother: viz: a vigorous scrubbing in a bathtub. The next morning Bill, refreshed by the bath and a night of slumber, arose in full vigor of all his four years of youth. He was as spotless as Adam and Eve in the garden during the summer (before the fall) with the exception of a smudge of dirt on his forehead. Mr. Culbreath wet a towel and erased the smudge. Bill protested. Mr. Culbreath knew his son would resent being told that his face was dirty, so the fond father used diplomacy. He said: "I thought washing your face would make you feel better."

"But," protested Bill, "I never did feel bad in the first place."

"Buddy" Latshaw, son of Dr. and Mrs. J. B. Latshaw, calls a lawn mower a "London mower.

When Dr. and Mrs. George Koehler brought their baby Betty from Cario, Ill., to the Richard Marshall domicile to dwell, they feared that Betty would yell so lustily as to disturb all they that dwell in the household. However, Betty's vocal organs are much like those of Annie Laurie. "And like winds in summer sighing, her voice is low and sweet." R. A. Warren said the other evening: "That baby could cry all the time and not make enough noise to disturb me. I go to sleep every night with Floyd Barnhart snoring louder than that."

I considered these brief bits inconsequential compared to the longest article that appeared in "Around the Town" in the same issue, yet I apparently got more re-action on the shorter squibs.

The Making of the Cartoon

BY ROY H. JAMES

Cartoonist, the St. Louis Star

The mission of the cartoon is to picturize national, international, and local questions.

Have some idea. I do not believe in a lot of extraneous matter. Do not try to put more than one idea into a cartoon. When a cartoonist tries to put three or four ideas into a cartoon, the reader does not know what it is all about. Two labels and the picture must tell the story.

I work altogether on timely subjects. I read today's papers, and I have a cartoon for the next day. The effect is in the fact that it is timely.

A cartoonist is sometimes hard put for material, but he should never resort to a cartoon that must be explained to the public. Give the reader a chance to use his own mind. I always draw a cartoon that makes the people think. When you have to read one for 20 minutes to find out what the artist wants to say, it ceases to be a cartoon

I do not try to put a great deal of humor into cartoons. A cartoonist takes phases of events to use subjects, rather than the event itself. It must be timely, not only from subject matter but also from the political standpoint. A cartoon must produce community spirit.

There are many things necessary for a cartoonist besides mechanical skill. You have to read. You have to know. You have to be able to interpret national, international, and local events, in a way to appeal to your reader.

A cartoon is an editorial in picture form. Try to have it as original as possible. Have your own ideas. Drawing is not cartooning. It seems to me that it is not mine when I have drawn what someone else has told me to draw.

(Much of Mr. James' talk is of necessity omitted because it consisted of comments on cartoons which he showed.)

Newspaper Make-Up

BY W. CLYDE FULLER

The Rustic, Lebanon

I believe there should never be an ad on the front page. Your front page is your display window. Your front page is what people look at first, and what gives them their first impression of your paper. If you have real news, you can put a streamer across the front page.

We group all boosting articles on one page. Anything that boosts our town in turn boosts our paper. If you look around you can perhaps group three or four small items, and can thus get a better story to display. It seems to us that church news should be grouped. There is always the school news in every community. The school news we group. The country news is a problem—how to eliminate and cut down, how to get the right kind of correspondence.

There is the farm news. In some counties there is a farming organization If the secretary is approached you can get news from him. Farm clubs of. women will send you the results of their meetings.

A good many people take a paper for the serial story that is in it. Advertising following the serial is profitable because the people usually read down and read the advertising.

Make your paper up so that it will be interesting to your readers. Your readers govern you. They must read it, and read it in good style. There are certain people who read only certain news; so we are working toward making the news up in departments. In city papers you know exactly where to look for classified news. People get accustomed to look on a certain part of the paper for certain things. It is our policy to make our paper up so that people will read it.

The Newspaper Library and Morgue

BY CHARLES B. MAUGHAM

Librarian, St. Louis Post-Dispatch

In considering the question of a newspaper library, reference and information department—or morgue—it must be borne in mind that the plans are necessarily laid out on a scale commensurate with the size and scope of the paper and with consideration for the resources available. The department is literally the office store of information and it necessarily covers every factor that goes into the paper. However, a one-man morgue can be made as useful to a paper that does not want to go more extensively into the work, as a much more elaborate organization on a larger paper with unlimited resources at its disposal. There are any number of morgues scattered throughout the newspaper offices of the country that do not even receive the undivided attention of one man, and there are other fairly organized and efficient departments of the same character that are employing as many as thirty people in the work.

Perhaps we can strike a happy medium between the two extremes by taking as an example the system followed by the St. Louis Post-Dispatch, where a staff of nine is employed. All of them work primarily on the index of the paper each day and in addition each is assigned to a special division of the work with full responsibility for that division.

The work involves making a daily lesson of the daily paper and recording all the elements in such a way that a ready reference may be had to them at any time in the future. This work has been systematized in such a way that a novice soon becomes familiar with the routine and while it is not possible to entirely eliminate the human hazard it is found that news matter easily adapts itself to systematic indexing and such a plan has been worked out.

News for the most part is simply the by-product of human activities, personal, social, political, industrial, and takes in much of the animal kingdom, a great deal of the natural phenomena and wanders at times into totally uncharted realms. The index system follows this general course of personal and subject headings, geographical classifications and official designations. The student must understand his local municipal government, his county government, his state government and the general system of government throughout the country and the world. He must know legislative procedure and congressional practice as well as the usage and practices of the legislative bodies of other countries. He should be fairly familiar with his geography, not only local but state and nation-wide, and should have such a running touch with the outlines of the world that he can readily visualize the route of such an epochal event as the flight of the American army aviators around the world to the west and the course of their rivals, the English, French and Portuguese, to the east. He may be called upon at any moment to locate the position of these men.

In general information, the newspaper librarian should have a knowledge of French, German, English, Spanish and Italian, with a background of Greek and Latin, as they are called for in the course of a day's work. If he has any spare time to acquire any of the other three thousand odd tongues that are spoken in the world—sixteen hundred of which are said to be uses in the United States— he will probably find that they will come in useful at times.

He should have a general knowledge of world history and a particular knowledge of the men and events of his own period. In fact, if there is any place where a wider range of knowledge is called for than in a newspaper library it has not been revealed in my experience.

While I may be speaking without due knowledge of your course of instruction at Missouri University, I do believe that, if the field is not covered, a course in newspaper library work added to your curriculum would broaden your view of your future vocation. In fact if I were directing the affairs of a newspaper office and had an efficient reference department I would place all students who sought positions, in the morgue primarily in order to get them in touch with the whole scheme of things. If a student goes into one of the departments, he necessarily becomes lopsided either on local news, telegraph news, sport news, financial news or advertising or circulation questions. In morgue work he comes in touch on an equal basis with all the news departments of the paper as well as the other divisions. It broadens his view and enlarges his knowledge to a point of taking in the whole so that he becomes familiar with every element that goes into the paper.

In order to bring about a condition that would approximate the requirements of the service the newspaper librarians of the country within the past year have organized themselves into the newspaper group of the special Libraries Association in the American Library Association. The purpose of this newspaper group is to agree upon an ideal and definite standard of classification and newspaper library practice, to be used as a basis for those contemplating entering the service and to assist newspaper in the organization or reorganization of such departments. As chairman of the central district of the newspaper group of librarians, I am authorized to tender this offer of co-operation.

I am familiar with newspaper libraries carrying as high as 10,000 volumes. Such a collection in an office, of course, is an invaluable thing but it is not by any means necessary. A small collection of standard reference works will satisfy the ordinary demands. These should include the Bible and concordance Shapespeare's works, dictionaries of all languages, atlases, gazetteers, almanacs, yearbooks, Who's Who, the Congressional Directory, the yearbooks of the various states, the official publications of foreign governments, Burke's Peerage, Almanach de Gotha, and the list can be added to indefinitely. I have in mind particularly biographies, autobiographies, histories and books of an informative character—no fiction.

The St. Louis Post-Dispatch reference department at present is carrying in about 100 filing cabinets about 3,000,000 clippings and pamphlets, in the neighborhood of half a million photographs and around 5,000 cuts. A recent survey of the office to arrive at its valuation brought out the fact that the department contained material that could not be reproduced for several hundred thousand dollars and could not be entirely reproduced at any cost; in other words, the material assembled over the period of years involved was not obtained from any other source. The department is considered an invaluable asset to the office and saves many times its cost each year by having available for immediate use material that would otherwise have to be got anew.

In addition to being a bureau of information to the office that department also acts in a similar capacity to the general public and through its "Answers to Queries" section is in touch with a clientele that represents an average circulation of about 25,000 per year. In the course of a day's work the department files an average of 300 pieces of reading matter, and 50 photographs or cuts. The calls for material in hand average 200 pieces of reading matter daily, a dozen photographs and a half a dozen cuts.

Needed Newspaper Legislation

BY W. E. FREELAND

Editor, the Taney County Republican, Forsyth

Freedom of the press had for its purpose the progress of humanity by the relentless exposure of that which is wrong and the constructive interpretation of that which is good. The newspaper was to have the right ot express what it pleased, being responsible only for the truth of its statements. Present conditions are such that to hold fast to the letter of the law as interpreted by precedent is largely to defeat the purpose of the spirit of freedom of the press In early times the editor had personal supervision of nearly every part of the paper's activity and had opportunity and time to investigate the reports that came to him and ascertain whether there was a reasonable certainty of their correctness. Now it often happens the editor can not proof-read more than a small part of his paper. Errors will creep in for which he is not in any way personally responsible. Though he correct the error and do all in his power to prevent injury and in fact does actually correct the mistake still technically he is guilty of libel and may be subject to attempted blackmail. Such a condition often makes even courageous editors timid on public matters where reports should be given the widest publicity in order that their truth or falsity may be determined.

There is no thought of suggesting that newspapers be permitted to give space to idle rumors; but where a mistake has been made without intent to injure, if a paper publishes a correction of equal prominence, it should constitute a complete defense from action for criminal libel and the fact should be submitted to the jury in any civil action with the legal provision that, if the correction had been such as to in reasonable probability have rectified the report, it should be considered as having eliminated any claim for damage.

At present a mere typographical error would technically be presumed to have been made with malice though all printers know how humanly impossible it is to prevent such in our hastily prepared newspapers today, trying as they do to give the very lastest news up to the moment the presses are started.

Oftentimes a newspaper is giving expression to rumors which have become a matter of common report are really doing a service to the individual. Such rumors may be legitimate news. If the paper prints them with no intent to injure, it is really giving the injured party an opportunity to defend himself from those formless attacks that drift on every breeze and are impossible to meet. Given definite expression the man can defend himself, yet, though the rumor may be of wide public interest, newspapers hesitate to refer to it in the frank and open manner it should be treated.

Scandal is far more damaging than libel because it is so hard to meet, yet scandal in practical ways is virtually beyond the reach of law. A false accusation whispered about can never be corrected; a false statement printed in a paper can be corrected with the virtual certainty that every person who read the false report will also see the correction.

It has for generations been a recognized matter of public policy to provide for the open instruction of public records as a matter of protection for the taxpayer in the disbursement of his money. As the social organization became more complex so it was not practicable for the individual to go and per-

sonally inspect the records it became a practice to require that the public officer make a financial statement and post it in various public places for the convenience of the taxpayers.

As time has passed it has been recognized that today the posting of such public statements is merely a waste of paper and time; no one reads them. So the policy has been to publish them in newspapers for the benefit of all the people. This is not done, as some seem to think, for the benefit of the newspapers; it is because the newspapers have proved that they are an instrument of service for the general public. To use posted notices is just as foolish as to require by law that notices should be copied in long hand or that additions should be made in the old-fashioned schoolboy way. Publications of financial statements are no more for the benefit of newspapers than the use of typewriters and adding machines is to give business to the companies that make these modern machines.

All laws providing for the optional use of public notices should be repealed. If the notice is worth giving it should be given in a modern way; if it is not worth giving then why pay the officer for making it out? That is merely a waste of public funds. Posting public notices is like providing that public officers use stage coaches to transact public business.

The option of a public officer as to the publishing of a financial statement should be changed, and if the statement is deemed necessary for the public information if should be mandatory. To leave it optional means that the conscientious officer gives the information and lets the people know what he has done with their funds, while the one not so conscientious ignores the law and the very purpose for which the statement is required, the protection of the public from incompetent or dishonest officials, is defeated.

In our present complex organization it seems to be a reasonably fixed public policy to require the publication of financial reports of all public activities larger than country school districts. There seems to be no urge for the publication of these, as the report is given at each annual school meeting which it is the duty of every citizen to attend. These publications are not required by law because the newspapers ask it but because the public demands the information. The law should require the officer to give sufficient details for the information of the public.

It is quite possible that this state, as some others, would find it profitable to publish the delinquent personal tax list. It would probably bring in more revenue and would prevent shirkers from escaping their responsibility to the state.

Since we are not discussing needed legislation *for newspapers* but needed legislation *for the public* affecting newspapers it might be be proper to express the hope that every paper in this state give the weight of its influence to the endeavor to place a high-school education within the reach of every boy and girl in the state. Nothing is of more vital importance, and such would certainly affect newspapers as a part of the general public most favorably. Such an education is within the reach of our town and city children but as yet the country children are without the pale.

In closing I wish to urge that in all legislative matters we support only that kind of legislation that is for the benefit of the general public. When the general public prospers all prosper; when one class seeks selfish advantage jealousy, hardship, injustice and ultimate ruin must result though the selfish class may prosper for a season. No class can profit ultimately that gains from the unfair treatment of others. Newspaper folks have been steadfastly loyal to the highest ideal of service; let us retain that untarnished in the future.

What the Lawyer Wishes From the Newspaper

BY GUY A. THOMPSON

President of the Missouri Bar Association

I am sure that I cannot answer this question for all lawyers. I am not certain I can answer it for a majority. But I assume to tell what the lawyer, in his organized capacities, wishes from the newspaper. By "organized capacities" I mean bar associations and kindred associations of lawyers formed for the purpose of upholding the dignity of the legal profession and promoting the science of juris-prudence and the improvement of the law.

In the first place, the lawyer wishes from the newspaper the discharge of those very grave duties that rest upon it in connection with the administration of justice. I shall mention but three.

One of these is the duty of fair and respectful criticism of the courts. The constitutional guaranty of liberty of the press does not endow the newspaper with special privileges. It has no greater rights than the ordinary citizen. While both may differ from the decisions of the courts, and express their dissent, neither may traduce and scandalize and speak contemptuously of the courts or of the judge, lest thereby they degrade the court and destroy confidence in its judgments and decrees. It is hardly an exaggeration to affirm that our existing social system and our security in the enjoyment of the rights of life, liberty, and property, in the final analysis, depends upon the maintenance of the judiciary. And no class is more dependent upon the protection of the courts than is the newspaper. Self-interest, therefore, as well as a sense of duty, should dissuade it from conduct to impair of the authority of the courts. As stated by Chief Justice White:

> The safeguard and fructification of free and constitutional institutions is the very basis and mainstay upon which the freedom of the press rests, and that freedom, therefore, does not and cannot be held to include the right virtually to destroy such institutions. (Toledo Newspaper Co. v. U. S., 247 U. S. l. c. 419.)

It should be borne in mind that the object of true criticism of court opinions is the direction of public attention to the end that a just and salutary public opinion may be formed. Before reviewing or commenting upon a court opinion, the facts upon which the opinion was given should be thoroughly understood, and next, the opinion itself should be read with care. Failure in either particular cannot be excused by the desire to have the "news" in the next edition. Too often our courts opinions are condemned by the public merely because the facts are not known and the reasons which impelled the court to the conclusions reached are not fairly published by the newspapers. Frequently, too, it transpires that courts are denounced for delays which, in fact, are attributable either to the counsel or to the parties or to perfectly valid causes with which the courts have had no connection whatever. Repeatedly, also, decisions have been under the lash of hasty adverse newspaper criticism, when a statute or a constitutional mandate made the decision imperative.

Who incites disrespect for the courts, sows the seeds of lawlessness?

A second duty of the newspaper in its relation to the administration of justice which the lawyer wishes it to perform, is the duty to report judicial proceedings fairly and with reasonable accuracy.

In his admirable address on "The Profession of Journalism" made in St. Louis last Thursday evening, Mr. Casper S. Yost, the highly esteemed and able editor of the St. Louis Globe-Democrat, in pungent phrase, expressed a thought with which all, upon reflection, must agree. He said: "You have to create a publication that will sell in order to create one that will serve." Often in responding to the urge of this necessity, the newspaper, in dealing with court proceedings, particularly with "human interest" cases, transgresses the bounds of the fair chronicler and becomes in fact, counsel, jury, and judge.

But as Mr. Yost observed in the same address: "Giving the people what they want is a principle that needs to be limited in its application by considerations of decency and public welfare." Failure to observe this limitation gives rise now and then to what Chief Justice Taft has denounced as "a vicious evil," namely, trial by newspaper. This term is used to characterize the practice, too frequently indulged in by the newspaper, of trying a case at the bar of public opinion before or while it is tried at the bar of the court. If the newspaper trial precedes the court trial, the evidence is presented through the news columns without regard to its relevancy, competency or credibility, but with chief regard to its "human interest." Of course no oath is administered, there is no cross-examination, no impeachment of witnesses, no attack upon or inquiry into their characters or credibility. Startling headlines, photographs and cartoons play important parts, while heavy drafts are made upon the imagination and literary versatility of the reporter. If the newspaper trial accompanies the court trial, the evidence is garbled, and by repetitions and through accentuations and eliminations, it is highly colored. Excluded evidence is published, statements and arguments of counsel out of the hearing of the jury are repeated, clews are exploited, rumors of the neighbors and of the courtroom are emphasized, and with and through it all runs partisan comment and sometimes even thinly veiled threats against the court, counsel or jury. The result is a public sentiment that has been molded and fashioned by the character of the publications. It finds its way upon the witness stand, where it encourages perjury; into the judge's chamber where it influences or over-awes his judgment; into the jury room where it dictates the verdict. Thus are the streams of justice polluted; thus is one tried and condemned (or liberated) by a tribunal before which he has never appeared; and thus are he and the public effectually denied the constitutional right of due process of law.

Liberty of the press does not warrant trial by newspaper. But, since it is of public importance that the proceedings of those who administer justice be known, the newspaper may publish accounts of judicial proceedings, provided they be fair, impartial and reasonably accurate. The publisher may abridge and condense if thereby he does no violence to the requirements of fairness; but he must not interpolate or give opinion or impugn the truthfulness of witnesses or reflect upon or threaten the court, the parties, or the jurors. Sensational or insinuating headlines should be avoided, and while comment, if fair and in good faith, is permissible, it should be in the editorial column and not incorporated in or as a part of the report of the court proceedings.

The third duty of the newspaper in this connection, is suggested by the important relation that the layman sustains to the administration of justice. Every state judge on the bench in Missouri, every prosecuting and circuit attorney in Missouri, however superior or however deficient his equipment, owes his position to the laymen of the state. He occupies his office by virtue of

the activity, or more frequently, the indifference, of the layman. The indifference of the layman toward the nomination and election of the judges and the selection of prosecuting officials is as manifest as it is deplorable. The fact is that the layman, particularly in the larger cities, has practically abdicated his political duty in this regard in favor of the ward committeeman, whose standards of qualification for the public service are too frequently inadequate.

Furthermore, all indictments are returned by grand juries, all felony cases and most civil cases at law are tried before and decided by petit juries. In equity cases only, or in the law cases in which juries are waived, or in exceptional instances in which verdicts are, for manifest errors, set aside, does the judge alone administer justice. In all other cases, the layman shares with the court and the lawyer the responsibility for the decisions, if, indeed, he does not perform the chief function in the administration of justice. Yet who will deny that it is the whimsical and grotesque verdicts of juries that contribute in large measure to the criticism of the courts and the growing dissatisfaction with the law and its administration? Our juries are no longer representative of our citizenship. For the most part, our men of property, higher education, large business interests, and experience, evade jury duty.

It comes to this: That the verdicts by juries are more deserving of censure and dissatisfaction than are the opinions of courts. Yet the layman is wholly responsible for the one, and in a large measure for the other.

Recognizing these important relations that the layman bears to the courts the newspaper should without hesitancy and without ceasing remind him that he owes it to the community to bestir himself and put upon the bench and in the prosecuting offices the best qualified lawyers available, and further, that he should cease to evade this very serious and important function of juryman. He should be persuaded that he is no more warranted in allowing his private business to interfere with the discharge of those duties than the court or prosecuting or circuit attorney would be warranted in evading their duties on the score of private business necessities. He can have no business more important than the business of contributing his part to the maintenance of respect for our judicial system. Indeed, the newspaper should convince him that the larger his interests, the broader his education, the greater his wealth, the more influential his standing, the more imperative it is that he discharge these duties.

The lawyer wishes from the newspaper stalwart and persistent defense against the assaults from certain quarters now being made upon our system of government. I refer to the objection to the right of the Supreme Court to sustain the Constitution against an act of Congress, or as commonly expressed, to declare an act of Congress unconstitutional. It is proposed by some that such a decision must be unanimous by vote of the judges; by others, that it must be by seven to two; by still others, six to three; while from another quarter comes the demand for a constitutional amendment providing that Congress by re-enacting an unconstitutional law by a two-thirds vote, may thereby purge it of its illegality.

Thus it is claimed that the complaint is merely against existing judicial procedure. But stripped of its disguise, it is readily recognized as the old attack against our governmental system of coordinate branches and of checks and balances under a written Constitution.

Aside from the intolerable unfairness of lodging with a minority of the courts the right of judicial decision—the right to adjudge an invalid law to be

valid and thereby deprive the individual of rights accorded him by the Constitution—who will affirm that the opponents of the present system would be more content with a six-to-three, or a seven-to-two, or even an unanimous opinion, than with an opinion of five to four? Were they any better pleased with the decision in the second child labor case than they were in the first because the second was an eight-to-one decision and the first a five-to-four, or is it not true that they were equally displeased with both? Were they any the less dissatisfied with the unanimous opinion in the Coronado case than they would have been had it been a five-to-four decision? Would the District of Columbia Minimum Wage Law decision have been any more satisfactory had it been unanimous? The real grievance is, not that a majority of the court may adjudge a statute violative of the fundamental law, but that the court can so adjudge at all.

Still more diaphanous is the disguise of the proposed congressional purge by two-thirds vote. If we are to adopt an amendment to our Constitution providing that when the court regards an act of Congress as being in conflict with the Constitution, Congress may, by re-enacting the same statute by a two-thirds vote, make it the supreme law of the land, then we had as well repeal the rest of the Constitution, such an amendment would make Congress supreme over the executive and the judiciary, and over the state and the people; for there would remain no inhibition against the enactment of any law it chose to enact. The real question, therefore, is whether we are for our present government of limited powers under a written Constitution, or whether we prefer to substitute a government in which Congress may decree its will without effective constitutional restraint. We want the newspaper of today, as did the newspaper of yesterday, to meet this revived and ancient issue with courage and candor, inspired by the sentiment expressed by Thomas Jefferson:

> In questions of power, then, let nothing be heard of confidence in man, but bind him down from mischief by the chains of the Constitution.

The lawyer as I have defined him, wants the newspaper to approve and aggressively support the measures he is advocating. There are a number of these and every one important, because in the interest of the public welfare. Time forbids that I do more than merely mention two or three of them.

In February last, the Missouri Bar Association raised a special committee on Crimes, Criminal law and Procedure, to investigate and consider the growth and condition of crime and criminal law and procedure in Missouri and to recommend, (a) whether it be advisable that an organized movement be undertaken for the purpose of correcting any deficiencies that may exist in our criminal laws and in their administration, and (b) if such a movement be advisable, what part, if any, the Missouri Bar Association should take therein. That committee is on the eve of making its report. I am not authorized to speak for it; neither can I, with accuracy, forecast its report. But we may not be far afield when we anticipate that it will recommend a survey so comprehensive as to require the co-operation of many organizations and agencies, and the services of experts and such learning, experience and reputation as to insure public confidence in their efforts. If this report fails to excite the approval of the press, it will come to naught. If, on the contrary, it shall receive that support, it may then presage the ultimate realization of sorely needed improvement in our methods of dealing with crime, criminals and delinquents.

Again, the organized bar of America is advocating the elevation of the general educational standards for admission to the bar. The most important of

the requirements urged is graduation from a law school, requiring, as a condition to entrance, the equivalent of two years of college work. Of the one hundred forty-six law schools of the country, but forty-four comply with these standards, and I am happy to report that two of these are in Missouri, namely, the School of Law of the University of Missouri and the School of Law of Washington University. Twice has the Missouri Bar Association indorsed these standards and to the next General Assembly it will, for the second time present a bill incorporating them and which, within the past few days, has been completed by the Committee on Legal Education, of which former Supreme Judge Fred L. Williams of St. Louis is chairman. We want the newspapers not only to support that measure when it is before the Legislature, but to support it now to the end that there may be aroused in its advocacy an informed public opinion that will compel its passage. It will correct the present deplorable condition, for to our shame be it known that, though the physician, the nurse, the dentist and the optometrist must have a high school education a member of the bar in Missouri need never have attended even a common or a grammar school. The result is an ever-increasing number within the ranks of the profession ignorant of its honorable traditions of service, unappreciative of the value of its ethical standards and ideals by which it is exalted, regarding a license to practice law as of no higher or different import than a license to conduct a store, and intellectually unprepared to cope with the modern complexities of the law. But whatever their deficiencies, in these respects, they readily adapt themselves to our prevailing system of nomination and election and they find their way to the Legislature where they make or fail to make our statutes; into the prosecuting office where they deal with the administration of our criminal laws; and upon the bench where they sit in judgment. In this contest between those for and those against these educational standards, the community has a vital interest, and therefore we earnestly entreat the press to enlist with us for the duration of the war.

The development of science and invention, the rapid progress and kaleidoscopic changes in our social and industrial conditions, the multitudinous decisions proceeding without abatement but in increasing volume from our many courts in independent jurisdictions, have resulted in much confusion and complexity in the common law. Indeed, in our search for certainty in the law, we often vainly grope about in a wilderness of precedents that cannot be reconciled. The thoughtful of our profession have reached the conclusion that our common law must be clarified and simplified and better adapted to the social needs of today. To that end, there has been initiated the most stupendous task that the organized bar of any country has ever undertaken, for it is no less than the restatement of our entire common law. This work is being done through the American Law Institute which was organized at Washington in February, 1923. So herculean is the task that may find it difficult to have confidence in its accomplishment. But the institute is liberally endowed and already great progress has been made. We wish that the newspaper through its news and editorial columns would inform the people of this great work.

The Missouri Bar Association is entering upon a membership campaign more comprehensive and more earnest than any it has heretofore undertaken. There is in every judicial circuit of the state a committee on new members and in every county there is a member of that committee. Our purpose is to bring into the association every worthy lawyer in the state. Since our objects are the maintenance of the dignity and honor of our profession and the advancement

of the science of jurisprudence and our measures are all for the public good, we should have the assistance of the press. This, therefore, is another thing we wish from the newspaper. We ask the metropolitan and the country newspaper of Missouri to take notice of this campaign and remind the lawyer that he lives, not for himself alone, but for his profession as well, and that he is not performing his full duty if he fails, through co-operation with his brethern, to do his part in the accomplishment of these beneficial objects and plans which the association advocates.

One thing more I would mention that the lawyer wishes from the newspaper, and that is a better understanding of the lawyer and a more cordial relation with him. Within the past two weeks, in a public discussion in the city of New York, the business manager of one of the greatest newspapers in America is reported to have "denied that lawyers were interested in law reform, saying that the laws were generally drawn up in lawyers' offices for secret or private ends, and that, instead of desiring clear and sound laws, the lawyer wanted laws that consumed money in prolonged experimentation before judges before anybody knew what the laws meant." (New York Times, May 2.)

Now just the converse of these assertions is true. We readily concede, though with regret, that we have our charlatans and quacks, our dishonest and deceitful, and those with itching palms, who: "crook the pregnant hinges of the knee where thrift may follow fawning." But these are not representative of the profession they dishonor.

I would have you know a different type of lawyer. He is the lawyer who regards his profession, not as a mere trade to be used for the amassing of wealth, but as a noble and learned profession, whose high mission is service. His ambition is, not to accumulate money, but to do his tasks well—to serve his clients well, and his profession well, and his country well. He is learned in the lore of the law not only, but in the history and traditions of his profession as well. He has a keen interest in every branch of learning—a love of learning for its own sake—and is devoted to literature, to history, and to every branch of art. He is interested in public questions, loves his country, and her institutions, and willingly serves her in peace and in war. He is proud of his oath-bound cult, jealous of its honor, and himself a worthy exemplar of its noblest ideals. He is unyielding in his fealty to his clients. He is assiduous and faithful in the performance of his tasks, whether they be at bar or on the bench or in the classrooms. He is absorbed in his duties and intellectual pursuits, neglectful his own interests and his own health, freely spends himself in the service of others, whether that service be the service of an individual or the public, and if he is successful, he lives well and dies poor. Such is the truly representative lawyer. If it were not so, the legal profession would not have survived through the centuries the slanders of the ignorant and the jibes of the envious, to be entrusted still with so large a measure of public confidence. He is the lawyer with whom I would have the newspaper better acquainted.

Thus, in response to the question assigned me, have I, with frankness, mentioned some of the things the lawyer wishes from the newspaper. The task would have been simpler and withal more pleasant had my subject been one that permitted only words of eulogy and praise. After all, I could pay no greater tribute to the newspaper than to say that the lawyer of today sees in the newspaper of today vastly more to commend than to condemn, and that he recognizes journalism as a sister profession, whose most exalted purpose, like his own, is the service of mankind.

Opportunities in Business and Technical Journalism

BY ALLEN W. CLARK

President, American Paint Journal Co., St. Louis

Two of the leaders in America Journalism have recently made some highly interesting comments on its two leading branches, the most interesting features of each being its source for such an expression.

One of these men, a great publisher, depicts in the opening sentence of his book, "Industrial Publishing," what he terms the "romance" of the business press, of which he is the recognized dean; the other, who is editor of the editorial page of one of our most ably edited newspapers, and the author of "The Principles of Journalism," devoted most of a recent public address to emphasizing the fact that journalism is a business and that "the first requisite of a newspaper is that it be salable."

These two statements, the one on the idealistic, by a business paper publisher, Mr. H. M. Swetland; and the other on the practical, by the newspaper editorial writer, Mr. Casper S. Yost, represent a common cleavage of thought in the discussion of journalism, though generally such discussion is mostly a matter of the emphasis upon one or the other of these two recognized essentials of journalistic success.

Now it is to be observed that the portals of journalism beckon most appealingly to young men and women of high ideals and lofty ambitions. They are those who sense the divinely human mission of making the world better by having lived in it. They magnify their mission, as all of us should. And soon, unless wise counsel prevails, they essay to soar, and some of them, some of us older ones, continue the attempt all through life, despite the buffeting winds of the plains, the cold solitude of the mountain tops, and oft broken wings.

I mean of course the soaring that takes one's feet off the solid ground; and when I hear a young student of journalism descanting upon his chosen occupation as being "a profession and not a business" I know his feet are off the ground. "I must be about my Master's business" said the Man with the greatest mission in world history. We cannot imagine the translators using any other word, for we also have been taught that doing the King's business is the highest concept of that human endeavor in the service of one's fellows that is bringing with the procession of the centuries the millennial dawn.

It is to those younger students of journalism who are looking forward to this "great business of life," as John Morley saw it, that the business press offers real opportunities that challenge and invite as great ability, as worthy ideals, and as complete devotion, as in any other department of journalism, or in any other field of endeavor. It also offers similar rewards, in the recognition and appreciation of ability by worth-while constituencies, in constructive progress toward the realization of ideals worthy of one's devotion—and in a comparatively peaceful and secure tenure of position and certainty of advancement to a point where the emoluments and dignity suffer nothing in comparison with those of the men who have arrived in other journalistic fields.

Nor are these opportunities limited in their number as compared with those in other journalistic fields, for in the broad sense in which I have described business and the business press, there is a considerably larger number of business papers in the United States than of daily newspapers. In most of our larger cities the number of employes on the editorial and business staffs of the business papers exceeds that of the daily newspapers.

Yet, strangely enough, the young aspirant for business paper work almost invariably presents himself after a persistent round of the daily newspaper offices, or after a period of newspaper experience that proved disappointing.

The business paper is to him an after-thought, a last resort in his journalistic ambitions. In addition to this psychological handicap, it also must be said that even though he be a trained newspaper man, yet generally he comes with an ignorance of the business press so complete that it belies the common saying that "a newspaper man knows at least a smattering of everything."

The successful newspaper is "read by everybody in town who is anybody." The successful business journal is "read by everybody in the Nation who is anybody in the trade." These are their frequently published claims and almost every city and business has its journals that can state these claims with general if not literal truthfulness.

But obviously a paper for "everybody in town" is something quite different from a paper read only by and made exclusively for the grocers, or the bankers, or the clergymen, or the house painters, or any of the more than 500 businesses that today have each its own business press.

The difference is simply this: The newspaper is general, the business paper is specific. The one is a telescope that sweeps the whole horizon and prints what it can in such perspective as it can; the other is a microscope that scans its own definite field and discovers, presents and develops through the printed page all the factors, the activities, the progress and the direction of that business which it represents and serves.

In other words, the unique characteristic of the business paper is that its purpose is to inform a constituency of readers regarding the one business in which all these readers are engaged. It is a highly specialized textbook, not a general bulletin board; a class room, not a public hall; a teacher in the one branch of knowledge, not a public entertainer.

Like the newspaper, the business paper's first requisite is that it be salable; but it must be salable on its value to such a constituency and for such purposes as those just described. It cannot devote 20 to 50 per cent of its text pages to comic and sport features. Even its advertising pages must be devoted solely to the needs of its selected constituency, to whom its advertisements must be of as much interest and value as its business news, editorial and contributed matter.

"General reader interest" will sell the newspaper; but only business value, the actual worth of the paper to its readers in the conduct of their business, will sell the business paper and keep it sold to a constituency of such size and character as will command the wholesome respect of its field, including especially the advertisers.

Everybody reads and needs the daily newspaper. It bulletins much of the interesting and some of the important happenings, in its range of the whole world's activities for what it deems interesting and important to the public en masse. But as Hamlet said, "Every man has his business," and every member of the mass makes a business of some one activity. It may be housekeeping or hardware, flowers or finance, theology or threshing machines, journalism or jewelry—but everyone who is diligent in his business and exalts it as the calling worthy of his ability, reads and relies upon his business paper for the solid meat of information and the wine of inspiration in the conduct of that business.

The Press of Illinois

BY J. M. SHEETS

Publisher the Oblong Oracle, Oblong, Ill.

The Illinois Press Association is one of the most effective organizations in the United States. It has over six hundred members and publishers a monthly newspaper, in my estimation ranking with the National Printer-Journalist and the Country Editor. It is beautifully designed and contains all the interesting points concerning the news paper profession of Illinois. We are a non-partisan organization and always look out for our own members.

The press of Illinois also provides for the publication of adjustment notices, letters of administration, land sale notices, treasurers' reports, assessment lists, delinquent lists and all those things the public are interested in.

About the only thing we recognize in politics in Illinois is that we elect a Republican one year and a Democrat another year, but we don't let that enter in any manner into the interests of the press association. We taboo politics and get along handsomely together.

As to the working together of the Missouri and Illinois press associations, let's get acquainted, let's learn of one another more, let's hold a joint meeting somewhere.

The press has other duties to perform than to make money. Making money is of course like "America First"; we must have the money and the business. But there is a higher calling, a moral and spiritual motive in working for and building up the morale of the country. The consolidations of newspapers all over the United States, especially among the metropolitan dailies, is an indication that the press is becoming centralized and we must work to the end of self preservation.

(President Asa W. Butler, of the Missouri Press Association, stated that he thought it possible a meeting of the two press associations could be arranged at the time of the next spring meeting of the latter organization in St. Louis. A committee is to look further into the matter.)

The Newspaper's Business

Newspaper Promotion by Advertising

BY DOUGLAS V. MARTIN, JR.

Manager of Publicity, St. Louis Globe-Democrat

There lies within the experience of every successful business enterprise an element of drama, which, if you will but search it out and analyze it, is as interesting as any romance you have ever read.

John Wanamaker has not always been a merchant prince. The 3-in-One Oil Company started business in a little shed in New Jersey. Fifty years ago a man of vision established, in a little town in Tennessee, a business which now occupies a city block in St. Louis, and sells its product in every continent on the globe.

I used to call upon another manufacturer in this same Tennessee town. One day I walked with him through his wareroom where he keeps the raw materials which go into the product which he sells. He pointed to several hundred barrels filled with white chalk.

"On the first of the year," he said, "this whole wareroom was filled with those barrels. Now that chalk has gone into little square boxes, and all those little square boxes have gone out to druggists and beauty parlors. And from there to girls and women throughout the country.

"All that chalk has been spread upon the faces of these girls and women to make the homely ones beautiful and to make the beautiful ones still more beautiful."

For when this man's factory finished with those barrels of chalk, they became boxes of women's dainty face powder.

How vast is the influence of woman, which keeps scores of the factories busy transforming chalk cliffs into cosmetics—and which brings strong men to their knees in worshipful admiration of the beautiful complexion.

Romance in business!

Business is full of romance. It makes business interesting. It fills business men and women with enthusiasm. It makes of work a great, never-ending game with prizes and penalties and glorious victories.

We are to think, for just a little while this morning, of a very interesting phase of business—indeed, to some of us here, the *most* interesting phase.

Advertising!

And you all know the romance of it. You know the toiling of it, and the worry of it, and the demands which it makes on a man. You know how you go home at night wondering how you can ever survive the confusion of it all—with closing dates, and dilatory artists, and the search for new ideas, and the relentless advance of the competition, and the increasing costs, and the conferences with the Boss upstairs—and all the other woes and worries which beset and besiege.

But listen.

You get up the next morning refreshed—fit to tackle the old problems and meet the new ones. It happens to us all. We pass through the confusion of it, and we see the sheer joy of it, and we carry on.

And there's not a one of us here who would give it up.

I like to think that it was the Advertising Man who first discovered the romance in business.

I know that he is the one who has made it his task to search out the interesting and dramatic facts of business around which to build new and greater enterprises.

He is the one who has brought linoleum out of the kitchen to beautify parlor floors. He is the one who has demonstrated to us all that the little cake of yeast can do more than raise bread dough. He is the one who has lifted the cloak of opprobium from the alarm clock, and made of that instrument a friendly helpful companion.

He can take oil or rubber, paper or leather, coffee or gum; and out of those apparently prosaic materials he can draw inspiration for masterpieces of sales literature.

Results?

You know the results. They show in dividends—big dividends reflecting increased sales and expanded business. For salesmen find it easier to sell to jobbers and retailers. And retailers find it easier to sell to consumers. And consumers find new satisfaction and greater economy in buying.

Am I generalizing?

I cannot refrain from paying this humble tribute to the real advertising men and women I see here—the people who have made of advertising one of the most interesting and important professions of our modern economic life.

And now I am going to specialize.

I am going to tell you of the romance which I have found in our own great business which long endured without the aid of advertising in adding new leaves to the book of successful merchandising which all of us here are compiling and studying.

I want to tell you how the Globe-Democrat, St. Louis' largest daily and morning newspaper, is employing the power of advertising in its own behalf, in behalf of St. Louis, in behalf of those other advertisers the world over who entrust their campaigns to its columns.

The Globe-Democrat, like any other newspaper, has, primarily, two things to sell: To the advertiser we sell white space. To the reader we sell printed columns—news, features, editorials, cartoons, fiction.

Think for a moment how closely these two selling efforts are linked together.

The printed columns must win more and more readers—in other words, must build circulation, in order that the sales messages which the advertiser puts into his white space may reach an ever-growing market.

In studying our problem, we found that we had several departments in our organization, each, in a sense, requiring specialized advertising service.

First of all, there is the editorial department, with its news and features, to be sold to the public. Closely linked with the editorial department is the circulation department.

The advertising in behalf of these two departments must be directed to the reading public.

On the other hand, we have those departments which sell the white space to advertisers.

They are:

1. The local advertising department.
2. The foreign advertising department.
3. The classified advertising department.

We must support these departments with advertising which tells of the prestige and wide-spread influence of the Globe-Democrat—which tells of the power of this newspaper as an advertising medium.

In order to serve all these departments the Globe-Democrat established still another—a department of publicity, designed to tell the story of this newspaper to the world—through advertising.

The department of publicity is analogous to an advertising agency, serving several "clients." These "clients" are the other departments of the Globe-Democrat. Our efforts are devoted exclusively to their interests.

We try in our advertising to sell our customers on the service which the Globe-Democrat will render them.

If we are trying to win new readers, we advertise the advantages of reading news early in the morning, when the mind is fresh. We show how our special features help readers to a better understanding of the problem of housekeeping, care of the automobile, selection of clothes, maintenance of health, etc. etc.

Or, in lighter vein, we star such comic favorites as Andy Gump or Barney Google or Tillie the Toiler.

There's plenty to talk about in the array of features which a big metropolitan paper offers. And when you consider that new features are being added all the time, you can imagine how interesting our job is.

If we are tackling the problem of winning advertisers we tell them how to build business—a more interesting message to any space buyer than a mere recountal of dull circulation figures and line rates.

For instance, back in 1921 we undertook to help reliable investment houses sell the public on the advantage of bonds.

Twice each week we ran, over our own name, a good-sized advertisement, emphasizing the value of bonds, and urging our readers to deal with substantial investment houses.

We said very little about the Globe-Democrat in these advertisements. Only this:

SEEK SOUND ADVICE

Consultation with reliable investment houses will save you money and earn you money. An excellent guide is to be found in the financial advertisements in the

GLOBE DEMOCRAT

(With its real Financial Pages)

In order to protect its readers, the Globe-Democrat investigates, as carefully as possible, the integrity of every investment house advertising in its columns.

We kept faith.

We kept our columns clean—free from the advertising of wild-cat

organizations. In one year we have turned down as much as $50,000 worth of questionable investment advertising.

And the result?

The public listened. The investment houses listened. The public learned to look for high class investments on the financial pages of the Globe-Democrat. The investment houses found their business increasing by leaps and bounds. One of our advertisers wrote us that our campaign had helped him increase his sales 300 per cent.

And naturally we won more and more of this investment advertising—good, sound advertising which lends prestige to any paper. Our campaign is still running—one advertisement each week urging sound investment.

We have put a portfolio, containing proofs of the advertisements which we have run in our own columns, into the hands of investment house executives throughout the country.

Other newspapers in other cities have heard of our campaign, and several of them are copying it with our permission.

And the Globe-Democrat regularly carries more investment advertising than the three other St. Louis papers combined.

Why?

Well, for one thing, because we've taken off our coats and stepped in to help investment houses advertise. We've carried part of the burden.

Similarly, we've undertaken to help the insurance business. Every Wednesday we run an advertisement telling of the advantages of some phase of insurance service. Very little about the Globe-Democrat—mostly about insurance companies.

Each Saturday we send out advance proofs of next Wednesday's ad to more than 200 insurance men and women, urging them to tie up with advertising of their own.

We've put a portfolio, containing proofs of the insurance ads, into their hands. We've spent $3,100 advertising our campaign in insurance journals. And the response has been most gratifying. From throughout the country letters of commendation have poured in to us.

We are carrying more insurance advertising than all three other St. Louis papers combined—and we are going to build this classification for we have demonstrated to the insurance fraternity the advantage of newspaper advertising.

The newly formed Insurance Advertising Conference, in its convention in St. Louis last autumn, showed insurance men what can be done with advertising. And I am confident you can expect to see more and more insurance advertising from now on.

These are examples of our big broad policy of service to advertisers.

There is another interesting phase.

When we looked about us for a big idea upon which to base our main advertising effort, we decided that, in order to build sound business for the Globe-Democrat, we must build business for St. Louis.

Bring big factories and warehouses and sales organizations to a city, and everyone in that city is benefited.

So we undertook to advertise St. Louis—the city and community.

Along the Pennsylvania Railway, just out of New York, we leased a battery of painted bulletins.

On the bulletins, visible to 110,000 passengers a day, we have spread the message of St. Louis' dominance.

We tell of St. Louis, the Nation's largest hat center; St. Louis, leading drug center; St. Louis, leading center for grocery items; St. Louis, the best wholesale dry goods market; St. Louis, with $87,000,000 to spend on civic improvements.

And, subordinated to the main message, we add, as a postscript:

"Globe-Democrat, St. Louis' Largest Daily."

Do you see the psychology of it?

Imagine the pride felt by a St. Louisan, far from home, as he sees his own city so strikingly advertised.

Imagine the effect upon the travelers from other cities—the advertiser in New York, the big manufacturer from Detroit—the man from San Francisco.

Can't you see how advantageous such advertising is to St. Louis—and, of course, to the newspaper which is doing this advertising?

We hear from it, let me tell you. The St. Louis Chamber of Commerce comments editorially upon our efforts to boost the city. People write in, telling how deeply impressed they have been, and thanking the Globe-Democrat for this manifestation of civic spirit.

And again:

Last year when St. Louis voted an $87,000,000 bond issue for municipal improvements, the Globe-Democrat voluntarily assumed the responsibility of advertising this fact to the world.

Such a big movement as this means growth throughout the industry of St. Louis. It means expanding business, increasing population, more employment, more and more auxiliary building.

And the Globe-Democrat issued a twenty-four page booklet to tell the world about this big project.

We sent this book broadcast to other publishers, to business men, to advertisers. We advertised it in advertising journals, on bulletin boards, in letters, in newspaper space.

What happened?

St. Louis' big civic organizations requested copies of our booklet for distribution. One big bond house asked for 1,000 of them.

We had to print a second edition.

And these booklets are being studied by people in other cities. St. Louis' prosperity is common knowledge now. And, incidentally, the Globe-Democrat is recognized as the St. Louis newspaper which is expending its own money for this paid advertising in St. Louis' behalf.

And now the phase of our advertising which, to me, is the most interesting of all. Here is the romance of which I spoke earlier in my talk.

The Globe-Democrat has added a new state to the Union.

It may not show on your map, but it is there just the same. It does show on a map which I hope to give to each one of you when I close my remarks in a few minutes.

In studying the situation in the St. Louis newspaper field, we discovered a remarkable fact.

Here was the Globe-Democrat—St. Louis' largest daily.

Here was St. Louis—the hub of a remarkable market—one of the richest in the whole world.

A city with twenty-six railroads entering its gates. A city on the banks of the Father of Waters. A city with nearly a dozen electric lines radiating into the wealthy manufacturing agricultural districts of Missouri and Illinois.

A city with hard-surfaced roads bearing automobile traffic from throughout the country—and this city the mecca.

We investigated the circulation records of the Globe-Democrat in the territory surrounding St. Louis.

And we found that this newspaper was the one big influence of the district. Every morning it goes out to these people to keep them in direct touch with the events of the world.

As one writer, in a recent article in the National Geographic Magazine has said, "to tens of thousands" throughout this district "the Globe-Democrat is guide, philosopher and friend."

Now this great circulation, mind you, supplements the circulation within the city limits of St. Louis.

It gives to the advertiser an advantage offered by no other St. Louis newspaper.

Suppose you are manufacturing a line of toilet goods.

You sell through drug stores, department stores, beauty parlors. You seek wide distribution.

By advertising in the Globe-Democrat you can reach your prospective customers not only in St. Louis, but in towns and cities throughout the St. Louis market.

And you reach not only the individual buyer. You reach also the retail dealer, and the jobber, too.

Think what this means in your efforts to show your dealers what support you are giving them. And think of the economy of time, money, and energy.

Your advertising in the Globe-Democrat exerts its influence in Columbia, 100 miles away—St. Charles, Mo., twenty miles away—Taylorville, Ill., in Murphysboro—in short, in all the towns within 150 miles of St. Louis.

And the people you reach can buy merchandise either at their local stores or at the St. Louis stores.

For remember, with such easy access to St. Louis these out-of-town people pay frequent visits to the metropolis.

Just how frequent?

Well, we've made a check of railroad, interurban, and automobile traffic coming into St. Louis.

We find that on an average there are 34,019 out-of-town people coming into St. Louis every day. Most of them come from within 150 miles. This means more than 1,000,000 visitors a month. More than 12,000,000 a year.

If all the people of Detroit should decide to visit St. Louis this month the influx would not be great as the one which pours in every month.

The 49th State, we call it. It's a circle with a radius of 150 miles. The population exceeds 4½ millions. It has more resources than any other state can show.

The 49th State comprises sections of five states—Missouri, Illinois, Kentucky, Tennessee, and Arkansas.

A compact, wealthy, aggressive district.

Bigger in area than Alabama, Connecticut, Massachussets, Maryland, Rhode Island and Deleware combined.

Greater in population than Colorado, Kansas, Vermont, and West Virginia combined.

And we are advertising this 49th state.

We've taken the principal towns one by one. We've found out their principal resources. We've tabulated their retail outlets.

So many grocers, so many druggists, so many hardware stores, so many auto dealers, etc.

We've prepared a series of advertisements each reproducing a view of the down town section in a given town, and then telling of its market possibilities. And we've shown how the Globe-Democrat serves each of these towns as no other metropolitian paper does.

You've seen some of these advertisements, I presume. We've run them in our columns, and in the columns of Printer's Ink, Sales Management, Western Advertising, National Advertising, Standard Rate and Data Service.

We've put them all out in portfolio form, and sent them to our complete mailing list of 11,000 advertisers and manufacturers.

We've done these advertisers a definite service in analyzing the territory for them. We've shown sales managers what they can expect in the way of retail outlets in the 49th State.

And we've given to people in the 49th State a new consciousness of what this district stands for.

Our work is showing results.

We've linked St. Louis and its tributary towns inseparably. The people in those towns have become interested in our campaign. They have felt the compliment of seeing the names and pictures of those towns published broadcast with remarks as to their importance in the community.

And we at the Globe-Democrat have felt the good effect. The St. Louis Chamber of Commerce has asked for copies of our portfolio to display to business men seeking information on the St. Louis market.

Mind you, we have planned our own campaign to reinforce a somewhat smaller one which the St. Louis Chamber of Commerce is running.

We've tried to link the two together—for the glory of St. Louis—and the Globe-Democrat.

You'll hear interesting things from the 49th State. It's a most remarkable commonwealth. The more we study it the bigger it seems.

And if you motor to St. Louis, this summer, you'll see along the road giant bulletin boards, reproducing the map of the 49th State, and telling you more about it. You'll know when you reach the 49th State. The towns of the 49th State are flourishing. The farms of the 49th State are rich and fertile.

And in the center is St. Louis, the hub of the United States—the city with a history in tradition, and a future richer still in possibilities.

Advertising From the Retailer's Standpoint

BY PAUL HARRIS

McLaughlin Brothers Furniture Company, Boonville

If I were to attempt to place a dollar and cents valuation upon the amount of money that is wasted annually, monthly or even weekly by retail advertisers throughout the country it might be appalling, even to men as closely associated with advertising as you men are. I can say and give authority for the statement I make that even in our own progressive community of about 6,000 population the number of retailers who buy advertising space judiciously can almost be counted on the fingers of one hand. I shall not attempt to analyze the causes for this situation other than to say that the waste is not willful on the part of the purchaser of advertising, but more because of his inexperience in the advertising field. A ray of hope lies in the fact that it is possible for retailers to obtain for a small outlay of money one or a number of the many syndicated advertising services that are now on the market. The surface of the possibilities for better retail advertising has hardly been scratched, however. The strides made in the near future toward that goal will be very rapid indeed as compared with those in the past.

My advertising experience has had to do with the retail furniture business. In many ways the furniture business offers more alluring possibilities and more outlets for creative thought and expression to the amibitous advertiser than many other retail businesses. This is due somewhat to the fact that the public has a somewhat confused idea as to whether furniture is a necessity or a luxury.

Our company opened a branch store in Boonville almost two years ago. Our experiences in this connection have given us first-hand demonstration of the effectiveness of advertising. Our initial appropriation for this purpose was what might seem to a great many stores an exorbitant one. The amount was determined in advance at 4 per cent of our anticipated gross business. We now spend a definite percentage for advertising each month of the gross sales for the corresponding month a year ago. This varies somewhat, due to special drives we make at propitious times during which some article or articles are spotlighted.

The success of this program is that if it is true, as government experts say, that 5½ per cent of the Nation's annual expenditures goes for home furnishings then it is a fact that during our first year we did approximately 40 per cent of the business in our line in our trade radius.

For various reasons we selected the newspaper as the medium that would carry the major bulk of our publicity. The notable reason is that the decision to buy articles that go into the home receives its inspiration in the home. It is into the home the newspaper goes, and particularly in the medium and small sized towns, that newspaper is read not only by father, mother, sister and brother but by grandfather and grandmother as well. Therefore with a newspaper having a circulation of 2,000 we have potentially eight to ten thousand readers.

This is what we expect of our newspaper advertising:

First: To sell goods. Occasionally other types of advertising should be run, but primarily an advertisement should do its share towards making a satisfactory number of sales. We check every ad and if we find that it is not selling

its share of the goods we change it. Advertising can be checked if done over a long-enough period.

Second: We aim to make our advertising simple because advertising easy to read is easy to buy from; and by the same token advertising that is hard to read, rarely, if ever pulls. Retail advertisers are going to have to clean house. Tricks belong to the stage and not to advertising. A little extra time spent to make layouts easy to the eye is a paying investment. People will look longer and with more interest at things simple and beautiful than things tricky and blotched. Just as stores have found it profitable to dress their windows attractively and in a systematic manner, so have they found it profitable to avoid helter-skelter, hit-or-miss advertising.

Third: Keep it sound. Bear down heavily on the truth. By conservative yet forceful statements in all your advertising let it become a natural assumption on the part of the community that your publicity is dependable. Some retailers, absolutely truthful men otherwise, would be the biggest liars in the world if their advertising were believed letter for letter. I know a good honest dry goods man who has a small but substantial store whose sale was advertised recently as "the biggest event of its kind ever staged."

Fourth: Be sure to get your money's worth for the space you buy, and buy space as soundly and with as much forethought and discretion as any other purchase vital to your business. Of course, merchants are sometimes unable to refuse to buy publicity that is of doubtful value to them. In cases of this kind the money spent should not be charged entirely to advertising. At least a part of it should be charged to donations. I might say that our firm rarely indulges in the luxury of buying space in group pages, a mild sort of curse that is so dear to the average newspaper advertising manager. I might say here that if the average retailer negotiated his lease, bought his merchandise and ran his business in general in the same manner as he purchases advertising space, he would not survive ninety days. Space should be used to the utmost—not necessarily the largest amount of space but the steady use of it. Prepare each ad carefully. Make it clear, clean and pointed. Give it more time, better illustrations, better typography, and always better copy.

Fifth: Plan your sales campaign—which means planning your advertising. Be forever and eternally sharing ideas that can result in good sales publicity for your store, and at the same time will add to the future prestige and good will.

Good newspaper advertising is that which is easy to read and is dressed in harmonious fonts of type correctly spaced, with a sensible proportion of white space balanced by the reading matter or text somewhat centered. This centering of the text matter is to make the general appearance of the ad harmonious, and, more important, to make it easy to read. Illustrations should as accurately as possible portray the article described in the text. They should be up to date, and if it is at all possible to depict action in them it should be done. By action, I mean this: take the illustration of a kitchen cabinet, a pretty woman dressed in a clean frock might be sitting easily on a stool in front of it; or if it is a go cart, it might have a smiling baby sitting contentedly in it. The headline should be as compelling as possible and must in some truthful and effective sales manner compel the reader's attention and make him want to read farther. Right there on the headline the average retail advertiser could spend a lot more thought. I tell you that a strong forceful

headline that has news value enough to arouse interest and has a desire-creating value and a certain amount of sales value is worth a lot more than all the reams of editorial copy so dear to the copy writer's heart.

Now my model advertisement, in addition to having news value and sales value, must be written in a clear concise style just the same as were the advertiser talking to his prospect across the counter. Of course it is not possible or advisable to attempt to bring all phases of advertising into every ad. In the case of a bargain, a simple statement of the facts set out is usually sufficient.

With our pretty advertisement all prepared and properly laid out we take it to the newspaper, and what the mechanical department does't do to it can't be told. It looks no more like the child of our dreams than a stray cur. However, we are not wholly blameless; but if I were a newspaper man I believe that I would go into a session with myself. I might say: "Now the Saturday Evening Post has a circulation of about 2,400,000 copies or about 10,000,000 readers. It has about 250 regular advertisers and it is known that 75 per cent of these advertisers dominate their respective industries. Surely these people have found out and are using to the best advantage the right principle of advertising. Now their readers are my readers, so I am going to study their ads and analyze them and then have my mechanical department do the same and see if I can't give my clients even better ads than they expect."

Very early it became necessary to decide whether or not our store should have a formal opening. You know the kind: cut flowers, orchestra, punch, lemonade and a receiving line. Now these things are very nice. They cost a lot of money and may be good for some businesses, but I doubt it. I have yet to see one of the large retail chain stores opening up a new branch with a lot of hurrah and flamboyancy. One very successful small store slipped into town, set about in a businesslike manner to preparing its store and getting a stock of merchandise on display. When they were ready they bought a good mailing list. They circularized their community thoroughly. They purchased a nominal amount of newspaper space. All of this cost less money than an opening would have, and their store was a success from the word go. It is my opinion that if they had held a formal opening they would still have been obliged to do the same amount of advertising to tell the community of their business policies and the quality of their merchandise. The plan we adopted was the one I have just described.

While most of our advertising is of what we call the picture and price variety, or, in other words advertising designed to obtain direct results, we find it necessary periodically to run institutional advertising. Our opinion is that the best time to run such advertising is on Sunday, mainly because the reader has more time to read such publicity. Our institutional advertising in the newspapers is augmented by a monthly store magazine. I might say that we are becoming more thoroughly sold on this type of advertising. I understand that this opinion is being generally conceded by stores that have given it a thorough trial.

We occasionally use circulars. A division of opinion arises among retailers as to the merits of circular advertising. While it is no doubt good, the effectiveness depending among other things on the quality of the copy writing, we do not spend a large amount for it. It is cheaper and perhaps that is the reason we do not use it extensively, believing that in advertising as in anything else one gets just what one pays for and no more.

We write personal letters to prospects. We absolutely avoid any stereotyped forms in this publicity and go the limit to make each letter a personal message. It is signed in ink by the member of our organization whose name should carry some weight with the prospect. We even take pains to mention the prospect's name once or twice in the letter. In fact, we make it ring true as a personal message.

Newspaper men should not blame retailers too harshly for taking an occasional fling at billboard advertising. The proposition is presented to them ofttimes in such an alluring manner, and it is significant that the leaders in the national advertising field use it effectively. It is hard to resist the inclination to try it. I doubt seriously if the average small retailers can afford it. It is very expensive, not only in the first cost but in the upkeep.

One kind of billboard advertising that I believe is very good is street car advertising. The reader is not whisking by at 30 or 40 miles an hour, but is sitting often for quite a time alone with a receptive mind, and really gets a diversion out of reading the car cards.

I referred at the start of this talk to the many helps that are available to the retailer. There are the newspaper cut services. There is one service in particular—an advertising review. Its editors skim the cream of the best retail advertising of the country, recopy it and syndicate it so that the small retailer can afford to buy it. It tells of good things that have been tried and proved successful. It is also full of advertising don'ts.

There is always the assistance of the newspaper staff advertising man. I might say that there are times when the ad man can unwittingly do the retailer a harm by being too ready to write his copy for him. I don't care how good he is, it is doubtful whether, with his multitude of other daily duties, he can give enough attention to writing effective copy as the retailer with his more intimate knowledge of the merchandise offered.

Every editor should help the merchants in this community by printing buy-at-home campaigns. This statement sounds like an old chestnut, for haven't editors always fought the mail-order houses? But there are as many more untried, subtle manners in which this thought can be driven home as there are new and untried avenues for the retailers to become more efficient advertisers.

I want to tell you briefly of our retail merchants association in Boonville. We have monthly Dollar Sales Days. Interest is aroused in these events by holding merchants' carnivals on the evening before. These carnivals draw crowds down to our business section. The merchants make especially attractive window displays. By having a free article bearing a number in each window it is possible to have nearly every person on the street see every merchant's display. Numbers are passed to the crowd. If anyone can find a corresponding number on an article in the window it is his free. This looking at the windows by the crowd gives each merchant a chance to have his bargains spotlighted. A committee passes on the genuineness of the bargains before they are offered. The merchants' carnival presents different entertainment each month. Good natured rivalry between tug-of-war teams and similar events from neighboring towns adds to the value of the sales promotion. There are gentlemen in this hall who, I am sure, will bear me out when I say that we usually have close to 3,000 visitors to the merchants' carnivals.

Co-Operation Among Country Newspapers for National Advertising

BY HERMAN ROE

Northfield, Minn.

President, Country Newspapers Association, Inc.

A pamphlet entitled, "Some Phases of the Labor Problem," which reached the editorial desk recently, contained an imposing list of vexing questions which confront the laboring man. Through collective bargaining, or co-operation, he is trying to solve his problems. The working man has nothing to sell but his labor power and he unites with others of his craft in a union, giving his representatives authority to sell his labor power at a certain price.

Farming as a business has suffered much of late because it has not been profitable enough. For months the best brains of the country have been earnestly seeking a remedy for the condition in which our basic industry, agriculture, finds itself today. The farm journal with the largest circulation in America declared in its July, 1923, issue: "Co-operative Marketing of farm products intelligently directed by its members is positively a panacea for every known economic trouble of farmers."

Wonderful progress has already been made in the organization of farmers' co-operatives. The total number of farmers' business organizations on April 1 in the United States was 10,160.

There are 300,000 American cotton growers selling their cotton through their own marketing association. There are 240,000 American tobacco growers selling their tobacco through their own association. California has 58 co-operative selling agencies, organized on the commodity marketing plan, bringing the grower a higher price for his product and prosperity to his community and state.

> "When will the publishers of country newspapers get together as have the citrus growers of the West and the dairymen of the East to make their several small businesses one co-operative business, big enough to make itself heard and felt? If they cannot and do not, the outlook is not bright for the publishers of small papers."

This challenge to the publishers of country newspapers appeared in the July, 1922, issue of *The Service Sheet*, published monthly by the New York State College of Agriculture at Cornell University, Ithaca, N. Y. It was inspired by the claim made by a Middle West magazine, having a special appeal to women, that it was the most effective medium for reaching some 4,490 towns of less than 5,000 population.

The challenge had already been accepted by a group of progressive publishers from states in the upper Mississippi Valley who, in the summer of 1922, launched a co-operative association based on the following plan, which was submitted to publishers of country newspapers:

> Publishers will be organized by states, each state to name a member of a board of directors, the directors to form an incorporated national organization. Executive officers and a central board of managers will be elected, who will be charged with the responsibility of making arrangements for offices in New York and Chicago through which the business of the Association will be conducted.

To finance the association through the organization stage a membership fee of $10 from all papers with more than 1,000 subscribers and $5 from papers whose circulation is under 1,000 will be asked. It is estimated that country publishers who have urged their farmer subscribers to organize co-operative agencies as the solution of their marketing problems will be eager to support a similar agency of their own.

To finance our own co-operative association which is to act as our representative in the centers where orders for national advertising are secured, it is proposed that the members be charged a commission of 15 per cent on the business secured. After paying expenses of the organization a refund of the membership fee will be made out of the first surplus; after this amount is returned a dividend will be paid, based on the amount of advertising secured for each paper.

The response was very gratifying. Hundreds of publishers gave evidence of their interest in the movement. The desire for such an organization, owned and controlled by the publishers themselves, had been expressed by publishers individually and indicated by the action taken by several state press associations in instructing their executive officers or appointing special committees to study the problem of securing efficient representation for country newspapers in the national advertising field at the lowest possible cost.

The promoters of the movement, encouraged by the response to the initial outline of the plan, proceeded to perfect the organization. A non-stock, non-profit association was incorporated under the laws of the state of Illinois. The official name of the organization is COUNTRY NEWSPAPERS ASSOCIATION, INC.

The management of COUNTRY NEWSPAPERS ASSOCIATION, INC., is vested in a board of seven directors.

Active members, or publishers who pledge themselves to pay an annual membership fee, based on circulation, until the association becomes self-sustaining through commissions earned on advertising handled, have the right to vote.

Publishers who do not contribute to the support of the association but who wish to affiliate with it and designate it as the representative of their papers in the national advertising field, may become associate members but have no right to vote for the officers or on questions of policy and management.

COUNTRY NEWSPAPERS ASSOCIATION, INC., has been officially indorsed by the following organizations by vote of the members gathered in annual convention:

Wisconsin Press Association.
Iowa Press Association.
Minnesota Editorial Association.
Oklahoma Press Association.
Oregon State Editorial Association.
Massachusetts Press Association.
Buckeye Press Association.
Michigan Press Association.

COUNTRY NEWSPAPERS ASSOCIATION, INC., has opened offices in New York and Chicago. A rate book, issued last November, lists 2,392 country

weeklies whose publishers signed cards authorizing the co-operative association to represent their papers in the national advertising field. However, the fact that not half of these publishers made the co-operative association their exclusive representative weakens the list and proves a handicap in many ways. Dual representation is confusing and inconsistent. The publisher should affiliate with his own co-operative association and stand behind it 100 per cent or tie up with some privately owned firm. He should accept business only from one representative. Straddling the fence in the hope of getting business from several representatives will get him nowhere.

In the first half year of its existence COUNTRY NEWSPAPER ASSOCIATION, INC., sent to over 1,200 papers orders obtained from 23 of the largest advertising agencies. These orders represented 26 different national advertising accounts. They were not for large amounts but showed that the agencies were ready to give recognition to the co-operative infant at the outset.

Can a co-operative association serving country newspapers along the lines outlined be made a success? The answer to that question is entirely in the hands of the publishers themselves.

The president of a large corporation which manufactures farm implements, himself keenly interested in seeing farmers perfect their own marketing associations, recently said:

> "The fundamental trouble with these movements is the fact that the American farmer is the most pronounced individualist in the world and it seems that nothing short of his actually going broke will bring him to the point of furthering any real co-operative movement."

As a pronounced individualist, however, the farmer has nothing on the country publisher—as anyone can testify who has had as much experience as I have had in various official capacities in state and national press associations whose aim is to improve the craft. A state association president recently described the difficulty very aptly in his annual address as follows:

> "One great trouble with newspaper makers, particularly of country newspaper makers, is that they are so interested in boosting the other fellow's game that we forget our own and let it go by default. We work for our town, our county, our state and the nation; we work for the school, the church, the lodge, the club; we urge everybody else to organize and accomplish things; but we let our own organization, perhaps more vital than any of the others, wither for lack of support, when the fact is that if we paid first attention to our own organization and our own business we would be in much better shape in a brief time to help all the others more than we do now."

Country publishers are sorely in need of education regarding several phases of their business but, taken as a whole, if there is any one subject they are confused about it is that of national advertising. The functions of the advertising agency, of the special representative, the commissions involved, why a special representative is necessary—this in spite of the fact that perhaps 75 per cent of the national business received would come to your paper and mine even if we had no representative—and other phases of the subject are not clearly understood by the publisher of the country weekly. And with over 11,500 of us scattered over 48 states it is no simple or inexpensive matter to set out to educate them.

In that connection I would direct your attention to the fact that 50 per cent of the country newspapers are credited to the 14 of the 48 states lying in the heart of America. And it is in these 14 states, by the way, that the co-operative spirit among farmers is predominant, a condition which is reflected by the numerical strength of COUNTY NEWSPAPERS ASSOCIATION, INC., in those states, as shown in the following table:

	No. of Country Newspapers	Members in Co-operative Assn.
Illinois	645	92
Iowa	573	245
Minnesota	531	216
Missouri	526	116
Kansas	482	110
Ohio	470	69
Nebraska	441	96
Wisconsin	387	106
Michigan	360	97
Indiana	351	61
Oklahoma	350	58
South Dakota	304	82
North Dakota	156	54
Colorado	144	55
	5720	1457

Many publishers entertain the fear that they will lose some of the business they have been receiving from the national field if they cut loose from other representatives entirely and affiliate with the co-operative association. There is absolutely nothing to this bogey but it's not so easy to dispel the idea from the minds of the publishers. Lining up 100 per cent for the co-operative association will involve no loss of business to the publisher but will result in his getting more orders direct and hence mean more revenue for him. I can cite my own paper's experience to prove my assertion. I accept business from the national field only through COUNTRY NEWSPAPERS ASSOCIATION, INC., or direct from the agency. My paper did not lose a single account that it carried in previous years during 1923 but did show an increase in gross receipts of $500 over 1922.

COUNTRY NEWSPAPERS ASSOCIATION, INC., is not yet two years old. From close contact with several farmers' co-operative associations and a knowledge of their struggles, temporary setbacks and ultimate success, it is interesting to note how similar to theirs is the experience of this association launched by country publishers.

Opposition to the movement within the ranks of the publishers themselves has been negligible; in fact, recent developments have served to rally them to the support of COUNTRY NEWSPAPERS ASSOCIATION, INC. Unfortunately, lack of funds has not made it possible to capitalize on that sentiment to any great extent. As is true of all such co-operative movements the aggressive and insidious opposition has come from firms whose business would be affected by its success. No stone has been left unturned to help contribute to its failure.

Recent developments in several of the more progressive and effectively organized states points the way to the success of some such form of co-operative effort as the plan embodied in COUNTRY NEWSPAPERS ASSOCIATION, INC. Publishers of country newspapers are demonstrating that they can co-operate in maintaining field secretaries and a central office through which to clear their local problems. It will be a logical development to make this service agent and his office the connecting link between the publisher and his representative in the national field.

Co-operation among Country Newspapers for National Advertising? Most emphatically—yes! The strongest state press associations have indorsed it. The ablest and brainiest men in the country weekly field, the presidents and secretaries of our co-operative state organizations, publishers of sound judgment, poise and vision, heartily approve and recommend it.

"The country weekly," quoting H. Z. Mitchell, a brilliant publisher of a bright Minnesota weekly, "is today the Cinderella of the World of Journalism. For years we sat in the ashes of public tolerance, garbed in rags of unpaid publicity with the smudges of unbusinesslike methods marring our natural beauty. We were lorded over by our big sisters, the city daily and the national magazine, forced to accept the scraps from their tables, sustaining ourselves with the business they did not want or could not get. We were useful just as the Cinderella of the fairy tale was, handy to have in our own little community where we were called upon to perform the most menial tasks but of the parlor we saw little and of the world less.

"The arrival of our fairy godmother, the War, changed our viewpoint for the increased prosperity in all lines of business reflected itself in the country newspaper office. We adopted better business methods, Franklin price lists, proved ourselves most valuable in service to our country and for the first time in our lives wore for a while the glass slipper of national advertising. Our appearance improved and as might be expected we then proved attractive to the fairy prince, the ultimate consumer, whose will is law and who is even now seeking his Cinderella. Cinderella of the fairy story, you will remember, sat demurely by the hearth waiting for the heralds of the prince to seek her out but we are somewhat more brazen and today the country weekly, the modern Cinderella, is standing on one foot, the other extended through the doorway asking for the slipper that will enable her to take her rightful place in society. Unfortunately for us, however, our Big Sisters have assumed the same undignified position and the silvery sheen of their silken hose has so dazzled the eyes of the heralds of the prince, the advertising agents, that they are fitting the slipper on every foot but that covered by the rough homespun sock."

By co-operation and by fraternal teamwork as individuals and as state groups, we publishers can gain the coveted slipper for our modern Cinderella and win for the country weekly the recognition it deserves. Whether we live and strive and serve in the North Star state or the "Show Me" state, our interests are mutual. Publishers of Missouri must joint with us of Minnesota, of Michigan, of Montana and all other states, if the goal is to be reached.

The New Information

BY STANLEY RESOR

President, J. Walter Thompson Company, New York City

The same great underlying changes that have transformed the whole fabric of our lives within the last fifty years have affected the news columns and advertising columns alike.

The time was when the information in the news columns was wholly local—the news of the communities and of the immediate vicinity. Today, local news is no longer adequate. The news the paper prints is world-wide. To gather this single-handed would present an impossible and prohibitively costly work for any paper. To supply it, therefore, various press services have been developed—Associated, United, and so on, who have their representatives throughout the entire world.

In the advertising columns the nature of the information and the need for it have changed in identically the same way. Today, your family and mine no longer make the things we use. Few of these things are even made in the communities in which we live. We know nothing about their making nor the people who make them, and the variety of articles we use has multiplied a thousand-fold. By no stretch of the imagination could you and I hope to be expert judges of all the things we use.

We buy almost entirely by brand whether it is soap or collars, furnaces, automobiles or roofing. That is why much more than formerly we must be told by those who do know, how these products are made and what they have to commend them—just what the brands we select really represent.

Perhaps you will excuse a little story that strikes home somewhat at newspaper men, because it does make the point. At a recent dinner, ex-Secretary Houston said that he always marveled at the ability of journalists to write on a variety of subjects. As he grew older, he said, he realized that this was responsible for the finality with which they wrote or spoke because we usually speak with finality about things concerning which we know little.

The point of this story lies not in its pleasantry on newspaper men but it does show clearly why the average clerk speaks with such finality on the many different items which he sells. It is the same lack of real knowledge that makes for this finality. This is in no sense a criticism of the clerk. He is caught in a situation beyond his control.

The average hardware store carries from six to ten thousand items; the average drug store, five thousand; and the average grocery store, one thousand. No human being can know the relative values of any such number of items as this.

Recently in New York with a stop watch we timed the transactions at several busy drug stores during rush hours. The clerks at these stores average 32 sales per hour each—less than two minutes for each complete transaction. It would be clearly impossible to point out to an inquiring customer the value of the article that would best suit his needs. In other words, the customer has been informed before he comes in.

You, yourself, have had this experience almost every day—in buying such articles as toothpaste and shaving soap. When you go into the store you

already know what you want and ask for it by name. You do not rely on the clerk. Consciously or unconsciously you have received a message direct from the manufacturer.

In buying products of this type you are perhaps not fully aware of the limitations to the information that can be given out over the retail counter. It is when you come to select articles of higher price—less frequently purchased—such as furnaces or household equipment, that you will feel the urgent need of more complete facts.

A neighbor of ours has been for some time trying to select an electric range for a new home. The dealer in the city recommends one particular type highly, but the local dealers in the country where the home is located condemn it completely.

This woman now faces the problem of securing additional information and evidence direct from the makers. As Dr. Wesley Mitchell, the economist, said in his brilliant pamphlet, "The Backward Art of Spending Money," no one can be expected to judge the values of everything from toys to medicine.

To supply the information about merchandise which we all need, organization has been developed just as the press association has been developed to meet the need of gathering and distributing news.

The advertising in daily papers can, in general, be divided into two classes. The advertising of the local dealers and department stores is, for the most part, a series of announcements of certain articles or the featuring of special prices.

The other kind of advertising is that of the manufacturer. It is this type of advertising—usually national in scope—which presents particular problems, and for which a highly specialized type of organization has been developed. These organizations are the advertising agencies.

The advertising agencies are organized for and trained in the study of markets and the buying habits of the different sections of the public. In the recent study of a single commodity one agency interviewed 1,267 users of that kind of a commodity in their homes in 116 towns in 18 states; 82 wholesalers were called upon and 669 retailers. Altogether six investigators were in the field for over ten weeks.

In marketing commodities the advertising agencies work with manufacturers just as lawyers do on legal questions. With a knowledge of the needs of the public, they interpret the advantages of commodities which meet these needs. They supply the information vital to the public for intelligent purchasing. And they afford manufacturers a highly specialized service, which, like the news service to the papers, would be prohibitively expensive and impossible to secure on any other basis.

With the needs of the public and the advantages of the product definitely established, it would seem simple to explain these advantages in a series of advertisements and insert these advertisements in newspapers, magazines, farm papers, billboards, etc. But it is not so simple as it appears.

There are 105 million people in the United States, 25,000 publications, 7,000 cities and towns with bill-posting plants.

What part of these people shall be approached first? What publications and what other forms of advertising shall be used? What space and what frequency? Above all else, how shall the message about the product be expressed?

It is rather amusing today to read Mr. Ford's testimony in his autobiography, that it was not sufficient for him to announce that he had perfected a practical motor car at a popular price. It is difficult to realize that it was only with the greatest effort that he was able at first to sell them at all. Mr. Ford then goes on to say that people never have taken voluntarily to new things. Whether or not this is historically true, it is a fact today that new things do not sell of their own accord.

It is not enough merely to bring a new product to the attention of the people who will use it. It is the character of the message which is of primary importance. It must be expressed so interestingly, from the viewpoint of their own needs or desires, that it will overcome their objections and prejudices and bring them to the point of buying.

To convince people of the desirability of a new commodity today is a costly undertaking—so costly that in many lines the dealer refuses pointblank to undertake the job. Your druggist's answer to a manufacturer, if the latter had developed a new and valuable product for the teeth and gums, for instance, a product of genuine merit, would be: "I will buy it when I have a call for it." That means when the manufacturer had convinced you that his product was what you needed and that when, as a result, you had gone to the druggist's and asked for it—then and only then, would the druggist buy a supply of it from the manufacturer. This is exactly the experience that Pebecco went through.

Take another example—in the grocery field. A product that you all know of and one that your mothers and sisters genuinely value. When the first attempts were made to put Lux on the market, it was discovered that the grocer would not buy. At that time there were two general kinds of soap other than toilet soap—bar soaps and soap powders. Clearly, Lux was not a bar soap, and hence, according to the reasoning of both retailers and wholesales, it must be a soap powder. This reasoning persisted, in spite of the fact that when the package was opened and the contents shown to the dealer, it was an entirely different product—a flake and not a powder.

For this package which the dealer insisted on looking upon as a soap powder, the price was higher than that of packages of actual soap powders; hence the dealer said it was not a good buy. In the face of this, it was impossible to get the dealer to handle it until the advantages of the new product were explained directly to the women of the country. As a result of telling women about Lux through advertising, it is now used in probably 80 per cent or more of the homes in the country.

This successful distribution of information on Lux has not only afforded the American public the advantages of a new method of washing woolens, silks and sheer fabrics with very much better results and great savings in time and money; it also has achieved another equally important end. The great volume of sales developed on this single product has made possible the economies that always come with large scale production. Advertising, in other words, is simply a form of large-scale selling.

Right here in your own state you have an instance of the tremendous economies of large-scale production. In St. Louis, the shoe center of the world, shoes are being made to sell at from $5 to $11 a pair, whereas custom-made shoes sells at $34 a pair. The day will come when this tremendous business will be insured and further economies secured, by informing the public everywhere of the advantages of the best of these brands.

Of course the very success of a product invites competition. To maintain and increase the large volume which makes the economies of large-scale production possible, the manufacturer must insure his volume against competition by continuing to keep the public informed of the advantages of his product. Fortunately, continuous advertising serves another great purpose, as the old product is always new to the oncoming generation. There are approximately one and a half million people coming of age every year in this country. In addition to that, of course, must be added the large influx of immigration.

An additional reason for continuous advertising lies in the fact that even when a product has established leadership in a recognized field, the point of saturation is frequently still far off. With all the selling and advertising effort put behind toothbrushes, careful estimates show the surprising fact that only 20 per cent of our population actually use them.

In the life insurance field the total average amount of the policies held by each person insured is only $1,375.

It is because of the need of continuously presenting one product or one service that the problem of the advertising agency in disseminating information which will be read is more complicated in some ways than that of the news columns. Each day the newspaper editor has fresh material. The advertising agency must keep the same set of facts ever interesting by fresh approach, and in advertising, repetition is just as necessary as in any other form of education. And yet, of course, to make this repetition real and not nominal it must be interesting—the advertisement must win a reading. Where the editor must interest the readers of a single publication, the advertising agency must interest the readers of dozens and in some cases hundreds and thousands of publications of every kind. On the other hand, the agency has the great advantage of working on a very limited number of problems at any one time, as compared with the great volume on which the newspaper must be informed.

This problem, then, of getting and distributing information in the advertising columns is probably quite as complicated as that of the news and editorial pages. How is it being done? Who are the agencies that do this work?

Clearly enough, all agencies cannot have all of the necessary qualifications There are all kinds of agencies just as there are all kinds of doctors, lawyers, newspaper and business men. The very good, the good, the mediocre and the bad. There are agencies which compare favorably on all of these points with the highest type of organization, either professional or industrial.

Granted the initial ability, training is counting for more and more each year. The best advertising men, like the best physicians, are those who have had a general experience in all phases of advertising work before they start specializing. As in all businesses and professions, the universities are being called on more and more for men to take up this work. Even the faculties themselves have been called upon to provide men. In one agency there are 110 university graduates, of whom seven have their degrees as doctors of philosophy.

Not a few men have found their way from journalism into advertising work. Quite a number have made conspicuous successes. Where they have

not been happy it has usually been because before making the change they saw the similarities but did not recognize the differences. In advertising, although there is each day a greater and greater opportunity for a very high order of literary work, yet, in the last analysis, every advertisement is a business message, subject to all the limitations and inhibitions which that carries with it. Every advertisement is edited with this end in view. To any of you men who combine with your literary interest an equal or greater interest in business, the advertising world will always hold open its doors and bid you a very cordial welcome.

There are large agencies and small, just as there are large and small newspapers—agencies consisting of a few people and agencies of from 300 to 400 people. There are in the United States some 1200 agencies. Of these the American Association of Advertising Agencies includes in its membership 134. These 134 do perhaps 60 to 70 per cent of the business done by the entire number. In the seven years of its existence the association has done much to promote a higher and higher standard of work and to achieve very substantial economies. A better understanding of this has developed between publishers and agents. Here again Missouri gives an illustration of this progres I think the association was helpful in furthering the use of mats by country publications. Mats are now used generally by the rural publishers in the state. After two years' work, the Missouri Press Association has succeeded in building up a membership of about 400 daily and weekly papers, outside of the metropolitan dailies.

By working together these publishers are now furnishing information and co-operation to a degree that would be out of the question if the members were working alone. All of these movements take time but they show results.

How to Get the Business and Collect the Money

BY CHARLES M. MEREDITH

The Free Press, Quakertown, Pa.

This is the most important address of this convention. Not the longest address nor the best address, but the most important address. Just look at the subject: "How to Get the Business and Collect the Money." If there is anything more of a practical nature connected with the publishing business I fail to recognize it.

It does not make any difference how much the publishers lie and blow about their large circulations, and their high advertising rates, and their job work prices, and their columns of advertising—if they don't collect their money all the effort is wasted.

Things have changed since I went into the printing business about thirty-five years ago. My boss thought that he was doing fine if he could get together a dollar and a half to hire a livery team to go out into the highways and the byways collecting his subscriptions. And if he could get the money together to go to Philadelphia every Friday for two reams of paper for the next week's edition he was well pleased.

On the other hand, in 1923 one beautiful fall day I went up to Buck Hill Falls Inn for the convention of the Bucks-Montgomery County Press League. I rode up in my Jewett sedan. We made all the hills on high and the beautiful varnish glistened in the summer day. Everything was exactly as the Jewett catalog exemplifies and when I got up to the porch of the Buck Hill Falls Inn I got off and looked at that Jewett. I was well pleased. I believe there was a kind of a glow above my dome and the guests of the hotel came out on the first-floor porch, and also on the second-floor porch and it seemed to me that I could sense their appreciation of the situation; but, while I was there absorbed in conscious pride, up came the Haywood Brothers of Conshohocken, not in a Jewett, but in a Lincoln sedan, and furthermore in the front seat was a darky chauffeur, and, like the Queen of Sheba, my crest fell and there was no more spirit in me.

Some weeks after that I took my associate editor on a tour of the newspaper offices of the two counties of Bucks and Montgomery, Pennsylvania, and when we got to the Robinson Brothers, at Hatfield, we found their back yard all littered up with high-class automobiles. Ernest Robinson has two Peerlesses and is a bank president. Penrose has two Pierce-Arrows and is president of a trust company and is now touring Europe. Charlie Baum of Perkasie has a villa at Ocean City and William Hoover of Bryn Mawr, has a villa at Atlantic City. Ralph Beaver Strassburger has just put up $1,400 for a book of biography and genealogy concerning his ancestors. The other day at a meeting of the Bucks-Montgomery Press League, at Norristown, up to the curb drove Hillgass & Son of Pennsburg in a Packard limousine. All country weekly publishers! How do they get that way? Why, only by making their collections.

We have in our town a well-intentioned, young man formerly our most popular and prominent bootlegger but he got religion and is now an evangelist. The other day he visited the editor at Hatfield and offered to sell him a cake of soap, I think, for 15 cents and after this transaction was closed he

said to the Hatfield editor that that was just a stall; what he really wanted was to have the Hatfield editor to do some printing for him.

"What is your price for a thousand tracts?" said the evangelist.

"$3.50 per thousand," said the Hatfield editor.

"Oh! That's much too high," said the evangelist. "Up in Quakertown I can get them for a great deal less money than that."

"Do you mean to tell me," said the Hatfield editor, "that Charlie Meredith will print you a thousand tracts for less than $3.50?"

"Oh! no," said the evangelist, "Not he. He's hard boiled and cold blooded. He wants to be a millionaire."

At first I was rather flattered by this story, but come to think of it I do not exactly approve of that kind of judgment in the community nor do I think I deserve it either, because I was chairman of a drive which raised $100,000 for Grandview Hospital, I was chairman of the New World Movement in our church which went over the top and I was chairman of sixteen or eighteen districts in the county raising $7,000 for Armenian Relief.

Now, I wanted to say that after you have made your collections don't waste them. Don't buy from all these blue-eyed, fair-haired salesmen who lean their elbows on your counter and want to wish on you this, or that, or something else.

For instance I have no Miller saw trimmer or feeder. I took that money and went to Florida with the National Editorial Association. Maybe Mr. Miller was in Florida when I was but he did not travel with me. Nor do I have any Goss-Comet press. I don't see the necessity of a Goss-Comet press for me when I can get my Potter press run a whole week for $9 or $10 by an apprentice; so I took that money and went to Montana, Yellowstone Park and Glacier Park with the National Editorial Association. Maybe Mr. Goss and Mr. Comet were in Montana but their paths did not cross my trail. Nor do I have an auto caster at $12.50 a month. I took that money and bought a Jewett sedan and am here.

One can buy a lot of local commercial, historical and philosophical material from our best local writers for $12.50 a month, and when it comes to editorial and special features, why, we "roll our own" regardless of what we can get in plate form or mat form from national celebrities.

I was up to Browning & Bachman, the Allentown Clothiers, early in the year and we signed up for our annual contract, and after this was signed the advertising manager said, "Do you use mats?"

And I said, "No, we can't use mats."

He said, "Well, then I will have to send you cuts and copy."

And I said, "Yes," easy and casual, and that transaction was over.

I can't see why I should cast plates and install a machine at the same rate as we are getting now because I can't raise our rate. But with these old-fashioned statements of mine, Quakertown Free Press is a paper not to be ashamed of. It has 3,500 subscribers at $2 a year and we are not making any practical effort to have a large circulation. Two dollars a year means that the subscriber is getting about all there is in it as a paper and to raise the rates at this time is an impossibility; so we are just letting her go. But we have from sixteen to twenty pages every week and seventy to one hundred columns of advertising and we are not giving any thought at all to the publishing of a daily because we prefer a fat weekly to a bumptious but attentuated little daily.

It seems to me that I have been in the collection business all my life. When father died mother was left in straightened circumstances and so she pretended to be a milliner, and then it was my duty as a little boy to carry to the ladies of the town their completed bonnets. Bonnets in those days—not hats nor creations as now. I would take the bonnet and put it on the doorstep and ring the bell and beat it down the street. After while I grew bolder and rang the bell and passed the bill to the lady. After while I grew more brazen still and handed in the bonnet and the bill and informed the customer that mother's account at Kohn, Adler & Co., and Schoeneman Brothers and Danabaum & Elliot was pressing and if the bonnet customer could arrange I would like to take the money along home to mother.

Then when I became a printer's apprentice my boss used to send me out collecting subscriptions. I would walk fourteen miles one day to Bucksville by one road and back the next day a different road. Other weeks I would go to Bedminster, and Argus; stop at every house on the road; try to get them to subscribe for the paper; try to make a collection; and try to get so many want ads during the trip that the expenses of the day's campaign would be met.

Then after a while the good citizens of Bucks County, Pennsylvania, with a population of 86,000 elected me sheriff. When I used to make those collections in Bucksville and Bedminster I would go to a man and say that his dollar was due and he would agree that it was due but his wife had just bought a kitchen cabinet and had paid the first installment and they were out of funds that day but he would be over Friday and square up with the boss; but he did not come. So when I would go visiting next year I would say, "Two dollars is due," and he would agree, but he had just paid his life insurance and was without funds but they were going to get some more money and bring it in in a few weeks. But they didn't. Then when I would go around the third year he would say "Three dollars. Is it? Are you sure of that? How time flies."

"Yes."

Well the hired man had the pip or something, he would say, and they could not get the hay to town. "But we are going over there to sell the hay and do all our spring buying and then we will stop in and fix you up." But he didn't. And when I would go the fourth year he would swear, and his hired man would swear and the dog would bark, that it was only three years instead of the four I asked for. Then we would compromise and I would take $3.50 and go away with neither of us satisfied.

But when I was elected sheriff things changed. Darn the kitchen cabinet, and the insurance, and the hired man's pip. Armed with a writ for a hundred dollars or a thousand dollars I would go on the premises, collect the money or start something. That was experience to gird up the loins, thank God and take courage. It has benefited my morale, ever since.

The Telephone as an Aid to Journalism

BY PERCY REDMUND

General Manager, Southwestern Bell Telephone Co., St. Louis.

It was the newspapers of the country that made the telephone famous over night. Alexander Graham Bell had exhibited his "speaking telephone," as it was then called, at the Philadelphia Exposition. Dom Pedro, emperor of Brazil, inspected the exhibit and listened in on the line. "My God, it talks," he exclaimed.

Dom Pedro, it should be explained, was the Theodore Roosevelt of his day. Anything he said or did was good first-page copy. So when Dom Pedro praised the telephone, the newspapers began to give large amounts of space to the wonderful discovery.

It is a far cry from that day to this. Few if any reporters on big city newspapers are now actively engaged in newspaper work who were in harness prior to the advent of the telephone in 1879. The reporter of today may have his hands full but the veteran of 1879 had them more than full. It was necessary for the newspaper man of yesteryear to have good strong legs, for he had a considerable amount of walking to do. Horse cars and hansom cabs and sometimes hired messengers were pressed into service, but at best the gathering of news was a slow, laborious task. Police reporters used to make the rounds of every police station in the city. Elections were sometimes in doubt for days.

Newspaper men live at the ends of telephones today. Batteries of them may be found in every city room in the country. Indeed the city editor in some cases seldom sees the reporter to whom he daily gives instructions over the telephone. There is one St. Louis newspaper man who is said to have never been inside the office of his paper in the last ten years.

I do not believe there is any question but that telephones have been one of the mightiest forces in developing the newspaper of today. This condition has not been brought about by chance. It has been a logical development hastened by the ever-increasing desire for speed.

One thing that has contributed largely to the rapidity with which this force has been utilized are the many marvelous inventions discovered by the Bell System scientists who today are at work by the score in obscure laboratories striving to add other refinements and perfections to the science of communication.

I refer to such things as the carrier current apparatus which enables as many as five telephone messages or twenty telegraph messages to be transmitted simultaneously over the same long-distance circuit. In addition there is the principle of compositing which permits an ordinary long-distance telephone circuit to carry four telegraph messages in addition to the usual telephone message.

Then, there is the "repeater," a device which actually rejuvenates feeble speech currents. A long-distance telephone line is thus divided in sections of separate lines connected end to end. At the end of each section the repeater takes the feeble currents and sends them to the next section in strengthened

intensity and without distortion. This is done so effectively that the voice of a speaker in San Francisco is readily recognizable to a friend in Havana although it has been repeated twenty or more times in its journey over 5,000 miles of wire and submarine cable.

All those things have been of vital interest to newspapers. An illustration of how dramatically they have served in emergency was given a month or so ago when every telephone and telegraph line radiating out of Chicago, with one exception, was damaged by a violent sleet storm. The one exception was a line to St. Louis that miraculously had held up. This was Chicago's one strand of communication with the outside world for hours.

Naturally the congestion on the wire was tremendous. So it was "duplexed" and shortly it was carrying the entire load of news, reports, messages and all the other traffic developing from the situation. The world was able to know promptly the extent of the damage in Chicago because one long wire was able to withstand the pressure and carry by means of these modern inventions the load of traffic imposed on it.

As ever editor knows, most of the leased wire reports of the news gathering associations such as the Associated Press, the United Press and the International News Service came in over the telephone company wires. So that whether you take a full leased-wire report or receive a "pony" report over long-distance you have continually before you an illustration of the aid that the telephone is rendering in making possible the prompt regular issue of a newsy publication.

It is indeed peculiar that the advantage of the telephone should have been so promptly and completely recognized as an invaluable aid in the gathering and preparation of news and at the same time so little heed given to its possibilities as a business-getter. The news department of the modern newspaper today, be it large or small, would feel seriously hampered without the telephone, but the business office today is continuing to use it in much the same way as was done ten years ago.

With but few exceptions no great forward strides have been made in utilizing the telephone as a selling force. The newspaper has two things to sell —circulation and white space. How many of you here have ever made a serious effort to sell advertisements or subscriptions by telephone? No doubt many of you have placed a few sporadic half-hearted calls to friends or former customers but how many have gone out after new business, have invaded new territory, have solicited new prospects by telephone?

It reminds me of the cartoon that showed a book salesman trying to sell a farmer an encyclopedia on farming. The farmer, a tall unshaven individual, shifted the last ounce of his weight to a tree and answered:

"Young man, I ain't farmin' now as well as I know how."

I believe there is a hint here for all of us. The world has accumulated a lot of knowledge in the last few thousand years, but not very much of it is being used.

By using long-distance the business man can effectually and directly handle a selling force, large or small. He can inspire its members with his own

personality. He can provide them with the most effective follow-up. It's the new way of selling as a matter of fact—the modern way—building business by wire.

It has not been an easy task to bring that fact home to business men as a whole. Many have been mightly conservative and skeptical.

The answer to the question as to whether it can be done is that it has been done. There's a rug concern in St. Louis that covers the United States by telephone in its search for new customers. There's a match company in Kansas City whose salesmen cover two or three times as much territory as they would otherwise be able to through agency of long-distance. When they come into a headquarters town they immediately place a long series of sequence calls for surrounding territory.

There's a soap company—if I were to mention the name you would find it had a familiar ring—that is just beginning to try out the idea. On the first trial the sales far exceeded the expectations of the sales manager of the soap firm. "It was a revelation," he said.

Last Christmas and the year before the Wahl Pencil people, the makers of Eversharp Pencils, kept their dealers' stocks complete during the Christmas rush by long distance. They called every dealer every night if necessary and rushed express shipments to cover his day-to-day sales. They have found that long-distance paid.

Now, let's get down into the newspaper business. How can long-distance save or make money for you. That, I take it, is the question in which you are interested. Let me cite the case of the St. Joseph Gazette which recently doubled its country circulation and increased its local circulation largely through a campaign handled exclusively over the telephone.

Sitting at his desk in his shirt sleeves and cooled by an electric fan, the advertising manager of the Daily International at Douglas, Ariz., sold a complete twelve-page section of advertising from surrounding towns over long-distance. In many instances he took the wording of copy over the wire without moving from his desk. They figured up the cost of the telephone calls later and found that they were but 12 per cent of the profits.

Money can be saved by proper use of "station-to-station" calls in the news department. A paper in Springfield, Ohio, has reported that considerable savings have been affected by having their correspondents call them on a "station-to-station" basis. This it should be explained consists of placing a call by number instead of name in somewhat the same manner as a local call is placed. This was called to the attention of the St. Louis newspapers some time ago and one—the Post-Dispatch—is introducing the new system.

It all gets back to the fundamental necessity of knowing something about the other fellow's business and I believe that a whole lot of good could be accomplished if newspaper people in general familiarized themselves to a greater extent with the telephone company in their own town and gathered a little information on how the wheels go round.

For instance it would help all of you, to take a trip through your local telephone exchange and watch the operators at work and have the manager

explain to you in nontechnical phrases just how telephone connections are completed and why you get wrong numbers and how cut-offs happen and all the other thousand and one things that irritate you when you use the phone. Go and see the manager when you get home and ask him to take you through if you have not already had the experience. Get acquainted with him. He may be a good fellow.

Besides, he is a mighty good news source for any editor to know. Although the telephone company is prohibited by law from giving out any information passing over its wires in private conversations there are many items of information that come to him, especially at times of emergency, in a perfectly legitimate way.

And about these wrong numbers. Let me say this. It is hard enough to meet the lack of understanding of those who simply do not know how the system is operated and have no conception of the manifold difficulties involved and how hard the telephone forces strive to maintain good service; but the cruelest thing of all is the habit of joke writers and comedians taking a crack at the telephone company just for the sake of getting a laugh and harping continually on the idea that all telephone service is slow and careless and that the operators are indifferent and rather prefer giving wrong numbers.

There is a glorious, inspiring story in the men and women and the mechanism that help to make possible the universal telephone service that we know today. There is a wonderful organization "behind the scenes" which makes it possible for us to send our voices ringing over the distance spaces to one person in a hundred million that we wish to reach.

About Fiction

Writing for Young People

BY MISS CATHA WELLS

Oakland, Cal.

There is nothing too good for the child—it takes the very best there is to be even good enough. There is no talent too great and strong, too fine and subtle, to contribute seriously to his reading and entertainment.

The successful child's story, like all other good stories, should be written primarily to entertain. Some misguided persons imagine one writes stories, especially children's stories, to point out a moral. Never! One preaches sermons and gives lectures for that. As Robert Louis Stevenson said: "We don't have to make our neighbor good; we have to make him happy, if we may." Of course, making him happy is making him good, wise and everything else that is best.

The right sort of a child's story must carry knowledge. This is at the desire, not of the editor nor the parent, but of the child, who is always hungry to know—the child with his ceaseless questioning, his eternal why's. A child's story must not deal with fear nor death, it must not leave a bad taste in the mouth, but must always show the powers of good working in harmony toward the right. Nor is this at the editor's demand, but at the child's. Children are fairer judges of the right, the true, the honorable, than we, it sometimes seems to me. There's an old saying that children tell the truth always. I doubt that, but I know they demand the truth of you. Nor can an empty child's story be covered up with fine writing, overloaded with adjectives and adverbs, with risque settings or other similar devices employed on grown-ups. Children tolerate no confusion of the picture or point at issue. They see clearly and to the heart of things. They go at their stories as they do at their Christmas packages, stripping off the useless tinsel and paper to clutch at the precious gift inside.

A child's story should be as carefully worked out in regard to plot construction, suspense, angle of narration and characterization as the best grown-up story. It must have quite as much "punch," if not more. Its diction must be alive and stirring, approaching as nearly as possible to the brevity, clarity and imagery of the Bible.

Which reminds me that editors and bookdealers say there's a big demand for good retold Bible stories for the very small child, such stories as the wise mother selects of her own accord to tell her babies. The head of the children's section of Paul Elder's—the famous and artistic bookshop of the Pacific Coast—said it was amazing how many children choose Bible stories of their own accord. But is it? Doesn't it just prove, as I've said before, that children appreciate the best?

Another bit of gossip from those who deal in books is that children are reacting from an overdose of animal stories, while these have done inestimable good in teaching fearlessness of, as well as sympathy and understanding for, the dumb creatures. The woman of tomorrow is less likely to scream at a mouse after being read to sleep with Burgess' tale of the field mouse. Children know when they've had enough and when every paper they turn to has a new

type of animal story, it is small wonder that they ask, as one little boy put it, for stories of "folks just like me."

I have been told that more money can be made out of writing a successful child's book than in any other field of fiction. Personally, I don't know. But a successful grown-up story may have a tremendous sale this month and be unread next. A child's book goes on, like a moist snowball, growing bigger and bigger with each turn—one child reads it and tells it to his little brother, who passes it on to someone else. Mothers give their children and grandchildren the books they themselves read and loved. Such books are never laid aside. Tennyson may some day be unread, but Mother Goose never will.

The ideal length for a young child's story is from seven to eight thousand words, but in many cases the same characters and setting are used in a group of independent stories.

Another thing: one should never attempt to write down to children, because it just can't be done honestly and keep the true balance. Why, neither you nor I nor any other grown-up is the superior of a child. Just remember that once perhaps "you were wise as he, but that was very long ago."

Not long ago someone said to me, "Don't you ever intend to write real stories?" I wish that person would set himself to writing a group of successful children's stories. If he made the hill he'd have cause for pride; if he failed —well, he'd have the experience, which is never amiss with any of us. Dr. John Adams, a distinguished writer and lecturer from London, recently said it always amused him to hear writers speak slightingly of certain popular-priced, widely read magazines, intimating that they were of a mind to sell stories to such; for he knew from hard-earned experience that this was not as easy a thing to do as they seemed to fancy.

Many of the biggest minds of the world have not only felt it beneath their dignity to write children's stories, but have taken pride in doing so. And what has Kipling done better than his Jungle stories? Remember Mary Dodge's classic, "Hans Brinker"; Frank Stockton, Richard Harding Davis and Mark Twain wrote for children. So have Ellis Parker Butler and Booth Tarkington. And I challenge you to show me any other story by our fellow member and former president, Louis Dodge, that surpasses in delicacy and artistic beauty the exquisite little boys' story, "The Sandman's Forest." These are all professional writers, but the author of the "Immortal Alice" was a great mathematician. And Derrick N. Lehmer, head of mathematics at the University of California, writes adorable nonsense poems for 5-year-olds. Moreover he sells them to good magazines. And our new Secretary of the Navy, Curtis D. Wilbur, of San Francisco, formerly chief justice of California, has published several volumes of bedtime stories.

I like best to write of little country children among wild and domestic animals. Any person who has not known the country in his youth has been cheated. Later on one can learn the witchery of the movies, the bright lights, the cafes, but unless one knows the songs of birds at dawn and sunset, the smell of cropped clover, the friendliness of young calves and pigs and colts, the joy of little brush-hidden paths, unless one sees these in his youth he is likely to go down to his grave very ignorant, it seems to me.

I have confined my talk to writing for the very young child. But after all, the principles are the same whether you write for the child, the youth, the grown-up—if you just put real blood into a story, make it alive, it will certainly sell. A writer once said to me, "I can't do children stories well, you see,

I've never been around children much." Why, she didn't know that the one child who helps you to write is the child you used to be. If you can't remember how it felt to plow into deep mud with your best shoes, to wade creeks and climb trees, and things like that, then you can't tell another about it. For here, as in every other class of writing, if there isn't something inside of you that thrills to the things you write of, you don't make the hill, regardless of effort, any more than a car can go over the top without gas.

A primary teacher of Pasadena, Cal., said that for the last five years she has had her children read Robert Louis Stevenson's "Child's Garden of Verse" and then let each child select his favorite poem. Every year the most popular poem has been that little two-stanza thing called "Windy Nights":

Whenever the moon and stars are set,
Whenever the wind is high,
All night long in the dark and wet,
A man goes riding by.
Late in the night when the fires are out,
Why does he gallop and gallop by?

Whenever the trees are crying aloud,
And ships are tossed at sea,
By, on the highway, low and loud,
By at a gallop goes he.
By at the gallop he goes and then
By he comes back at the gallop again.

She wondered at its popularity. But can't you see, these lines throb and beat with action, mystery, suspense; they thrill our imagination till one falls asleep wondering why at a gallop he goes back again. And if you don't wonder —don't bother writing children's stories.

I asked the editors of some of our leading juvenile magazines for some message for you. William Fayal Clark, editor of St. Nicholas, says that their great need is for good stories and articles for children of high-school age, the same to range from 3,500 to 5,000 words, though shorter articles are welcomed. They aim to instruct and entertain, but do not care to have articles written in story form, just straight-out facts, with a small amount of material for the very young child. This magazine has a set policy, due to the fact, I believe, that in more than fifty years it has had but two editors.

B. C. Oswald, of John Martin, writes that his magazine is the outgrowth of the John Martin letters which flourished for several years and whose personal quality is still retained in the present magazine. Its stories are often instructive with classical, historic and nature tales, but it never fails to find the fanciful and welcomes pure merry nonsense. Its strives to let no unconstructive lines or ideas creep in. All the material is selected with four points in mind: appeal, humor, influence, structure.

A new child's magazine has started in Berkeley, Cal. I met the editors and received many favors from them and incidentally two checks for the only stories I had for them.

The Youth's Companion gave me some very good advice. They said, "Do not write a story and then begin to look for some magazine that will publish it. Decide upon the magazine in whose columns you wish to appear; study that magazine carefully to discover the sort of thing it publishes; try to absorb its point of view; determine whether it advocates stories of love, adventure, travel, detective, children, adolescent, adult, humor and so on, and then write your story for that magazine."

Why Writers Should Be Philosophers

BY JAY WILLIAM HUDSON

Author of "Nowhere Else in the World"; "Abbe Pierre"; "The Truths We Live By".

Every supreme writer of any civilization has been in a broad sense, a philosopher. Name the greatest writers and you are likely to name the greatest philosophers of the age in which they wrote. They reflect a philosophic point of view—an interpretation of life. To see beneath mere appearance, into the reality of things, is the philosopher's business; to see the universe in the large, rather than in its fragments.

Dante, who some say is the greatest poet that ever lived, was also the greatest philosopher of the Middle Ages in that he understood the spirit of the Middle Ages and expressed its philosophy better than any other man.

Shakespeare was not a mere reporter of life but expressed the English philosophy of life.

Thomas Hardy, English novelist, has a philosophy of life, consistent, specific, that gives a special quality to all his work.

Tennyson lived in an age where theology and science were at war, and his poems reflect a philosophy born of this struggle which has recently renewed itself.

It is a most interesting phenomenon, explain it as you will, that nearly every great novelist and poet has probed beneath the surface and had a philosophy of life.

No great novelist has merely given us instances and such, but all have told us what life meant in terms of a point of view.

Frank Norris said a novel must tell a story, must reveal characters, and must prove something. After having read a really great novel, you not only have read a story but have attained an intellectual conviction of something, you have interpreted life in terms of the author.

America has been condemned by foreigners, and by Americans, too, as having no art at all that is characteristically American; perhaps the dubious beginnings of a distinctive architecture; but no really great schools of painting or of sculpture; while our music is still in its infancy.

But America has one art that has been expressing itself quite generally and with some degree of merit: the art of fiction writing. And this art is today the most popular esthetic expression of civilization, this the one art in which we Americans are finding conspicuous expression. From 50 to more than 90 per cent of the books drawn from our public libraries are books of fiction. No other one art is so influencing and moulding our institutions at the present time. Now, the novel has never before been the chief artistic expression of any age. It was always something else: sometimes painting; sometimes sculpture; sometimes architecture; sometimes the drama and poetry; but not the novel. By the way, the term "art" is too often narrowly applied merely to painting and the fine arts. But literature too is one of the fine arts. It is the finest art of

all, from the standpoint of having at its command more unities of more varieties than has any other art. The writer is free from many things that restrain the other arts, such as utilitarian considerations which interfere with the note of pure beauty.

The one thing that makes a piece of literature great is that indefinable thing called life, that moves through words and that transfigures them— life, that is not merely a reporter, but an interpreter, painting the color of your own soul into this expression of yourself, transforming your people and plots and circumstances.

The writer has an articulate outlook on life, or he is nothing. The literary man, as an artist, is always interpreting his characters. He doesn't hold the mirror up to nature. Before a writer can hope to be a story writer of high skill or force, he has to become more or less of a philosopher.

The American novelist must study his own civilization in order to portray American society as it is in its real meaning. For instance, our democracy has transformed woman until she shares with man many aspirations, and love between men and women has become subtly changed in its manifestations.

Many of the novels of love today are not truly realistic. They are not true to American life as it is. The prevalent lack of the tragic ending is not true to democracy, which is in itself full of tragedies though most eyes are shut to them. Most people want to read novels in which everything turns out pleasantly, yet tragedy is the note through which art finds highest expression. "That novel ends well which ends faithfully," said William Dean Howells.

We Americans look upon beauty as something that is imposed upon civilization. Righteousness and truth we want, but beauty we leave for the few. Yet a civilization is chiefly remembered because of its arts.

What Writers Should Know

BY T. C. O'DONNELL

Editor, Writer's Digest

The first point I want to make is this—that every writer must have a distinctive, personal point of view—*his* personal attitude toward life, *his* personal philosophy, *his* slant on things, on people, on events. It doesn't matter in the slightest degree so far as effective work is concerned, what that attitude toward life is. He may be a believer in revealed religion; or he may be a rationalist; or even an agnostic; in art he may be a realist or an idealist—or he may hold that all art is a nuisance; in politics he may be a Democrat or a Republican, or he may eschew politics altogether. But you can't get along without it. To do solid, vital work, to do poems and stories and feature writing with color and personality, giving them that quality of interestingness and differentness that editors are combing their mail for, you have to get hold of a point of view—somewhere, by some hook or crook.

Not that you will ever mention your point of view in your work. That isn't the idea; that isn't what it's for—it's to organize yourself, your ideas, your emotions, your motives, and to give point and direction and unity to everything that you write.

Now, then, see what follows. One of the big anxieties of the beginning writer, and of a lot of the rest of us, too, is vocabulary—how to get a big one. And yet, when you get hold of this business of an attitude toward life as the basis of your writing, your vocabulary will take care of itself. You won't need to worry about words. There will gravitate to and cluster around that point of view of yours all the words you can possibly use—long words or short ones, according as you choose your attitude toward things—whimsical words or solemn ones, gray ones, or vivid, colorful words—musical words, or rugged, forceful ones.

But it isn't enough just to let words gravitate to us. We have to acquire a love for them—for their own sake. Words, you know, are to the writer what pigments are to the painter. Show me a good painter and I will show you a man whose big passion is his love for his paints—as paints. He loves to see them squirming out of their tubes; he loves the smell of them and the sight of them; he loves the feel, the ooziness of them, he likes to get them over his hands and daubed all over his smock.

That must be precisely the love of the writer for words; he must love to fondle them and teach them tricks, and even play tricks on them. They may have no pedigree, some of them—homeless waifs that he picks up on the street, but that do have color and character.

Take the stories and the articles and the poems that are written around whimsical titles as a single proof what I am getting at—read Lewis Carroll with this thought in mind, and Oliver Herford, and Burges Johnson, and Gelett Burgess, and Gilbert K. Chesterton, or Stevenson, or Dickens—read these men, with their love for words, just *as* words, and ask yourselves if they could by any chance ever run short of ideas.

Also—ask yourself if you can conceive of these men ever being bothered about technique. No, the technique also takes care of itself—these writers don't have to get their technique out of books on writing. They "roll their own."

Now the writer who has got this far in a philosophy of writing has become an interpreter. Whether he writes a lyrical poem about a sunset or a whimsical one about his neighbor's Ford, whether he writes an article for the household department about how to make Swiss chard go twice as far, or a story—no matter what he writes about, it is interesting because he is interpreting that thing in terms of his own way of looking at things, in terms of his attitude toward life. And that, let me tell you in all earnestness, is what interests every editor who is worth his salt. Your personality, your ego—that is the thing that wins the editors, and the reading public.

The story writer who is the interpreter will seldom send to the editor a story about the prodigal son who came home and paid off the mortgage, or the prodigal son who didn't, leaving the dutiful daughter to do it, or the story about the trouble in the steel mills, or the banker's son who married his father's stenographer, who turned out to be an heiress to an English estate. Yet all of these are stories that have been sent to me for criticism within the past week, most of them having been actually sent out to editors, and of course rejected.

The editors reject such stories because their very subjects, stale as they are, are the hall-marks of an unoriginal mind. But let an editor come across in his mail a story about the girl who lives next door to you, whose character and personality you have been interpreting to yourself in terms of *your* outlook on life, and told with the words that have clustered around *your* point of view, and you have his attention right at the start. It will grip him, and he knows it will grip the reader, not because it is filled with so-called gripping situtaions, not because you have the girl run over by a speeding automobile, not because two men engage in a revolver duel over her, or because she rushes to the jail with a reprieve just as her sweetheart is to be led to the electric chair—it will grip him because *your* reaction to her grips him. It is you, not she, who grips him.

And now I come to a question that I want to touch upon for a moment—plot. It will help you to keep the business of plot-making clear in your mind if you will remember that the basis of all plot is conflict. A plot is always in the nature of a triangle. That doesn't mean that it must necessarily be triangular in the sense of there being two men who want the same woman, or two women who want the same man. It may be a man who desires a certain thing or condition, and in steps a man or woman, or condition, and stands between him and the object of his desire—there you have conflict. Or a man may want a certain woman, and a condition confronts him and produces the conflict element. You see, you there have the triangular arrangement all the way through. Each situation as it arises, is merely a climax leading up to what seems for the moment to be victory—first for one, and then the other of the two conflicting elements of your triangle, only you pull a string, and victory seems as doubtful as ever as your story goes off in a new direction to another climax—and so on to the end, when, in a big climactic situation, the victory is won.

That seems simple enough, and that is my point in this paper—the fact that when the story is about *you*, when it is your interpretation of your characters, that constitutes the big interest in the story, your task is *always* simple.

In the brief time allotted me, I have not been able, obviously, to go into specific questions that each of you may have. I have, on the other hand, tried to cover, inadequately I am aware, a subject that has caused me very genuine

pain, as in my daily work I read stories and poems and other forms of writing that just miss fire—because the writer doesn't let the fire burn inside *him*,—with plots that are passable or even, good and writing that is grammatical and according to the best principles of books on rhetoric, but that is little more than a collection of words picked out of a thesaurus instead of dictated by the writer's way of looking at things.

But—if I get over today just this one idea, that it is *you* you are selling, and not your stories, you will find the whole business of writing clearing up be-magic.

(*From another address by Mr. O'Donnell, "Writing the Feature Article."*)

Now let us consider for a moment certain qualities imparted by newspaper writing that make a man a better fiction writer.

First comes a mental alertness that always distinguishes the successful newspaper writer, manifesting itself in the form of entertaining diction, bright, vivacious dialogue, and up-to-the-minute allusions and figures. I am not saying that these qualities are confined to newspaper-trained fiction writers—merely that the newspaper cultivates in one an alertness, a keenness of mind that is particularly adapted to the modern story, which in turn must adapt itself to the modern audience, demanding as it does that it be entertained rather than stirred emotionally.

And this brings me to a *second* quality which is closely related to alertness of mind, a quality that is unfortunately left out of all discussions of short-story writing. I refer to sophistication. I am not going to argue the point as to whether the modern public is or is not becoming *over*-sophisticated. The moralists are having a merry time with the subject, but in the meantime the public goes on becoming more and more sophisticated; more and more they demand a sophisticated note in their fiction, and a sophisticated point of view in their writers.

Again the newspaper man learns human nature. He knows, not one or two types or classes of people, but he is brought into contact with *all* classes. He knows what a hod-carrier will do who suddenly comes into possession of a thousand-dollar legacy. He knows what a politician will do when confronted with an opportunity to turn a *hundred*-thousand-dollar graft deal.

Also one acquires, beginning with the day he goes to the police court for his first story, a "news sense," that unerring instinct that tells one whether a given incident has or has not a value as news. If it *has*, all well and good; if it has not, and news is scarce, the newspaper writer *makes* it take on news value—if he has the newspaper instinct he will quickly find some news peg on which to hang his story, some slant that will tie the story up with the day's events and make it of appealing interest *as news*. This "news sense" developes in the fiction writer and becomes a "story sense," which not only tells him when he has hit upon material for a fiction story, but also enables him to see in a situation a story that would be passed up often by writers without his training.

And closely akin to this is the development of a "sense of story values." A man who is trained to know whether a news story is worth a stickful, or a column, is going to know whether he has a Saturday Evening Post length or a Brief Stories length. This will save him a lot of postage and many heart-aches when he gets into the fiction game. And the same sense will tell him whether he has the *kind* of story for the Post or for Western Stories, say.

And lastly, the newspaper man learns how to write. He learns that the English language is a means to an end; that its main purpose is to do things for him. He is never afraid nor in awe of it, and makes it jump through hoops, and sit up and bark for prepositions and things. All this scandalizes the purists, of course, but endears him to editors who like forceful, vivid writing.

Now, how does this connect up with writing the feature article? In this, that the writing of all feature material should be looked upon a as further opportunity to develop fiction technique. Leg-work has served to develop the news and story sense and has afforded a sound and practical training for writing. But the newspaper worker who approaches feature writing with a desire to make it contribute to his fiction writing equipment will not only find what he seeks, but also will do his bit toward improving the quality of America feature writing.

Cramped Style

BY MRS. MARY BLAKE WOODSON

The Kansas City Star

First of all, what is cramped style?

Cramped style is the thing that makes much deep disturbance in the literary world. It is the direct cause for frequent attacks of malignant and terrible mutterings among editors and many deaths by apoplexy among writers. It usually seizes one midway between a perfectly corking opening sentence and a smashing final one. It is no respecter of persons, time or place.

Allied with cramped style is writers' cramp—now usually confined to the pocketbook in these days of our Lord and the typewriter—which it has licked to a standstill while cramped quarters and even the green apple variety are backed clear off the board.

Cramped style is either forced on one or it just comes naturally. Its cause is due to one of two things: By the author's being overly painstaking about cramming all the letters in the alphabet into a given number of words and all the words in the world into the smallest space possible, or it is caused by the editor. Yes, the brutal editor, who takes a nice, juicy, overdone pet story of, say seven thousand words, and nonchalantly scrawls across it that most malicious and atrocious sentence, "Boil down to two hundred and fifty words and let us see it again." Usually he has no desire on earth to see the thing again. Usually it's the last thing on earth he does want, but he craftily knows it is a forlorn hope held out that will have one of two effects: either the guileless and trusting author, anxious to please yet determined not to sacrifice any of the wonderful thoughts he has written down, will spend much time in really trying to cramp his style of saying seven thousand words worth of things into two hundred words worth of nothing, (in which event he will die of the cramping, or the editor will be a very old man before he "sees it again") or else the author will regret that he has only seven thousand words to sacrifice for his art and refuse to be driven into lack of generosity in the matter at all. Both of which let the editor out very nicely, you see.

Newspapers and newspaper writing are another direct cause for cramped style of the most virulent kind. The author writes with all the freedom and fire in him, "A rim of light showed along the ridge of the hill and slowly the majestic moon climbed the steps of the heavens, silvering the trees and all the peaceful landscape of the sleeping valley and making it a wordless song of praise to the Creator."

The newspaper editor or copy reader, in that straightforward way of newspapers makes the writer say, "The moon rose," and lets it go at that—all in a day's work. No amount of argument will change him.

Too, taken all in all, cramped style, pernicious as it is, is largely one of those well-known circumstances over which the author has no control—undoubtedly he should struggle against it—undoubtedly he should, and frequently he does, fight it with all the fire and valor and words known to the craft. Frequently he even fights it with words unknown to the craft and masquerading under the name of phonetic spelling.

I may as well say, though, after a long and weary battle myself, with any number of words, in trying to gain freedom and to release myself from cramped style, that I am forced to the conclusion that there is but one way to entirely

eradicate and permanently cure the malady. That is a dime's worth of nitroglycerin under every newspaper office in the world and to shoot at sunrise every magazine and newspaper editor, except those present. These drastic measures and these alone will break the fetters binding the poor writer and give him freedom to putter amongst as many words as his heart desires—at least until a new crop of editors and newspapers come along.

Literary Possibilities in Missouri History

BY FLOYD C. SHOEMAKER

Secretary, State Historical Society of Missouri

"The Crisis," by Winston Churchill, is the best book ever written that deals with St. Louis. "Order Number 11" was also written about Missouri. Mark Twain's books are essentially Missouri books in regard to settings and characters. Harold Bell Wright's "Shepherd of the Hills" is a novel dealing with Missouri life. But the surface has as yet been only scratched and the possibilities are unlimited.

Missouri history covers two centuries. There are many subjects that might be taken up and their possibilities shown. For instance, the amalgamation of two races here between 1800 and 1820, 50 per cent pure-blooded French and 50 per cent English and Scotch-Irish. Then the immigration that poured into the state, thousands of persons of the best blood from the South, indicates why Missouri became for decades a southern state. Germans and Irish came in by the tens of thousands. Americans from the East and the North poured in, and altered the political complexion of state and country.

The Santa Fe trade was entirely a Missouri enterprise, carried on by Missourians, but has never been developed in stories. The Pony Express was instituted by Missourians in Missouri. Doniphan's Expedition of 1846-47, which is unparalleled in history, included a thousand Missourians who went across the deserts of Kansas, Colorado and New Mexico, meeting serious hardships, on through to El Paso and down into Old Mexico, fighting battles every week. But they loved to fight and came out on top, losing less than one-tenth of their organization. This has never been treated in literature.

The most interesting subject in Missouri literature, however, is the typical Missourian. He is hard to describe accurately. Mark Twain has come nearer to writing of the exact life and characters of Missouri than anyone else. The typical Missourian has characteristics and traits which have marked him, his conservatism being the most predominant. This trait is found expressed in many lines of his activity. He has held faith with the old times and things. This is true in religion as no sect has ever been developed on this account in Missouri. In politics it is the same way. Though he may not believe entirely in the party to which he has given allegiance, the Missourian will seldom go into an untried party. Third parties have never been encouraged and have not gained much headway in Missouri.

In finance, too, is this conservative instinct, one might almost call it, found. More banks are in Missouri than in any other state in the Union but in percentage of failures the state ranks low. Between 1810 and 1860 the entire Nation needed money badly and this condition caused many wildcat banks, issuing currency which was not redeemable at 5 cents on the dollar later on. Missouri chartered no wildcat banks and issued no wildcat currency. She did establish a state bank that was the only one in the Mississippi Valley which redeemed its money in gold on demand, this being between the years of 1837 and 1865, as long as it was in existence. It became the standard of banking in the Mississippi Valley, though not in one of the richest states.

This conservatism has found expression in the nicknames to be found in this state, though no nickname has stood for any length of time, as there seems

to be no uniformity in the state. Various terms at different times have been applied to Missouri and most of them have been forgotten.

"Pukes" was the first nickname applied to Missourians and was in vogue from about 1820 to 1830. The name originated when thousands of Missourians left the state for Illinois and other fields.

"Pikers" was the next name applied to Missourians and lasted for a quarter of a century. Then the entire state was called the "Bullion" state, because it was the only state that made legal tender of hard money only.

From 1870 to 1890 Missouri was termed the "Robber" state on account of the bandit reputation received through the press, but the nickname was not accepted by Missourians.

"Showme" is now in vogue as the nickname of Missouri but this is gradually losing its hold and some sections of the state are making concerted efforts to do away with it.

Conservatism is again evident in that a Missourian is hard to arouse and hard to convince. After a proposition is once proved to a typical native he will go to the limit and fight it out to the end, but until it has been conclusively shown to him that the matter will succeed he will have nothing to do with it. The backwardness in rural public schools is a glaring example of this. Missourians held faith in the old institutions which had been perfectly satisfactory to their forebears and which suited them. They had to be shown that public education supported by taxation would be successful before they would take the initiative and proceed with this more modern idea.

Missourians didn't want the Civil War, but when it came the record of this state was unsurpassed by any other in the country; hence another subtle characteristic of the Missourian which is his peculiar fighting quality. One Missouri regiment would not surrender to the Union at the close of the War but marched down into Mexico and fought the rebels there.

This fighting characteristic of Missourians is noticed also in politics. However right a politician may be, he will lose if he is not a fighter. Thomas Benton was a man of this type. Mark Twain fought for justice and democracy. Although Missouri has a state flag, she has no official state song. Efforts have been made for decades to find a state song suitable to Missouri, but so far none has been successful.

The third characteristic of the typical Missourian is his seriousness. He is meditative, philosophical and seldom hurried.

The Missourians' independent attitude and carelessness of the rest of the world stands out, too. He goes his way, which has been the tried way and sometimes not as progressive as other ways, fundamentally independent.

A fifth characteristic of the typical Missourian is that he is essentially a follower of men rather than of measures. Missourians frequently follow fighting leaders whether they approve of their measures or not.

Things are changing gradually, though, and Missourians are becoming more advanced all the time. Owing to the fact, however, that one-third of the state is in the Ozarks and is comparatively undeveloped, there will long be a pioneer coloring to the Missourian.

Missouri Literary Material for Missourians

COMPILED BY MISS CATHERINE CRANMER

Late of New York City

The expressions in this article were obtained personally by Miss Cranmer through interviews with these Missouri-born authors.

Orrick Johns considers himself more a playwright and novelist than a poet. He attributes to Missouri full credit for all of the best lyrics he has written in his book called "Country Rhymes." He says he feels a great many fiction writers don't get the individual character in their novels which is so subtle and not easy to put over in fiction that is prevalent among the people who live in Missouri. This state seems to have a distinct set of traits and characteristics all its own, and is harder to write honestly about than any other part of the country. Mr Johns says that in his own fiction he is more interested in ideas than in his types and characters, digging out the fundamental truths as he sees them.

Of all Missouri, Sara Teasdale knows St. Louis best and almost only. Her family were river people and she has been brought up to respect and to know river tradition. Miss Teasdale thinks the Ozarks is the loveliest country in the north. Sulphur Springs in the Ozarks inspired her to write "Places" and old St. Louis down by the levee was her setting in "Flaming Shadows."

Augustus Thomas, the executive officer of the Producing Managers Association in New York, has written and produced sixty-one plays, drawing largely on Missouri material, while Temple Bailey says she has used Missouri as the theme of many of her stories.

The simplest small-town material in Missouri is the stuff that pleases Rupert Hughes most about his native state. Besides being a popular writer, Mr. Hughes writes many songs. He used Lancaster, Mo., for the setting of one story in which he made the hero a livery-stable keeper. He wrote a Civil War story about the Battle of Wilson Creek in Missouri, in which atmosphere he was brought up. One of his recent stories was about his preparatory school days at St. Charles, Mo.

Fannie Hurst comes back to Missouri not so much for inspiration as for material. She is perpetually dissatisfied with her work and always tries to make the next product better and as near to her idea of perfection as she can. This is the chief influence in her work. She advises that young writers should read other writers less, but gather all possible information that will strengthen their own fiction, as one struggling young writer will not learn much from the stuff another in the same fix has written.

Zoe Akins has not drawn so much on Missouri for material but thinks if she had to start over again she would pick St. Louis as a background, because more than any other other city with the exception of Boston and Baltimore, St. Louis has distinct social traditions which are unsurpassed in this country.

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Edited by

ROBERT S. MANN

Associate Professor of Journalism

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